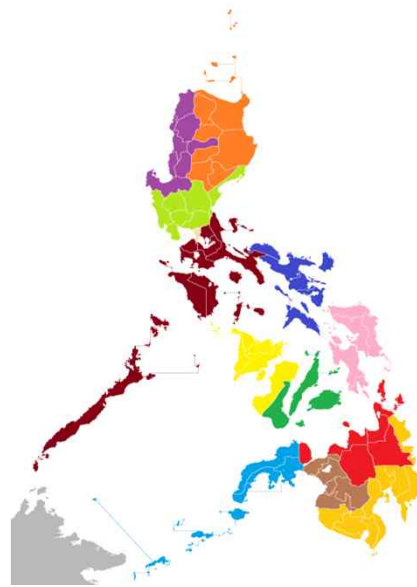
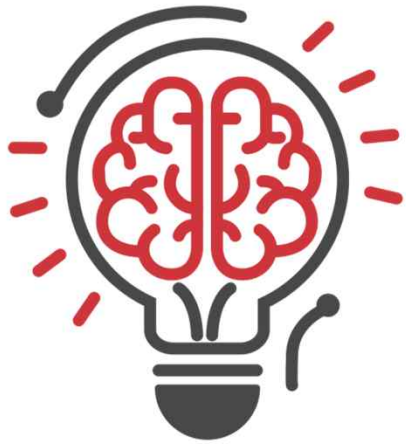


Managing Intellectual Property to promote Startup's Competitiveness



Finance

K.J. Hyung
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Do you think Startups need to think of securing IP early on?

Budgetary, Manpower
& Time Constraint



**Isn't it too costly &
time-intensive process?**

**Isn't Time-to-Market
more important?**



Startups are not always about serious Science & Technology

<Meta Technologies, Lean Startups>

Technology

Business Model



Why companies apply or buy patents?

1. Freedom to Operate (Standard-seizing, Prototypicality)
- 2. Protection of Products/Position, (Excluding Competitors)**
3. Defense from Lawsuits (Patent Trolls, Patent Sharks)



CURV TECHNOLOGY

Curv technology is an advanced impact-resistant, lightweight material. Samsonite has formulated the process to create the ultra strong material by weaving fibers of durable polypropylene together, transforming them into individual sheets which are quickly reinforced and fused together to form an outer shell. Curv is exclusive to Samsonite for luggage. We have several collections featuring Curv technology; Lite-Cube, Lite-Locked, Firelite, Cosmolite and Lite-Biz.

[WATCH THE PRODUCTION PROCESS](#)

[EXPLORE OUR CURV RANGES](#)

THIN & LIGHT, BUT STILL POLYPROPYLENE

FLOWLITE TECHNOLOGY



strength, shock resistance & high density of colour pigments to avoid stress d in creating a range of extremely lightweight polypropylene collections, thanks ene material called Flowlite. This material enables us to inject very thin moulds ll, giving protection to personal belongings inside the suitcase.



Why companies apply or buy patents?

- 1. To Identify and execute new business opportunities**
2. For government-driven R&BD projects : Grantpreneurs?
- 3. Collaboration with third parties**
4. Company Brand / Image Promotion

TECH SAMSUNG

Samsung and Samsonite team up to create satellite-tracked suitcases

By James Vincent on May 4, 2015 07:15 am @jjvincent



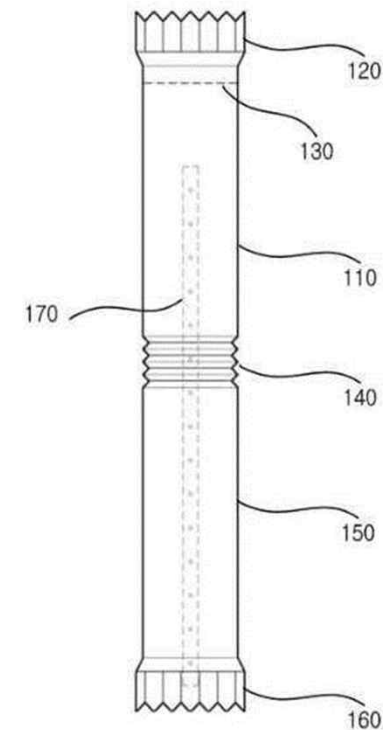
Tech

Next generation suitcase could wheel itself into the airport, then check itself in for a flight

By Jelisa Castrodale May 4, 2015 3:00 pm

Why companies apply or buy patents?

1. To Identify and execute new business opportunities
2. For government-driven R&BD projects : Grantpreneurs
3. Collaboration with third parties (Other Companies, Universities, Ris)
4. Company Brand / Image Promotion (Built-in Stick Case)



With the 4th Revolution, Serious Tech is back



San Francisco's tech boom is so expansive that the city's median home price rose by \$205,000 in the first half of 2018, one of the biggest swells in its history

Katie Canales Jul. 10, 2018, 3:40 PM



RECOMMENDED FOR YOU



We tried french fries from 5 major fast-food chains to see who does it best, and there was a clear winner

VIDEOS YOU MAY LIKE

by Taboola



Silicon Valley's housing crisis is so dire that this 897-square-foot Palo Alto home is selling for \$2.59 million — take a look inside

Katie Canales Jul. 4, 2018, 10:30 AM



Obama cracks down on patent trolls

by David Goldman @DavidGoldmanCNN

Abusive Patent Litigation undermines the spirit of innovation

Trump vows to protect U.S. intellectual property, without directly blaming China

Lesley Wroughton

3 MIN READ



Strong IP Policy is back

Editorial Board

A New Front in Trump's Trade War

Taking unilateral action against China's "unfair" IP practices would backfire on America.

**Equity Investors are looking for scalable business ventures
VCs win with the outliers that generate outsized returns**

**Not all Innovative SMEs are scalable.
What if the companies do not want it? (Grantpreneurs?)**

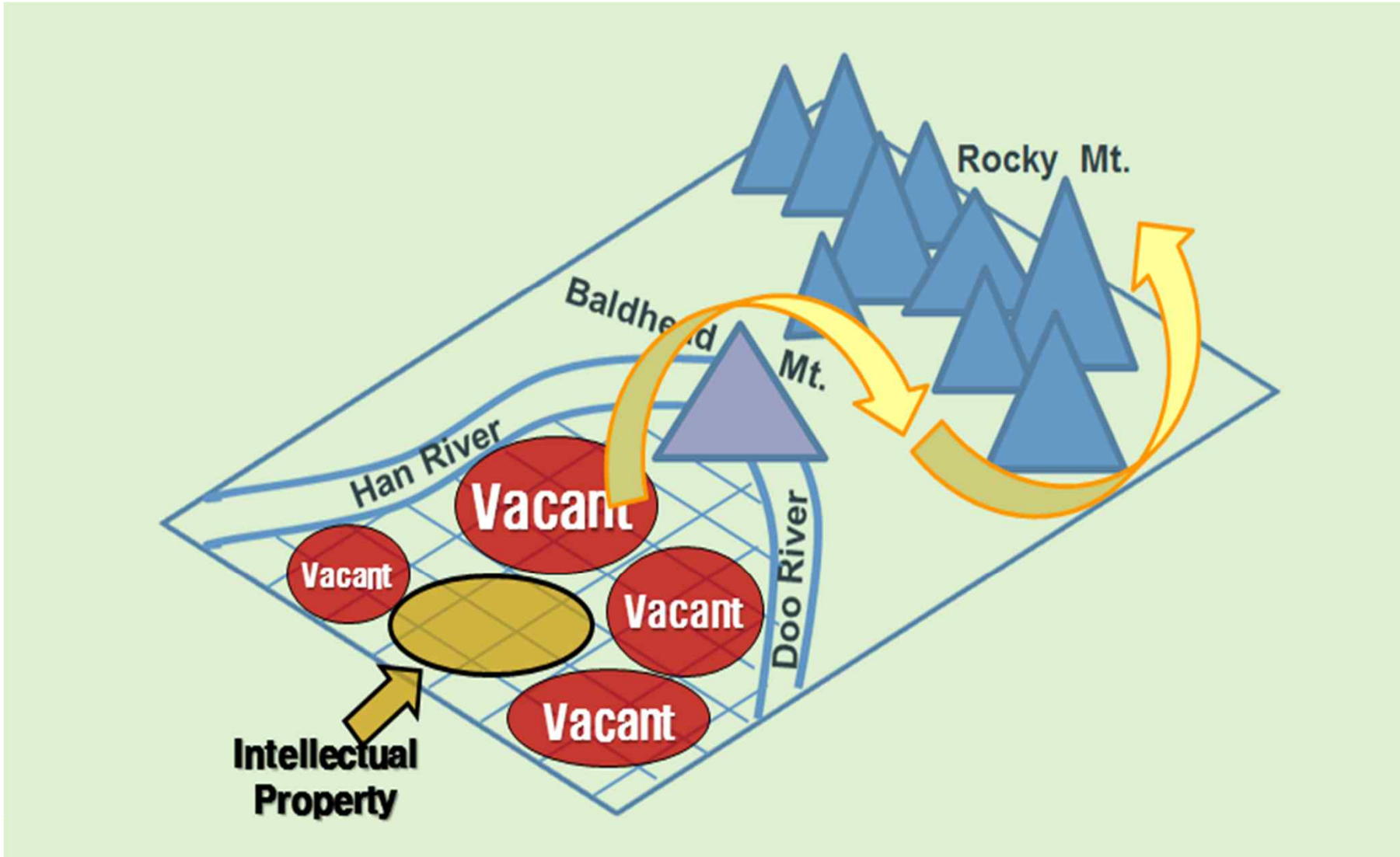
**Knowledge-based economy is already here with us, and it is
heading toward IP-based Economy : IP R&D, UN TECHBANK**

**Patents, IP rights by themselves will not get you venture
funding : Great Product, Lucrative Market Opportunity, Strong
Management Team**

**By securing IP rights early on, you show potential investors
that you have secured tangible protection for your underlying
business model and core innovation**

**IP is more and more significant factor that drives acquisition /
IP Financing practice is on the rise**

What drives IP-centered acquisition and IP R&D?



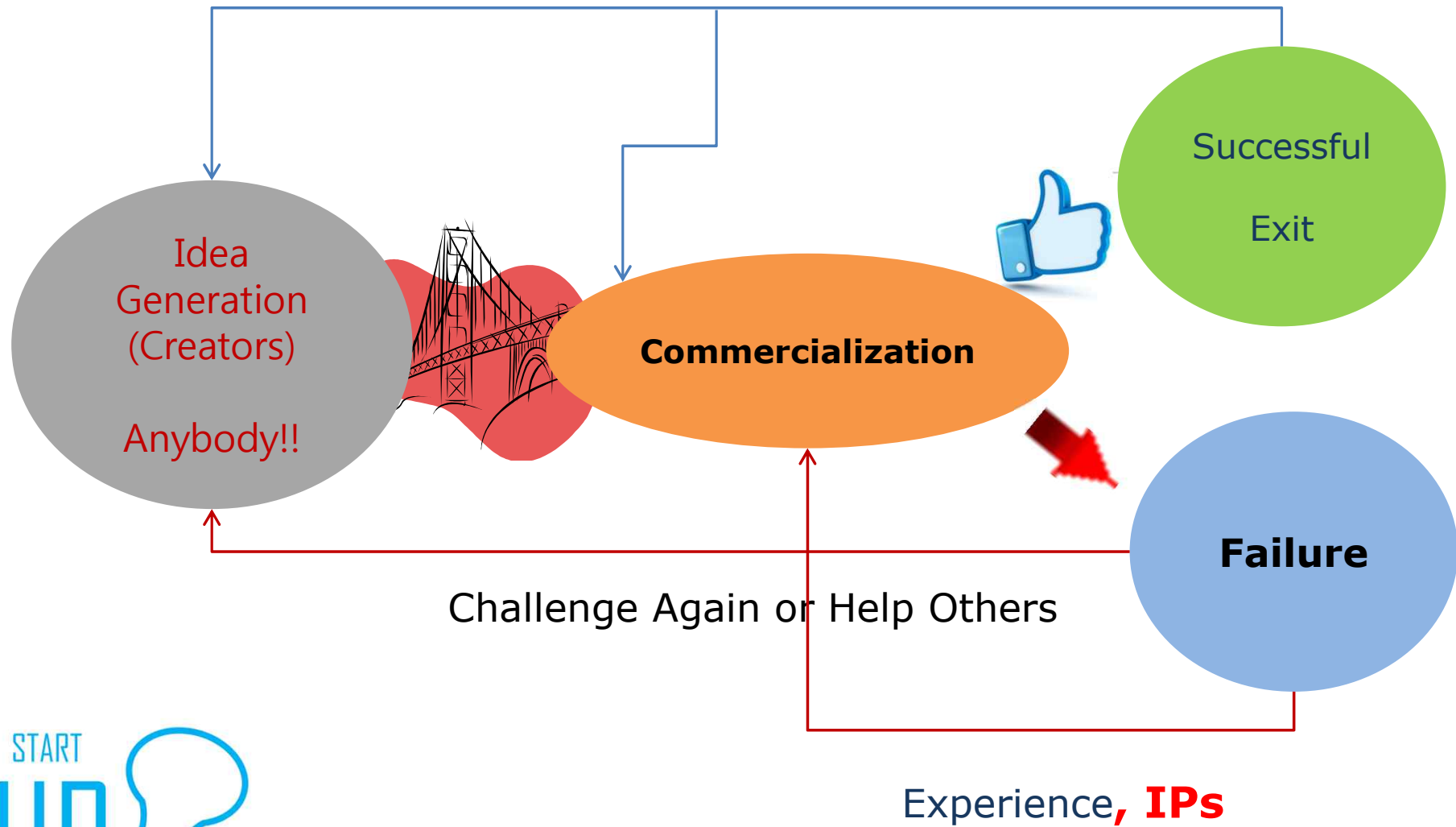
Not all great inventors are business-savvy



Charge Your iPhone with Your Breath

Simply thinking of something that others are not is not enough for your success

Knowledge & Money



A first patent issued raises employment growth an average of 36% over 5 years

A first patent issued grows sales an average of 51%

A first patent grant increases the probability of securing VC funding by 53%

"The Bright Side of Patents, HBS and NYU, 2016



