

---

# Five steps to a patent program

Paris  
January 2004

Katarina Lundblad Vannesjö



January 2004

Paris

# Awareness throughout all management levels

---



- A top management issue
- A responsible process driver on high level
- General awareness in the company
- Translate to business language
- Set business relevant targets

# Focus point for start-up

---



- Have a preliminary strategy
  - Which area
  - Which country
  - Which targets
- Define the unit to start with
- Be aware of the cost
- Develop a plan

# Process driver and processes

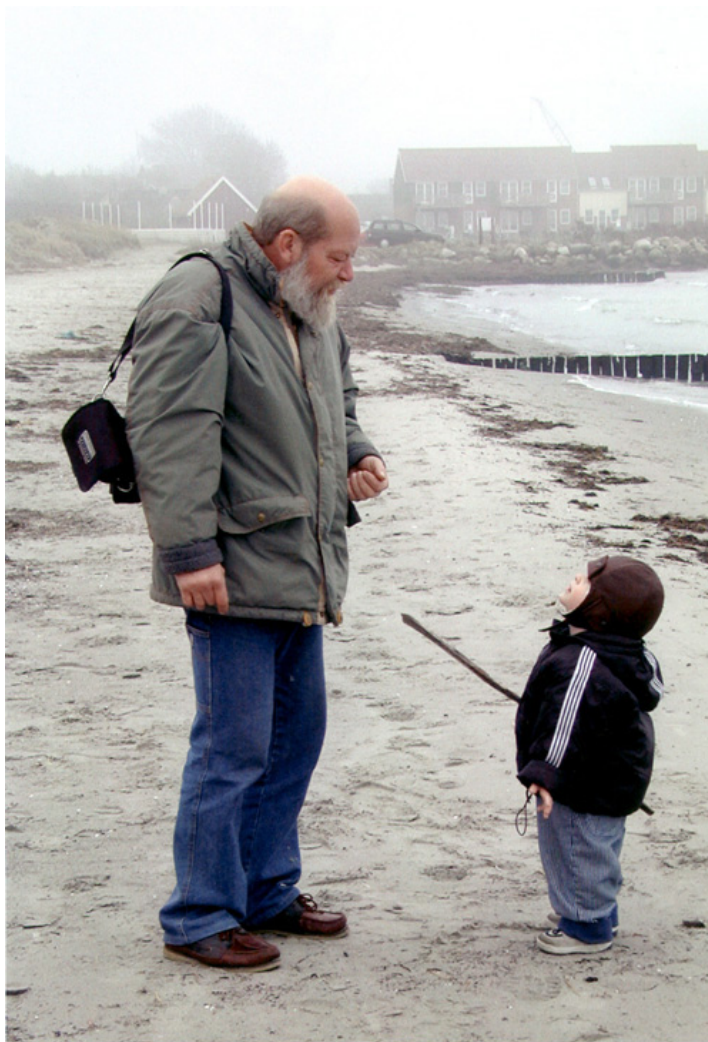
---



- Set up a minimum organisation
  - Business minded manager
  - Generalist in technology
  - Patent attorney
- Define preliminar procedures
  - Steps from idea to patent description
  - Administrative steps
  - Legal procedures
  - Follow up

# Professional start-up support

---



- Get help in
  - Education of the in-house professionals
  - Definition and implementation of processes
  - Drafting of patent applications
  - Analysing competitor patents
- Gradually build up in-house competence

# Incentive systems

---



- Motivate employees for invention disclosures
- Have “soft carrots”
  - Communication of successes
  - Appraisal and awards
- Have “hard carrots”
  - Inventor remuneration

# Five steps to fast results

---

- Awareness throughout the organisation
- Nucleus to start
- Process drivers
- Professional start-up support
- Incentives

# Anticipate difficulties

---



- Cost – benefit will be questioned
- Employees are not inventive enough
- Process considered as too slow
- Professional help not good enough
- Internal start up team too small



# Next steps

---

- Review progress with top management
- Extend the approach throughout the company
- Implement tools to manage the increasing portfolio
- Reduce external start up support
- Develop a mid term strategy
  - Business targets
  - Resources
  - Organisation