

**BDC - The Business Development Company GmbH (BDC) in Hochwald/Basel, Switzerland, specializes in technology brokerage, business development and the management of intellectual property rights in Life Sciences.**

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## **Development of Business Based IP Strategies**

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Intellectual Property (IP) is one of the most eminent pillars for successful businesses in the high-tech sector. However, IP is very often reduced to filing and maintaining of patent applications in the context of a result/invention within the R&D process. As a result, a clear implemented IP strategy which is in line with the business, the markets, the products/technologies, the competitors etc. is missing more often than not. Furthermore, IP can also be used as a strategic tools creating more value for the company, keeping competitors out of the technological field or providing incentives for collaborations.

To assist technology driven companies in establishing and/or reviewing their business based IP strategy, BDC has developed a new module for defining and setting-up an IP strategy. The module can be customized depending on the company's special situation and needs.

### **Aim/Focus:**

The set-up of a tailor-made IP strategy with a special focus on patents for the customer comprises the following requirements:

- Alignment of IP strategy with the company's all over business strategy/needs, products, technologies, markets, production facilities, etc.
- Definition of an adequate protection strategy for the company's IP rights taking into account products, R&D development and its level of innovation, patent law prerequisites, competitor situation, possibilities to be copied and/or circumvented
- Implementation and process recommendation such as decision making processes, invention evaluation and patent filing process, competitors analysis and surveillance, freedom to operate issues, enforcement and licensing strategy, administration and handling of IP portfolio, budget, internal communication and teaching

## **Procedure and Realization:**

The development of a tailor-made IP strategy is based on tasks to be performed by BDC, in particular analytical and patent technical work, and on joint efforts between representatives of the customer and BDC's staff comprising of the following steps:

- Analysis of the customer's business fields and models, products, USPs, technologies, methods, markets and competitors based on documents to be provided by the customer and interviews with representatives of the company
- One to two workshops with the company's staff representing R&D, Business Development, Marketing and Upper Management
- Presentation and fine tuning of results
- Compiling of a final report

## **Deliverables:**

Report summarizing a general, tailor-made IP strategy which is in line with the above mentioned aims and the requirements of the company. Also included are specific recommendations for implementation.

## **Timeframe:**

One to two months dependent on the availability of the customer's representatives.

## **Costs:**

EUR 10'000 to 15'000 (excl. VAT and travel costs) based on an estimated workload of about 10 working days.

## **Additional complementary modules (not-included in this module):**

- Analysis of existing IP portfolio in context of the established IP strategy including the accomplishment of the necessary adaptations
- Implementation of established IP strategy into daily operational processes
- Taking over daily IP / patent administration issues: preparing and filing of applications, management of patents (nationalization/regionalization, validation, annuity payments, translations, etc.)

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