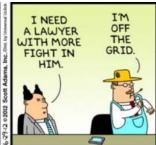
IP Strategy and Management

Patents in portfolios







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Patent Portfolios

- Proposition:
 - "whole greater than sum of parts"
- Patent paradox:
 - patents obtained per \$ ↑ as value of individual patents ↓
 - If individual patents are of low value, is there an incentive to invent?
- n.9





Patent Portfolios and scale

- Scale effects
 - Ease subsequent internal innovation
 - Attract related external innovations
 - Avoid litigation (because others are bumped out of the market)
 - Improved bargaining position
 - Enhanced defensive patenting effects
 - Increased holder voice in political economy of patent system
 - Enhance efforts to attract capital

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Patent Portfolios and diversity

- Diversity effects (like "any portfolio")
 - Covered for uncertainty of technology, market movement, competitive response
 - Expanded R&D in related pathways (to the extent undertaking the R&D needs some possibility of exclusivity in IP rights)
 - Coverage in long-term uncertainty as to patent law

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Patent Portfolios

- What does it mean for a portfolio to be wellcrafted?
- Wagner & Parchomovsky
 - "more complex, costly and distributionally significant patent system"
- In Fisher framework
 - Where do portfolios fit into the analysis

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Licensing Acquired Patents

- Risch
 - "trend of acquiring patents to license those already practicing the [invention]"
 - "concerns about the social benefits of the business model"
- Four stages of patent licensing
- Benefits of acquired patent licensing
 - Signaling
 - Freedom to operate
 - Competitive licensing
 - Changed licensing practices (to earlier licensing)
- In Fisher framework
 - Where does this fit into the analysis?

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