



# Tools for Strategic Intellectual Property Management

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# SUSTAINABLE DEVELOPMENT GOALS





**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



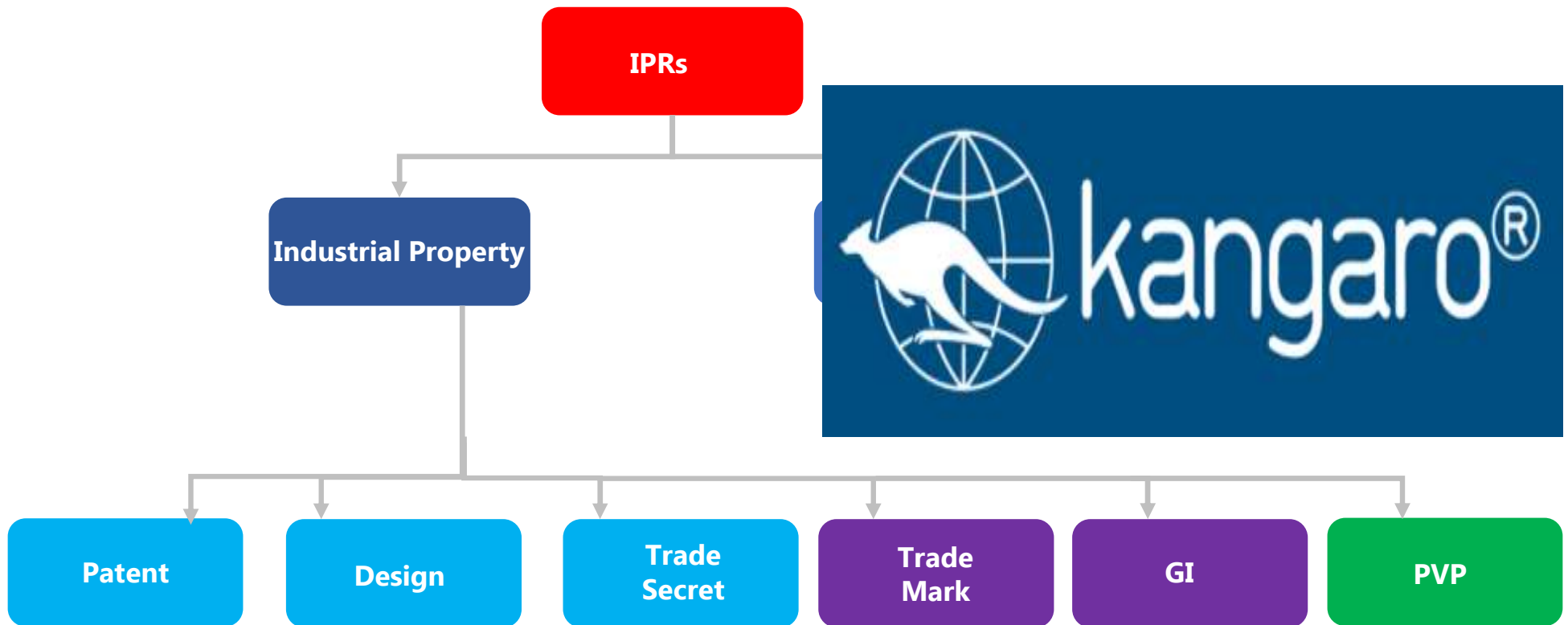
**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**17** PARTNERSHIPS  
FOR THE GOALS



# Intellectual Property Rights



## Strategic IP Management Tools

- IP policy
- SWOT analysis
- IP Roadmap
- IP Value proposition for commercial exploitation
- IP Portfolio management
- IP Audit
- IP Due diligence
- IP Valuation
- IP Analytics



## IP Management Tools



- IP Portfolio Management
- IP Audit
- Due Diligence
- IP Valuation



# Identification, Generation, Protection



**Innovation Assets**



**Digital Assets**

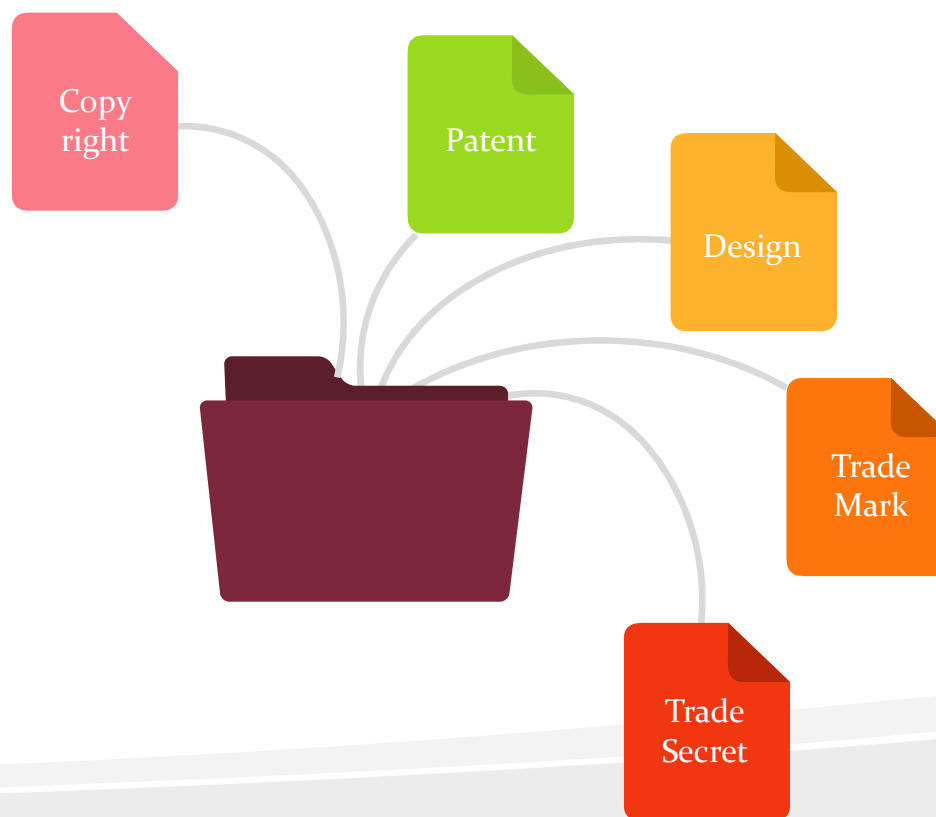


**Identity Assets**



# IP Portfolio

- IP management
- IP Portfolio
  - Various IP assets
  - Owned
  - Licensed-in
  - Licensed-out
- IP Portfolio Management
- E.g. Toyota Motor Corp.







# IP Portfolio and its Management

TOYOTA IP SOLUTIONS
Patents
PORTFOLIOS

## TOYOTA'S BIOACTIVE CLEANING MATERIALS PORTFOLIO

Exemplary List of U.S. Patents and U.S. Patent Applications

### U.S. PATENTS

|               |               |
|---------------|---------------|
| # 8,222,015*  | # 8,911,986*  |
| # 8,252,571*† | # 9,012,196*  |
| # 8,324,295*† | # 9,121,016*  |
| # 8,361,768*  | # 9,193,873*† |
| # 8,394,618*  | # 9,388,370   |
| # 8,679,825*  | # 9,428,740*  |
| # 8,796,009*  | # 9,828,597*  |

### U.S. PATENT APPLICATIONS

|                      |                      |
|----------------------|----------------------|
| Serial # 14/812,087* | Serial # 16/258,560  |
| Serial # 15/193,242  | Serial # 16/258,561  |
| Serial # 15/468,694  | Serial # 16/258,564* |
| Serial # 15/810,700  | Serial # 16/258,567* |
| Serial # 15/810,713  | Serial # 16/258,568* |

\* Indicates any patents or patent applications that have foreign counterparts (applications and/or patents).

† Indicates patents with claims that have survived inter partes review (IPR) challenges before the U.S. Patent and Trademark Office.



## IP Management Tools

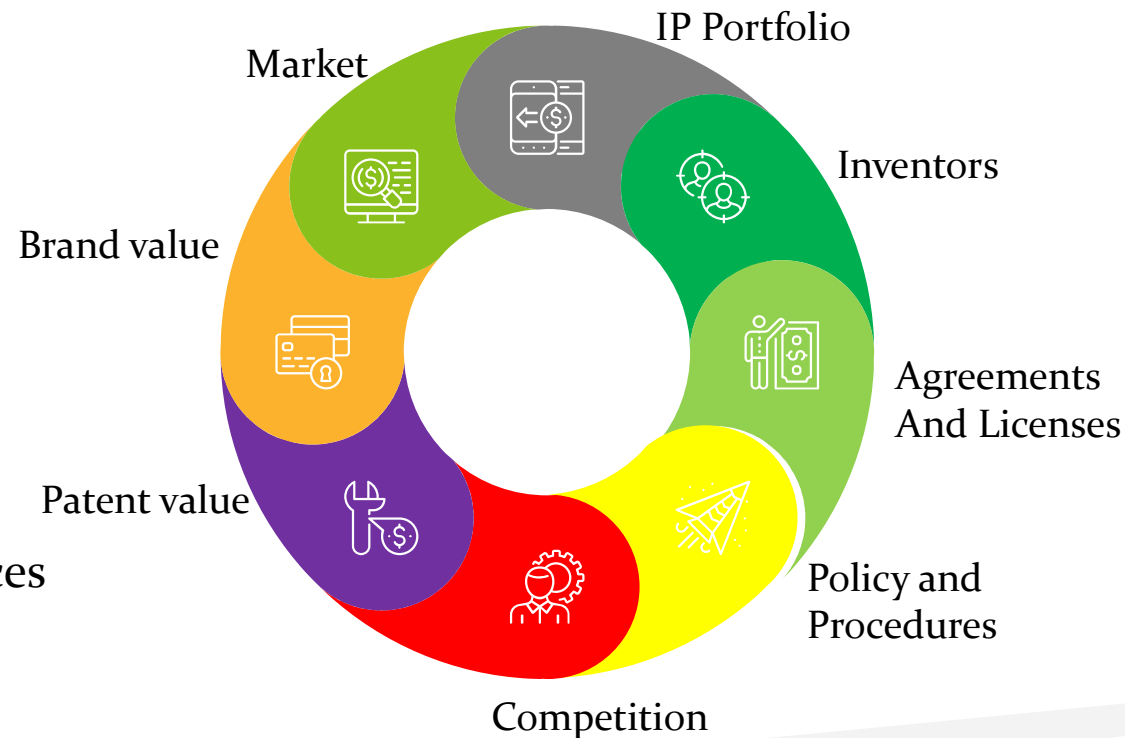


- IP Portfolio Management
- **IP Audit**
- Due Diligence
- IP Valuation



# IP Audit

- IP Audit helps
  - to **enable**
  - to **identify**
  - to **optimize**
  - to **uncover**
- Typical steps
  - Identify internal IP Assets
  - Itemize external/market influences
  - Value/Rate both IP assets
- Informed Strategy Decisions





- Takeda Pharmaceutical Company, Japan patent Portfolio
  - Patent portfolio in 2000 comprised of 3500 patent
  - 2008 reduction by half, with less than 1900 patents.
- Competitive Impact of Takeda increased from 1 (PatentSight database average) to 2.9.
- 2012-2018 several acquisitions by Takeda
- Increase in portfolio to around 1800 patent families
- Improving the Competitive Impact to 3.6.



## IP Management Tools



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# IP Due Diligence



# Trademark Class 14 Search at IPO

[Class Details](#) | 
 [Well Known Marks](#) | 
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 [International Non-Proprietary Names\(INN\)](#) | 
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Total No Of Matching Marks : 18

INP Records Found : 0

Search Type : Wordmark

Click on Show Details to display

| SL No.                     | Document  | Image  |
|----------------------------|---|--|
| <input type="checkbox"/> 1 | Wordmark: <b>GITANJALI</b><br>Proprietor: <b>SHRI GABANI MOHANBHAI JERAJBHAI</b><br>Application Number: <b>681517</b><br>Class / Classes: <b>14</b><br>Status: <b>Abandoned</b><br><a href="#">Show Details</a>                       |    |
| <input type="checkbox"/> 2 | Wordmark: <b>GITANJALI JEWELS</b><br>Proprietor: <b>M/S GITANJALI GEMS LIMITED</b><br>Application Number: <b>855287</b><br>Class / Classes: <b>14</b><br>Status: <b>Registered</b><br><a href="#">Show Details</a>                    |  |
| <input type="checkbox"/> 3 | Wordmark: <b>GITANJALI BELGIAN CUT DIAMONDS</b><br>Proprietor: <b>GITANJALI GOLD &amp; PRECIOUS LTD.</b><br>Application Number: <b>899729</b><br>Class / Classes: <b>14</b><br>Status: <b>Removed</b><br><a href="#">Show Details</a> |  |
| <input type="checkbox"/> 4 | Wordmark: <b>GITANJALI</b><br>Proprietor: <b>GITANJALI GEMS LTD.</b><br>Application Number: <b>1382098</b><br>Class / Classes: <b>14</b><br>Status: <b>Registered</b><br><a href="#">Show Details</a>                                 |  |

Record No. : 2 | Application Number : 855287

|                             |  |
|-----------------------------|--|
| <b>Word Mark</b>            | <b>GITANJALI JEWELS</b>  |
| <b>Appl. No.</b>            | 855287 <b>Class : 14</b>   |
| <b>Appl. Date</b>           | 07/05/1999   |
| <b>Proprietor</b>           | M/S GITANJALI GEMS LIMITED   |
| <b>Journal No.</b>          | 9999-5 <b>Journal Date : 14/11/2003</b>  |
| <b>Status</b>               | Registered   |
| <b>Used Since</b>           | 28/12/1993 <b>Valid Upto : 07/05/2019</b>  |
| <b>Goods &amp; Services</b> | gold, silver, platinum jewellery and metals, plain or studded with diamonds, precious and semiprecious stones. |
| <b>Description</b>          |  |



Beautifully you.



NAKSHATRA  
BRAND JEWELLERY

*ASMI*  
Diamond Jewellery  
For the women of India

•••••  
sangini  
BRAND JEWELLERY

— **D'damas** —  
— Define Rings —



ANAND & ANAND







## IP Management Tools

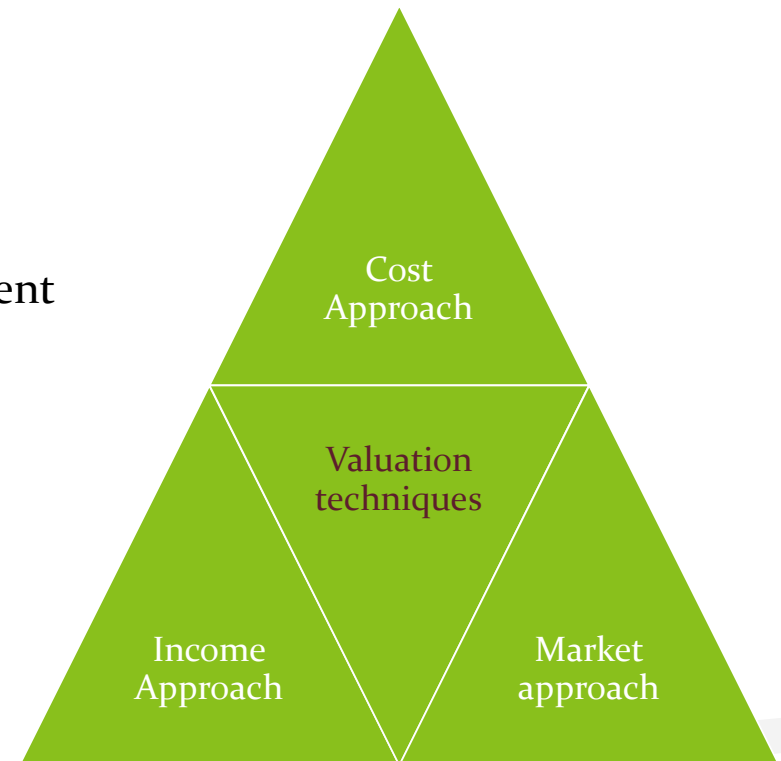


- IP Portfolio Management
- IP Audit
- Due Diligence
- **IP Valuation**



## IP Valuation Methods

- Cost Approach
  - Cost in generating IP
- Income Approach
  - Future projection discounted rate in present
- Market Approach
  - Market value of similar IP
- Other approaches
  - Eg. Hybrid approach or rule of thumb





# Partnerships

# Preethi®



Bi-directional Grinding Technology: Patented technology that allows both clockwise and anti-clockwise grinding making grinding 25% faster.  
Uniform Grinding: Patented pyramid shaped wipers for uniform grinding of the batter giving the authentic taste to the idlis and dosas.  
20% higher nutrition retention



**Preethi<sup>®</sup>**

**Mission:** use sustainable technology and materials to focus on:

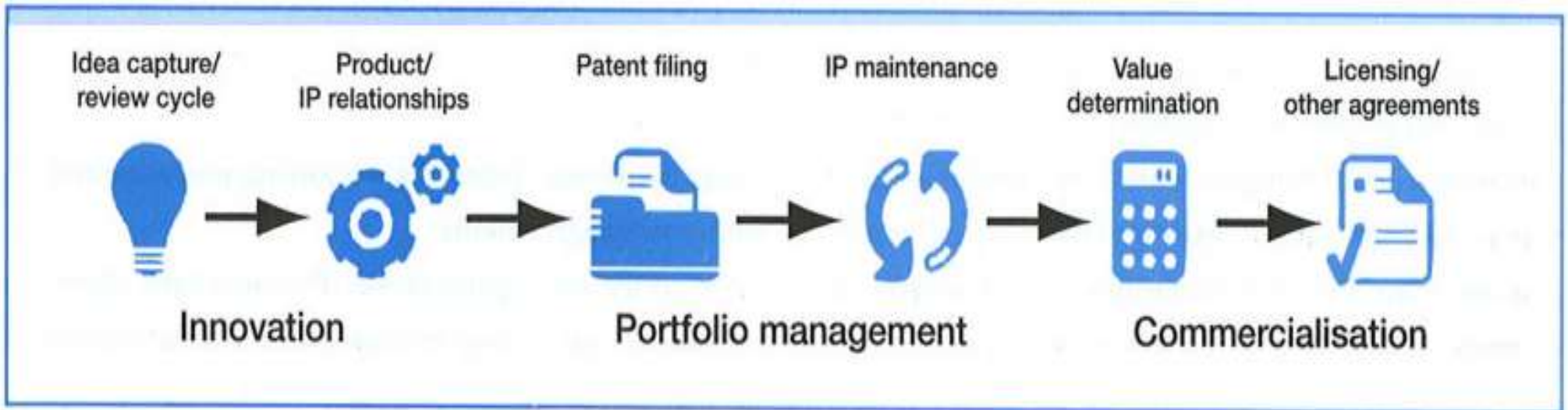
- 1) Continuous and Meaningful Innovation
- 2) Superior Quality Products
- 3) Best in Class After-Sales Service

# The Economic Consequences of a Neglect of IPM

- Kambrook
- Multiple Power adaptor Board
- Product huge success
- No Patent



# IP Value Proposition



**If you want to enjoy the  
rainbow, be prepared  
to endure the storm.**

**– Warren Wendel  
Wiersbe**

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**Thank you!**  
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