

## OPEN INNOVATION: A NEW CHALLENGE TO EFFECTIVE MANAGEMENT OF PATENT INFORMATION AND PATENT PORTFOLIOS

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## AGENDA

- Open innovation definition & benefits
- Issues around ownership of ideas in an open innovation situation
- Strategic use of IP in an open innovation environment
- Managing the information flow between collaborating partners





## **DEFINING OPEN INNOVATION**





## Open source

Open innovation



Outsourcing

Open innovation



Collaboration

Open innovation

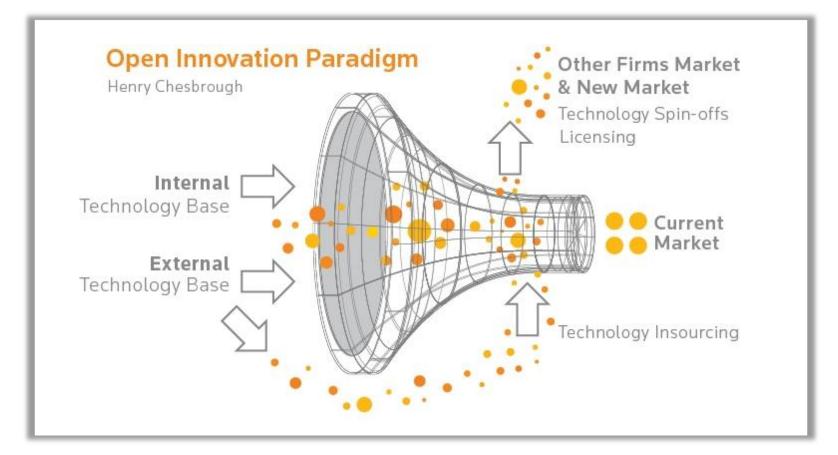


Partnerships



## **OPEN INNOVATION MODEL**

Demand for information: internally & externally





## **BENEFITS OF OPEN INNOVATION**

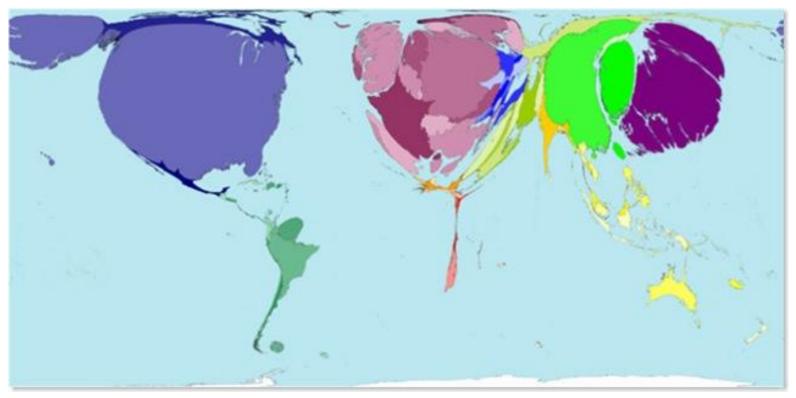
- Rapid iteration
- Quick ubiquity
- Increased revenue
- Global talent pool
- Finding the better way



REUTERS



### **RESEARCH IS A GLOBAL ENTERPRISE**



Source: http://www.sasi.group.shef.ac.uk/worldmapper/index.html



# ISSUES AROUND OWNERSHIP OF IDEAS

## **RISKS & THEIR MANAGEMENT**

**RISK** 



Licensee may become a competitor



Thorough cost/benefit analysis

"Off-label"licensing



Contracts and agreements

Theft of IP

Loss of control



Structured processes



# THE IMPORTANCE OF STRUCTURED PROCESSES

- Poor communication hinders effective IP exploitation
  - Risk of ill-informed decisions
  - Missed opportunities
- Ensure consistency of approach across organisations
  - Define the processes
  - Identify hand-offs, dependencies, synergies
- Oeliver the right information to the right people at the right time to ensure the best decisions



## CHANGE MANAGEMENT

- Processes are not enough cultural issues need to be addressed
- Active communication is required
  - What's changing and why;
  - Celebration of successes;
  - Review of improvement opportunities
- Foster ownership of change by individuals



# STRATEGIC USE OF IP IN OPEN INNOVATION

# STRATEGIES FOR APPLYING OPEN INNOVATION



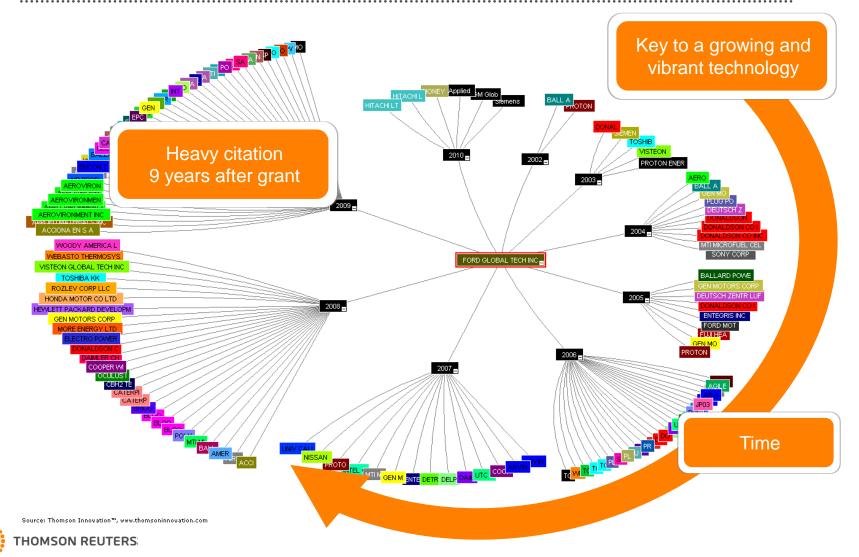
#### RESEARCH & INNOVATION Citations Help Us Identify Context Shifts In Development

Citations link older and newer technologies and can help reveal technology development pathways High frequency of citations identifies a patent as a useful stepping stone on a technology pathway



## **RESEARCH & INNOVATION:**

#### Analyze The Technology Evolution

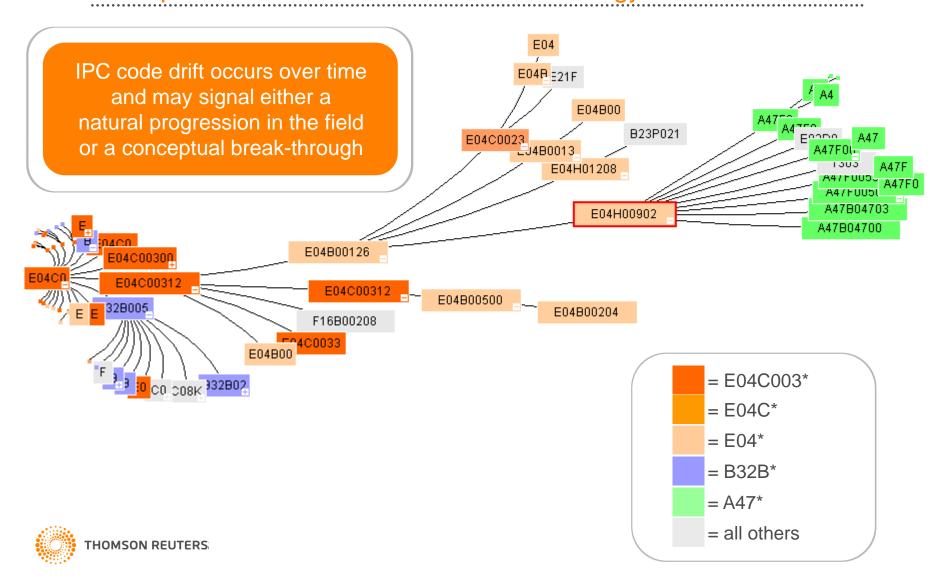


#### RESEARCH & INNOVATION: Citation to Find R&D Paths and Innovation

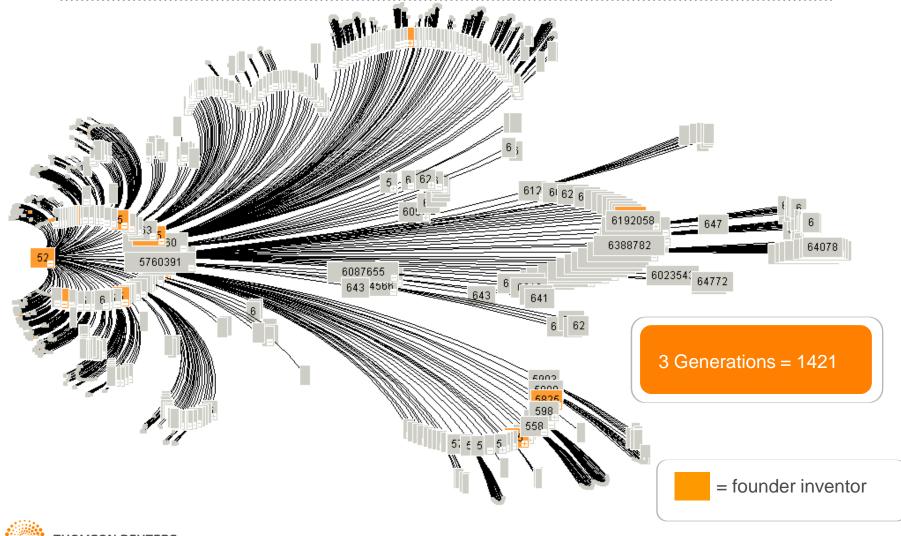
"Code drift" is a feature of citation collections and can help identify new directions in technology Large citation collections can capture the essence of an evolving technical field, and can be understood quickly and easily with textmining

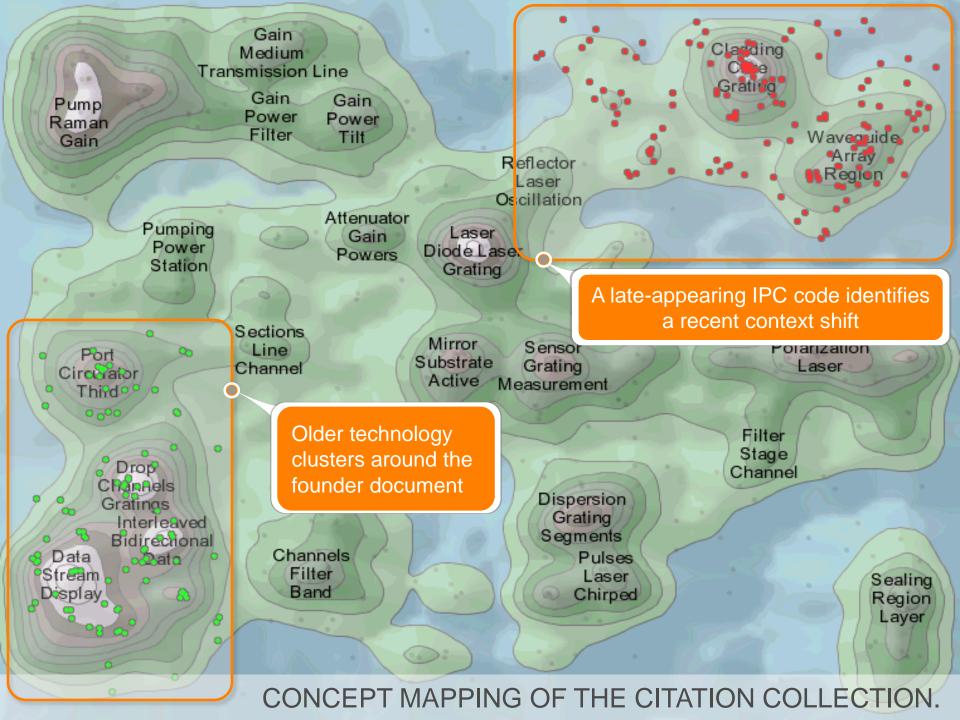


#### **RESEARCH & INNOVATION:** Example Of Code Drift Into A New Technology Area



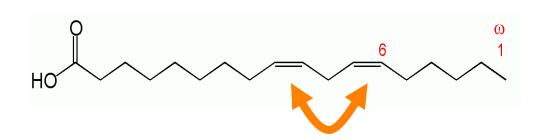
#### RESEARCH & INNOVATION: Example Of A Large Citation Collection Based On A "Founder Document"





#### LICENSING & COMMERCIALIZATION Antioxidant Example: A By-product of Paper Pulp Production

- CLA: Conjugated Linoleic Acids
- Multiple-unsaturated C18 fatty acids



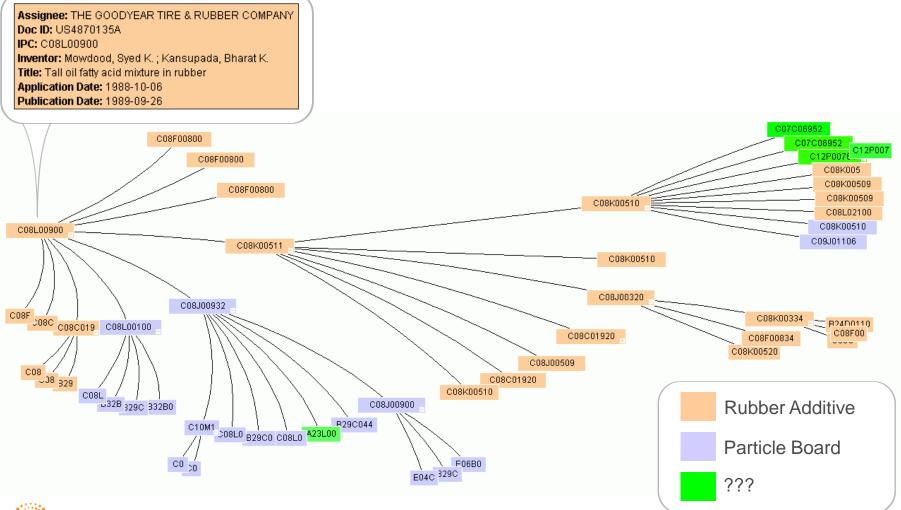
Tall Oil

Swedish: tallolja



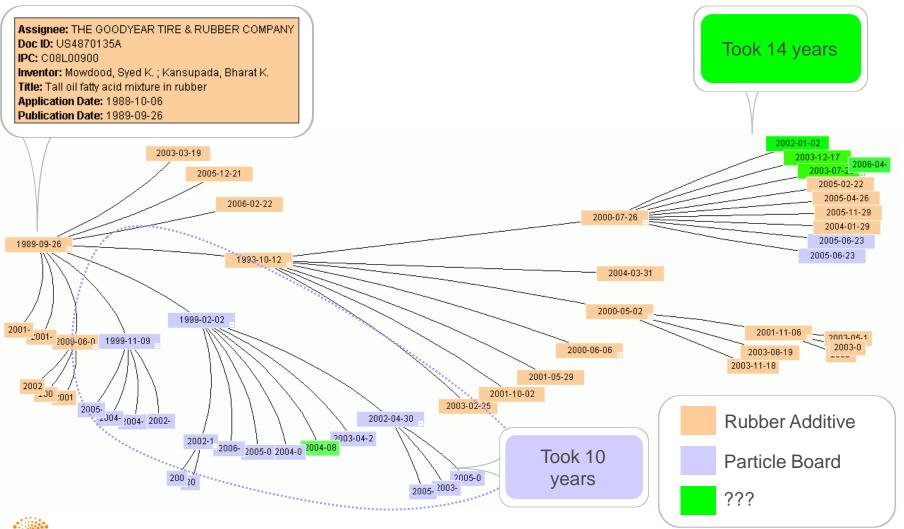


#### TALL OIL IN 1988: A Rubber Additive Imparting Better Properties To Tires...Downstream IPC Shifting Identifies Changes In Use



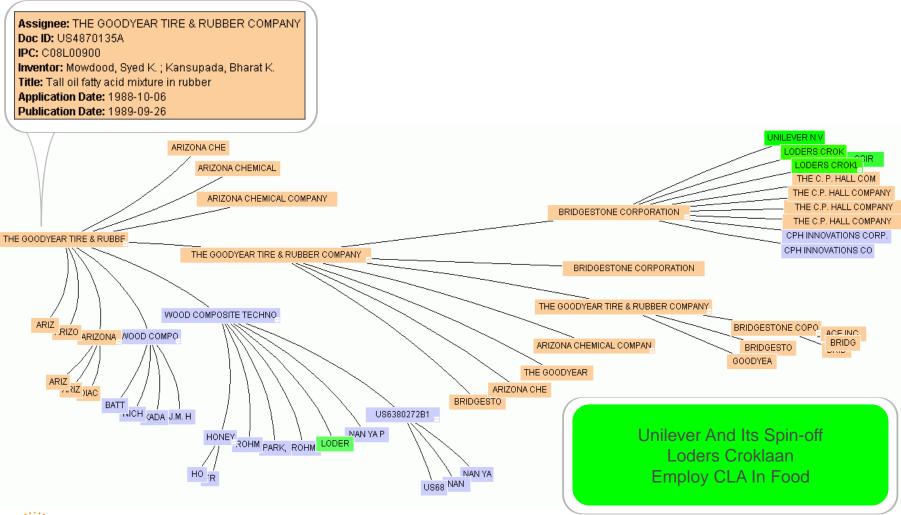
THOMSON REUTERS

#### TALL OIL: Finding other uses was relatively slow



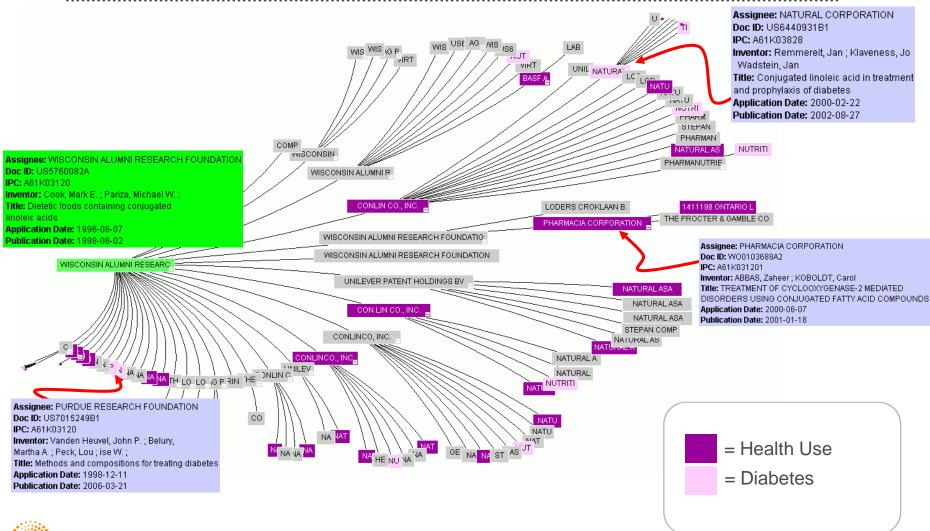


## CLA LEAPS INTO FOOD TECHNOLOGY





## NEXT EVOLUTION OF CLA

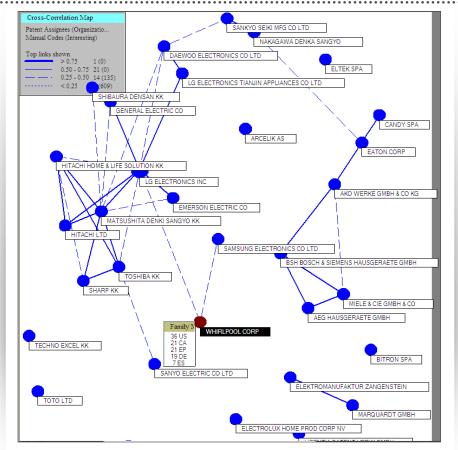


## **USES FOR CLA: OVERVIEW**



## **PROTECTION & ASSERTION**

#### Partner Rather Than Litigate



#### Map Shows Similarity Of Companies Based On Technology



## MANAGING INFORMATION FLOW BETWEEN COLLABORATING PARTNERS

## STRATEGIC PRIORITIES

- Effective creation, communication and enforcement of standardised collaborative processes across all partners
- Effective creation and implementation of processes through visualisation
- Controlled evolution of processes



## MAINTENANCE & MONITORING

#### Manage Your IP and Licensing Agreements

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Responsible Party	Addison Woods - (ABW)	*									
Sensitive											
Title											

It is essential to maintain your various agreement types, and other portfolio data, to ensure your partnerships are properly managed over time



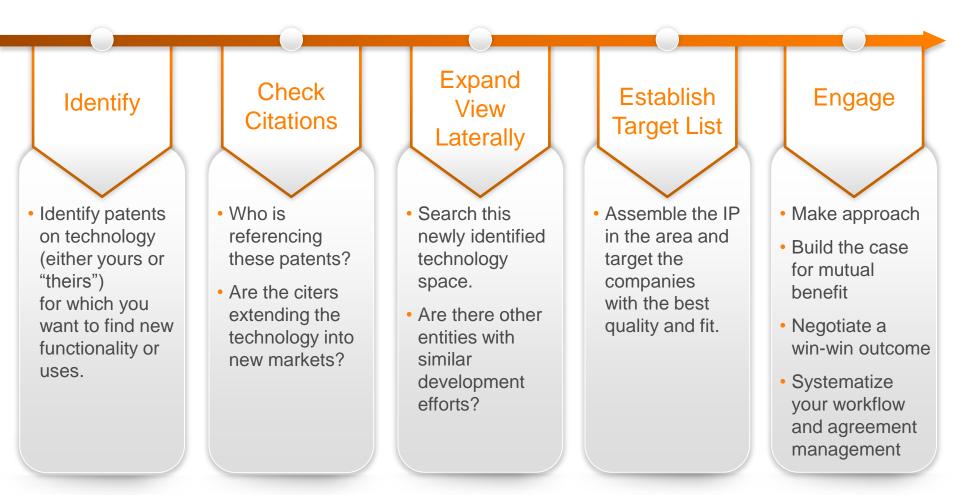
#### MAINTENANCE & MONITORING Manage Your Agreements & Workflow

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Collaboration and process workflow should be monitored for documents such as NDAs, SOWs, or other agreements. It is important to find a solution that lets you manage all aspects of your portfolio.



## A WORKFLOW FOR OPEN INNOVATION







## THANK YOU & QUESTIONS

bob.stembridge@thomsonreuters.com

