

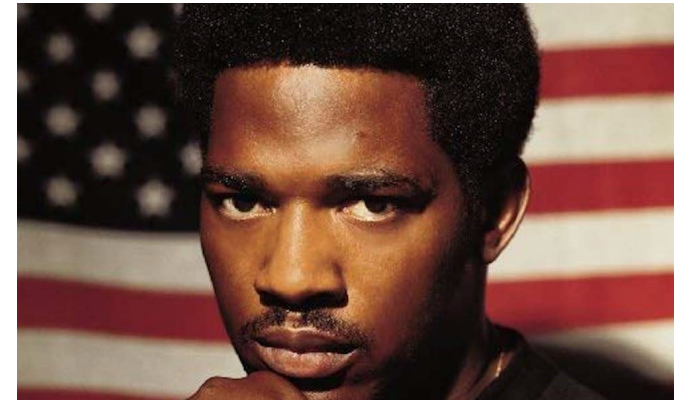
It's not the size of your IP
but how you use it.

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LPMI



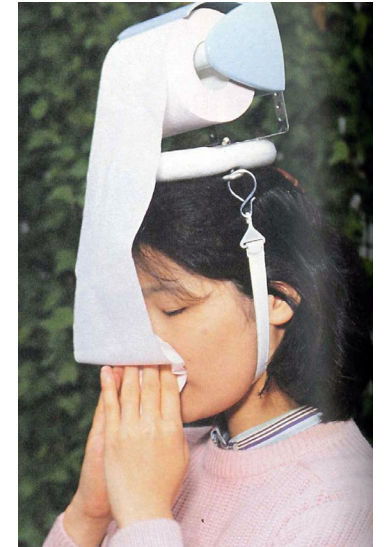
IP, what is it good for?

- Absolutely nothing (Edwin Starr, 1970)
 - “War, what is it good for?”
 - Grammy Best R&B Vocal 1971
 - Inducted: Grammy Hall of Fame 1999
- Norman Whitfield and Barrett Strong (written 1969)
 - Temptations performed 1969
 - Frankie goes to Hollywood (1985)
 - Bruce Springsteen (1986)



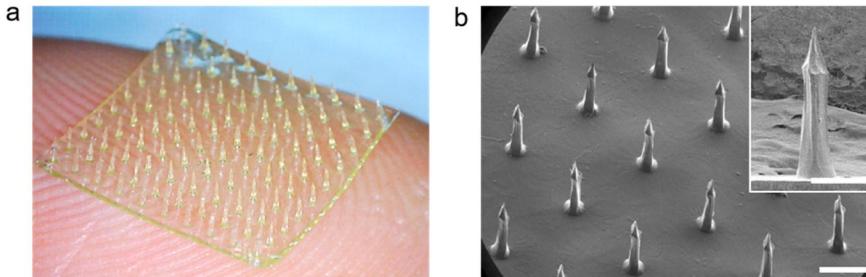
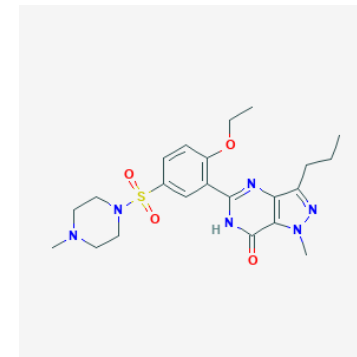
For what it's worth

- IP laws protect the right to use and sell some 'thing'
 - If no one buys it, the IP is worth nothing
- IP costs money to maintain
 - If no one buys it, then IP is worth less than nothing
- If someone buys it then size doesn't matter
 - Post-It® notes, 'failed adhesive' patent, yellow paper off cuts, internal bootleg development - \$\$\$



The Chain

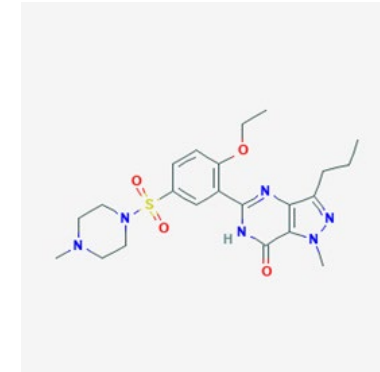
- IP has different value depending on where it sits in the product path
- Therapeutic development:
 - Is it the basic structure of a drug class?
 - Is it the final drug structure?
 - (Is it needed to make the final drug structure?)
 - Is it needed to deliver the final drug?
- Drug delivery systems command significant value



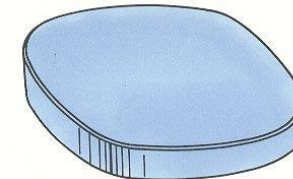
Come together

- IP for a product can come in layers – rarely is a product the subject of one item of IP, this extends protection

- Patents cover the technical innovation



- Design rights, cover what people see



High hopes

- Are you going to do everything for yourself?
 - Using IP to develop a product is rarely a solo affair
 - Product development often needs manufacturing expertise/resource
- Do you want to share?
 - Keeping control of an idea/product
 - Sharing any value with collaborators



House of Pain

- IP- the clue is in the name, ‘property’
 - Can be rented out (Licensed)
 - By the room or by the House
 - Can be sold outright (Assigned)
 - Can be shared (Shared ownership)
- View all these transactions as you would if you owned a house:
 - Licensing – constant struggle getting your tenants to pay rent and not trash the place
 - Assignment – for a fixed sum, one off with the chance of regret; for a royalty, like renting with less control over them trashing the place
 - Shared ownership – imagine a shared house, forever...



Use it or lose it - Licensing

- Video Cassette formats – why don't we live in a Betamax Universe?
- History lesson
 - Sony developed Betamax
 - JVC developed VHS
- Betamax – technically superior
- VHS – cheaper but lower quality
- Sony's business model to be sole producer
- JVC licensed the technology to any manufacturer who would have it



Shape of you

- Enforcement of IP requires active engagement, and expensive!
- The grant of IP rights is simply a right to defend yourself – especially in trademarks, where ‘passing off’ is the key test of infringement
- Budweiser used a Medieval squire to enforce trademark to Dilly Dilly



Breathe

- Oncimmune, spin out from University of Nottingham
 - Autoantibody production against developing tumours
 - Sensitive early detection method for solid tumours
- Patents first filed 1999, 7 patent families
 - WO1999/58978, WO2000/34787, WO2004/044590, US20110086061
 - WO2006/126008, WO2008/032084, WO2009/081165
 - Total of 136 patent applications in 36 countries
- Started with a single patent filing



Sweet like chocolate

- IP has value, but only if it's used, it's often very simple...

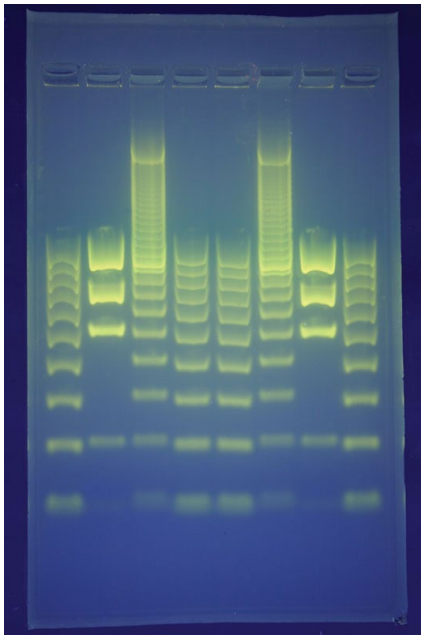


- IP commands value above function



The End

- IP is never an end in itself, it's not just a publication



The Doors, 1967

