

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

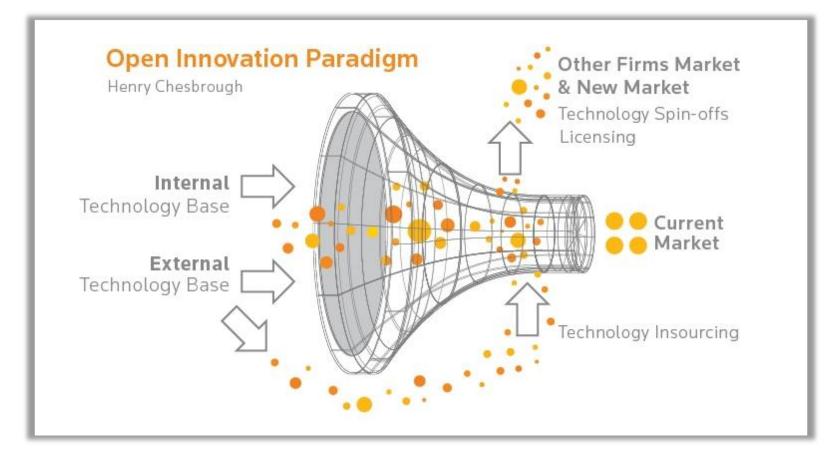


Partnerships



OPEN INNOVATION MODEL

Demand for information: internally & externally





BENEFITS OF OPEN INNOVATION

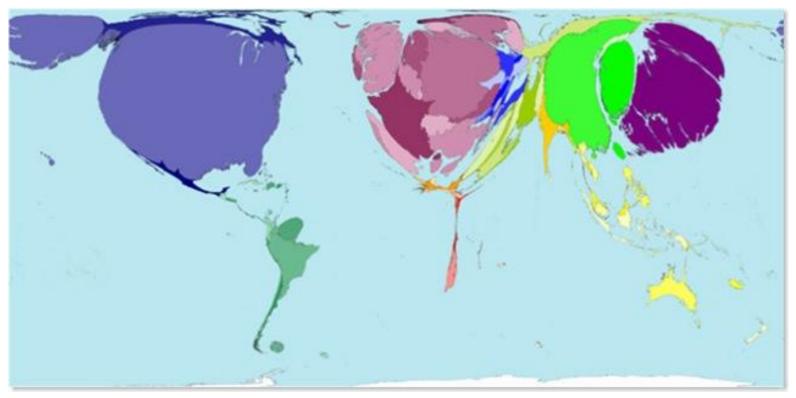
- Rapid iteration
- Quick ubiquity
- Increased revenue
- Global talent pool
- Finding the better way



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



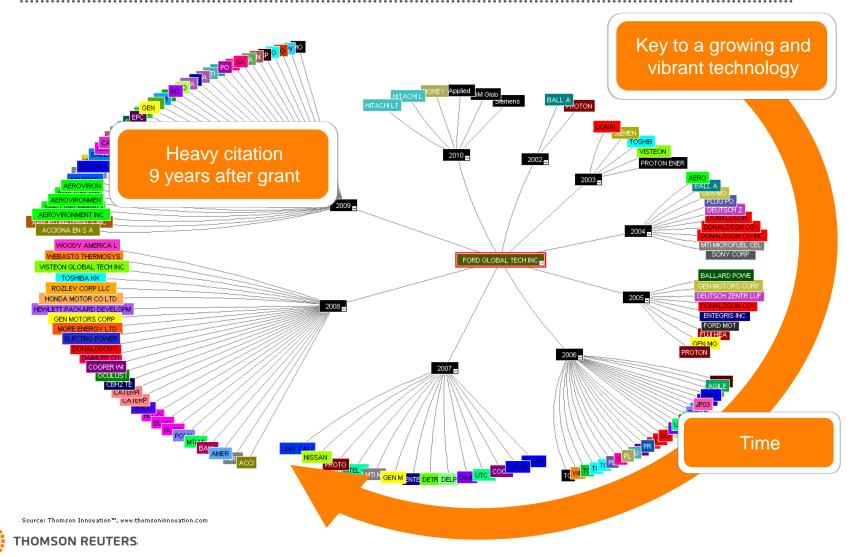
RESEARCH & INNOVATION Citations Help Us Identify Context Shifts In Development

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

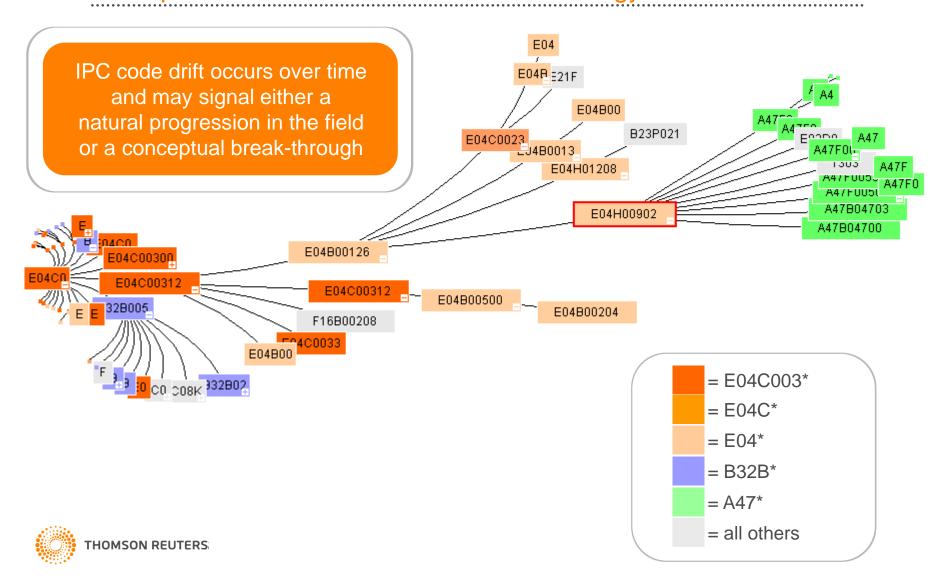


RESEARCH & INNOVATION: Citation to Find R&D Paths and Innovation

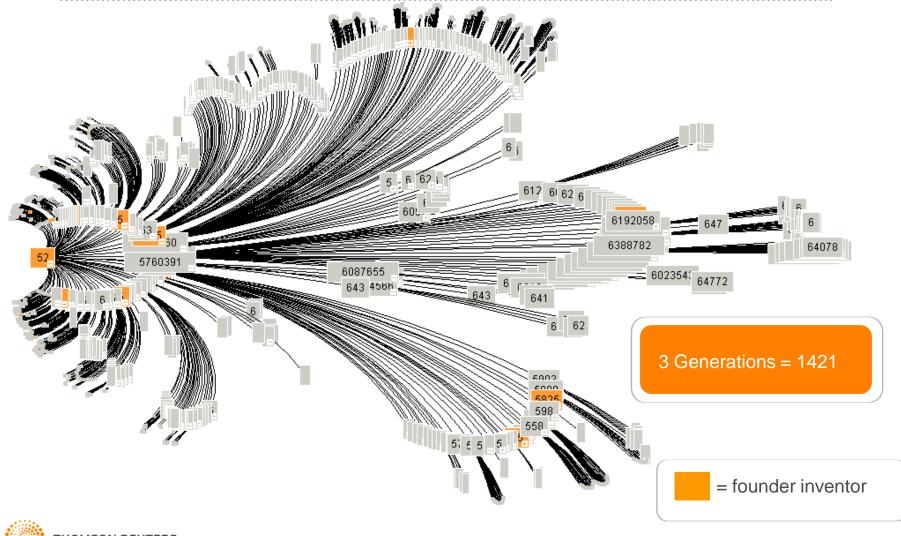
"Code drift" is a feature of citation collections and can help identify new directions in technology Large citation collections can capture the essence of an evolving technical field, and can be understood quickly and easily with textmining

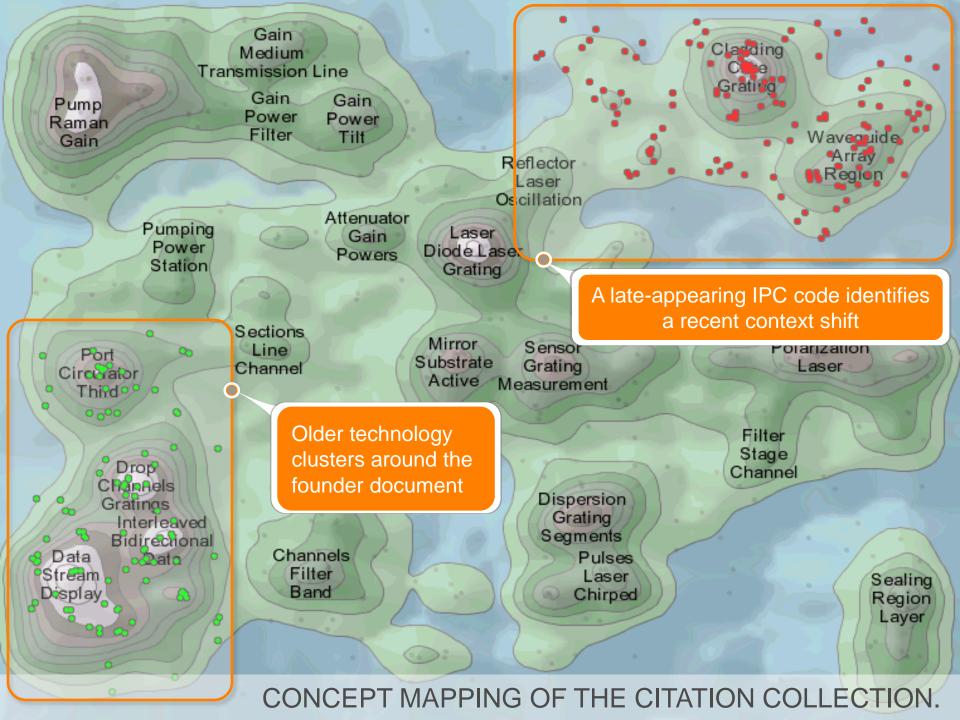


RESEARCH & INNOVATION: Example Of Code Drift Into A New Technology Area



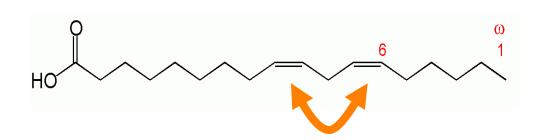
RESEARCH & INNOVATION: Example Of A Large Citation Collection Based On A "Founder Document"





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

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



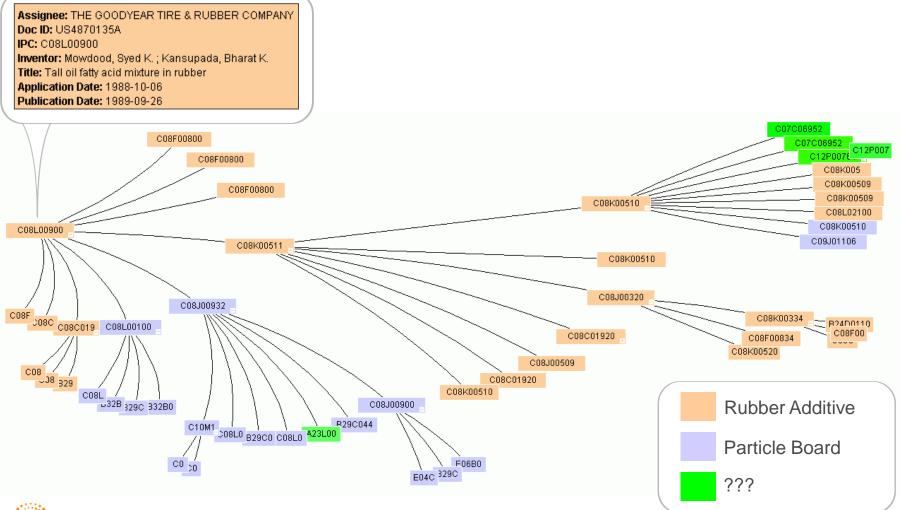
Tall Oil

Swedish: tallolja



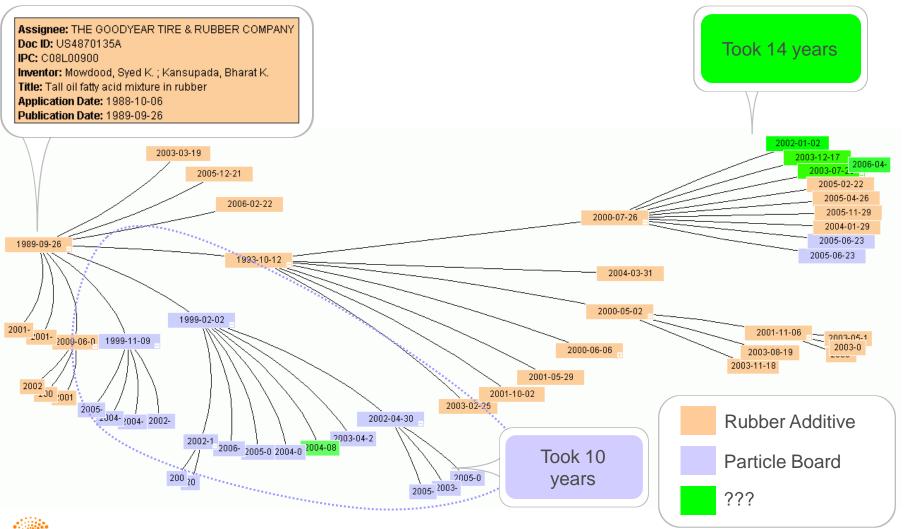


TALL OIL IN 1988: A Rubber Additive Imparting Better Properties To Tires...Downstream IPC Shifting Identifies Changes In Use



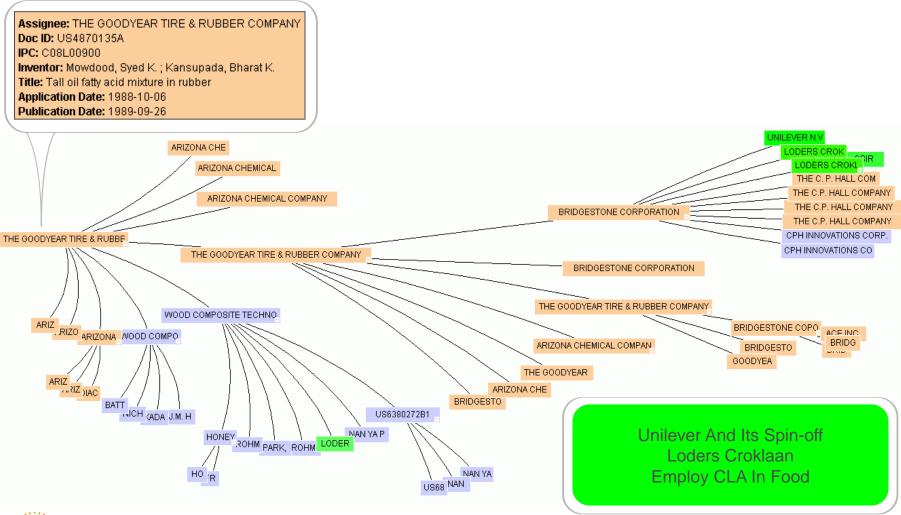
THOMSON REUTERS

TALL OIL: Finding other uses was relatively slow



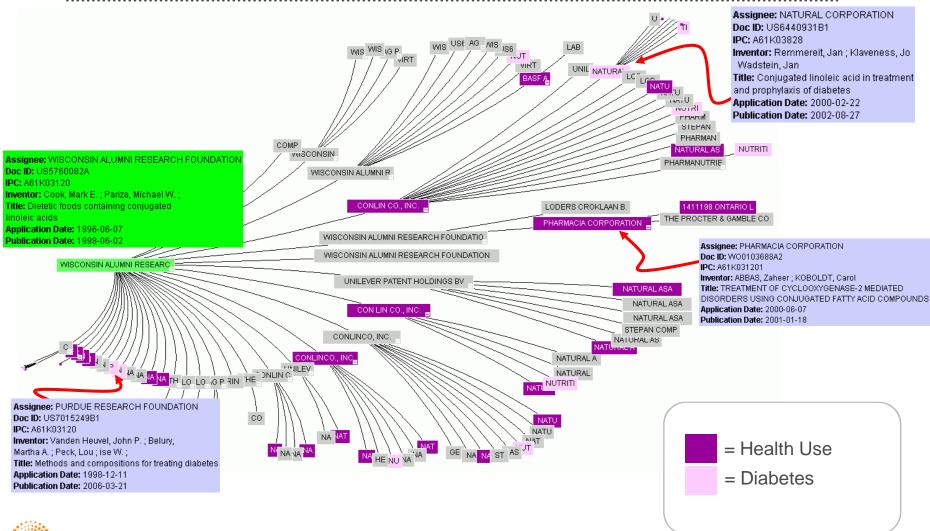


CLA LEAPS INTO FOOD TECHNOLOGY





NEXT EVOLUTION OF CLA

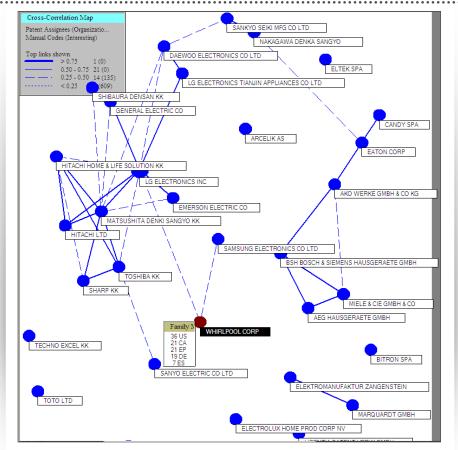


USES FOR CLA: OVERVIEW



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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Agreement Type	License - (LIC)	*	Expiration [Date	01-Jan	-15 🗸		Receiving	Party		~
Relationship	Original - (ORG)	*	Division		Acme I	Propellants - (AC	ME-1) 🗸	Receiving	Signor		*
<u>Status</u>	In Force - (INF)	*	<u>Business U</u>	Init	Acme I	Propellants - (AC	ME-1) 🗸]			
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



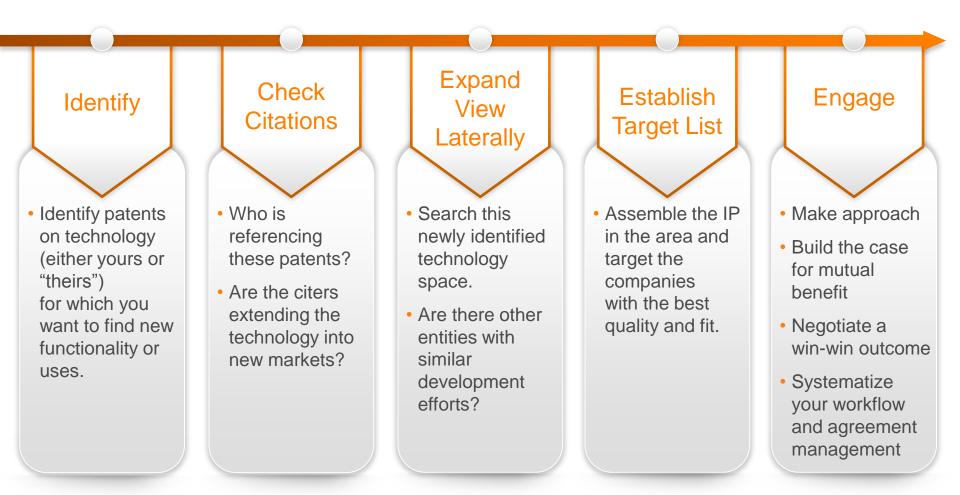
MAINTENANCE & MONITORING Manage Your Agreements & Workflow

Collaboration Portal > Task View Task View Criteria Builder Query Collaboration Portal Query Collaboration Portal Collaboration Portal New Patent Matter Intake Proved Filling Review Dedicate for Foreign Filling Dodate No Foreign Filling Dodate No Foreign Filling Collaboration Dedicate for Foreign Filling Collaboration Dedicate for Foreign Filling Dodate No Foreign Filling Submit @Delegate @Return @Remove @New Record Select All View Query Results : All records Submit @Delegate @Return @Remove @New Record Select All View View I Find Print Report Email Export Form Letter Global Change @Help_ ProcessRules Cancel Related ID Duplicate Collaborate Edit Delete Restore View Details Variable Link Details	Cypen this window when 1 lopin : : : : : : : : : : : : :	YOURco Collaboration Portal > Task View Open this window when I login. Hessage Conter Query Collaboration Portal Reset State Oubboration Portal Selection Criteria Task View Criteria Builder New Patent Matter Take: ImarkName Operator Value Conjunction New Patent Matter Take: ImarkName Equal ImarkName ImarkName ImarkName Dupkate for foreign Filing Task View Query Results : All records ImarkName	HOMSON IP Manager"		Welcome, DBAdmin01 Connected to TIPM_30_ syout @ Preferences @ Support @ My Portfolio % L
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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

