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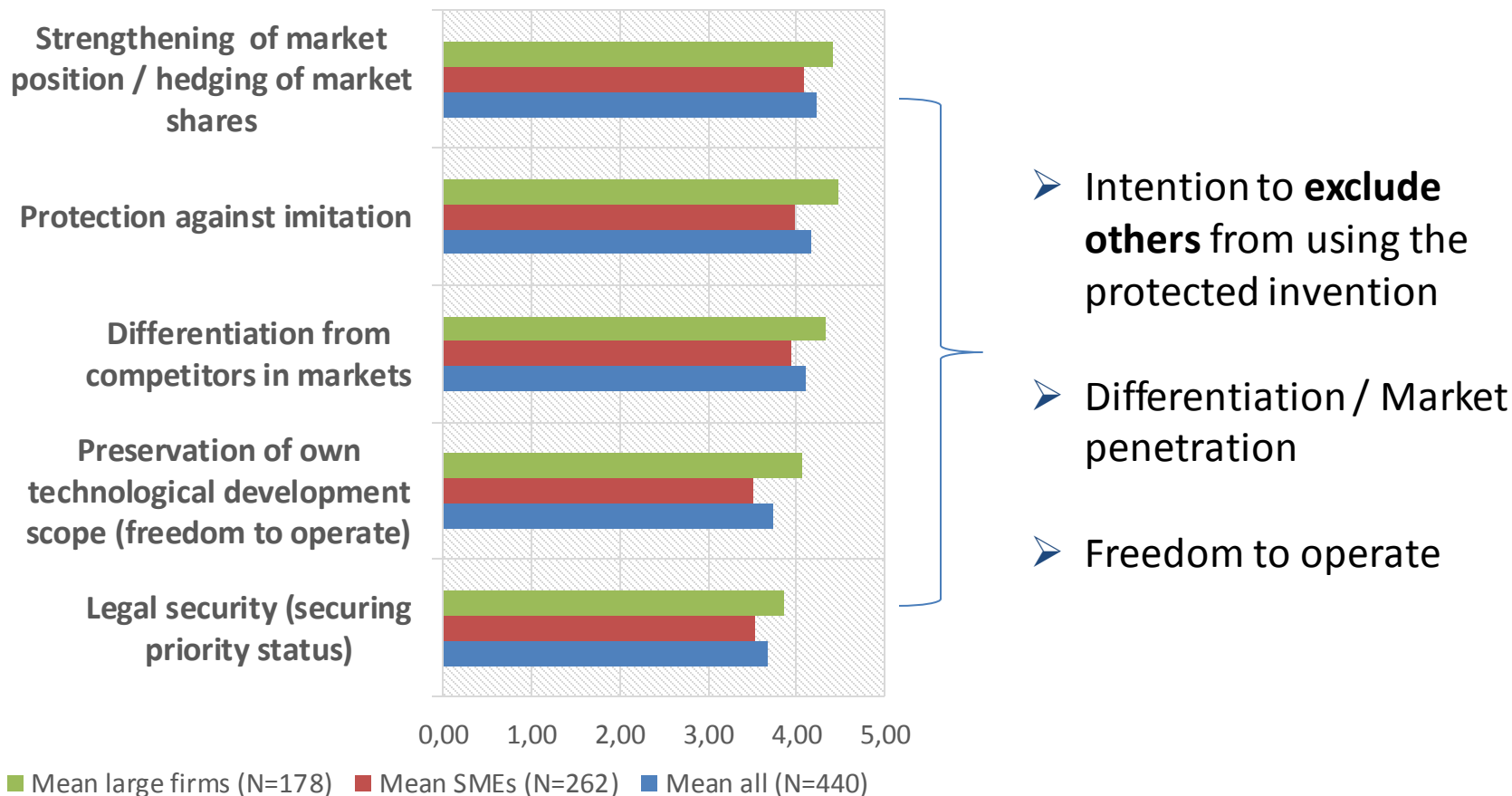
Understanding the Interplay of Patents & Standards to leverage market potential

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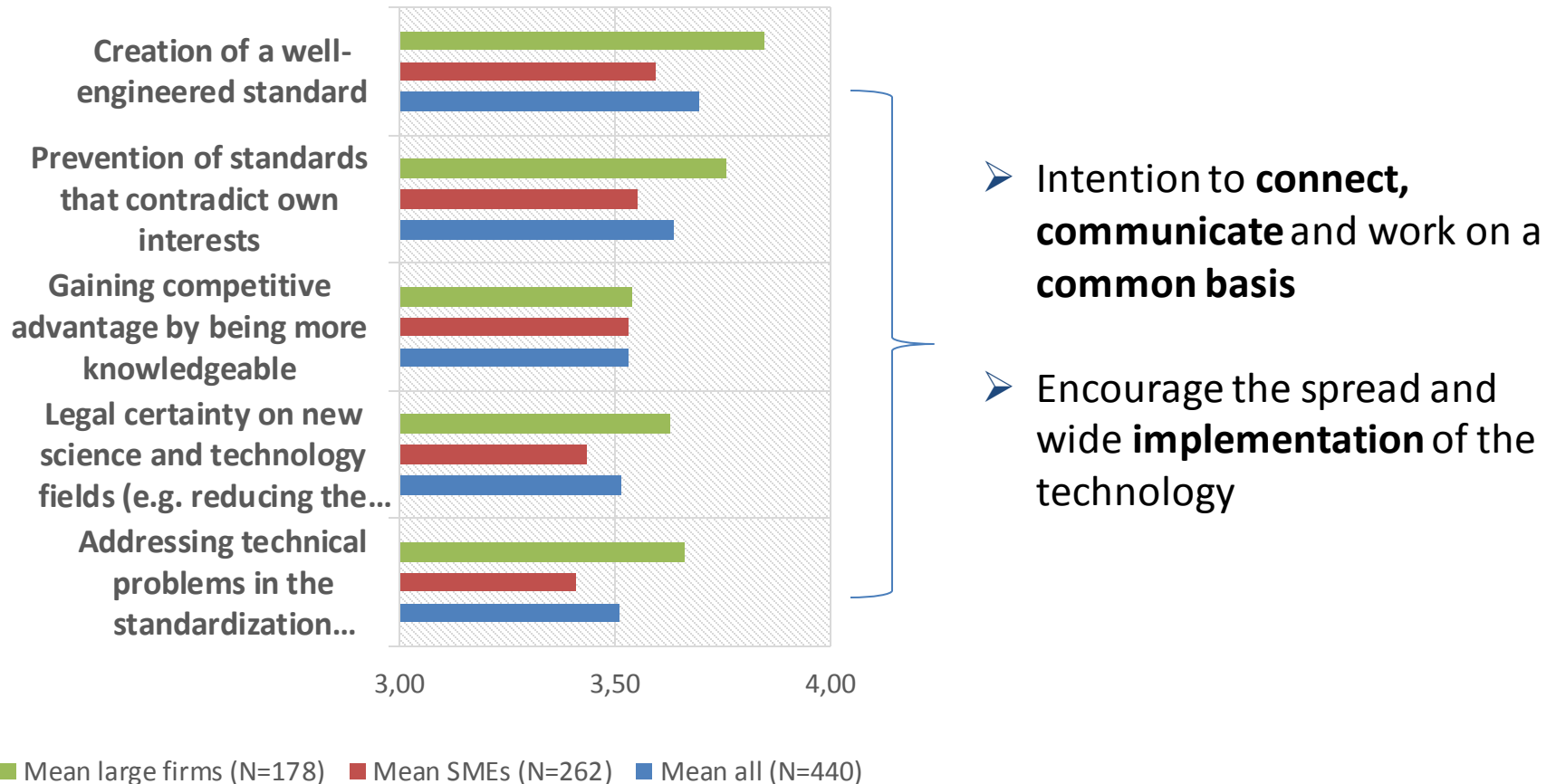
Motives to Patent / Standardize

Motives to Patent (top 5 motives)



*Results of the framework study: *The Interrelation between formal standards and patents* (Survey on 721 German standardizing or patenting firms. The Survey was conducted by the **Chair for Innovation Economics of the TU Berlin** in 2014 (Professor Knut Blind and Dr. Julius Rauber). The project was funded by the **DIN German Institute** for Standardization and the Federal Ministry of Economics and Technology of Germany (**BMWi**).

Motives to **Standardize** (top 5 motives)



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Barriers to Patent (top 5)

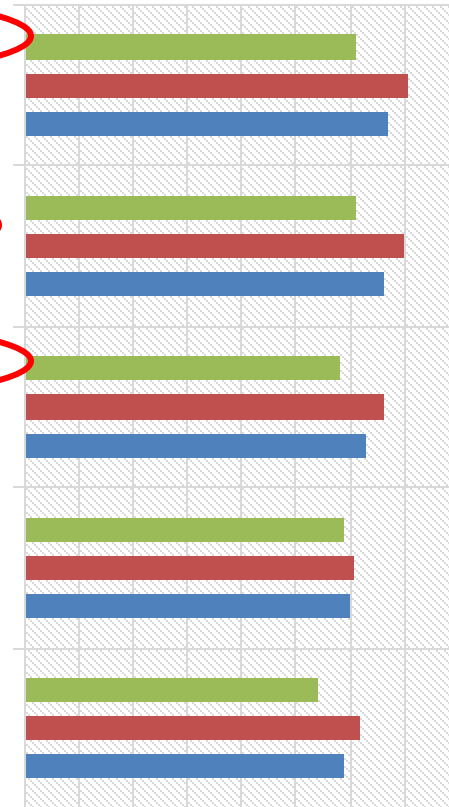
An application is too costly regarding the resources deployed

The legal costs of defending a patent are too large

An application is too time-consuming regarding the resources deployed

The scope covered by patent protection is not wide enough

Proofing novelty of the invention is to provide too difficult



0,00 0,50 1,00 1,50 2,00 2,50 3,00 3,50 4,00

■ Mean large firms (N=178) ■ Mean SMEs (N=262) ■ Mean all (N=440)

Barriers to Standardize (top 5)

Participation is too time-consuming regarding the resources deployed

The process of standardization takes too long

Participation is too costly regarding the resources deployed

Lack of personal / organizational ties to standards setting...

Administrative barriers (contact and participation process...)



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■ Mean large firms (N=178) ■ Mean SMEs (N=262) ■ Mean all (N=440)

→ What is the cost-benefit of patenting and standardization?

- Incorporate patented invention into standards
- **Standard Essential Patents** claim an invention that must be used by any company to comply with a technical standard
- ❖ **Royalty income through FRAND-license became a very lucrative market:**
 - **Fraunhofer – MP3** → royalty income of approx. 1 Billion EUR
 - **Qualcomm – UMTS/LTE** → around 3% of smart phone price
 - **Motorola – WiFi** → around 2% of Notebook price

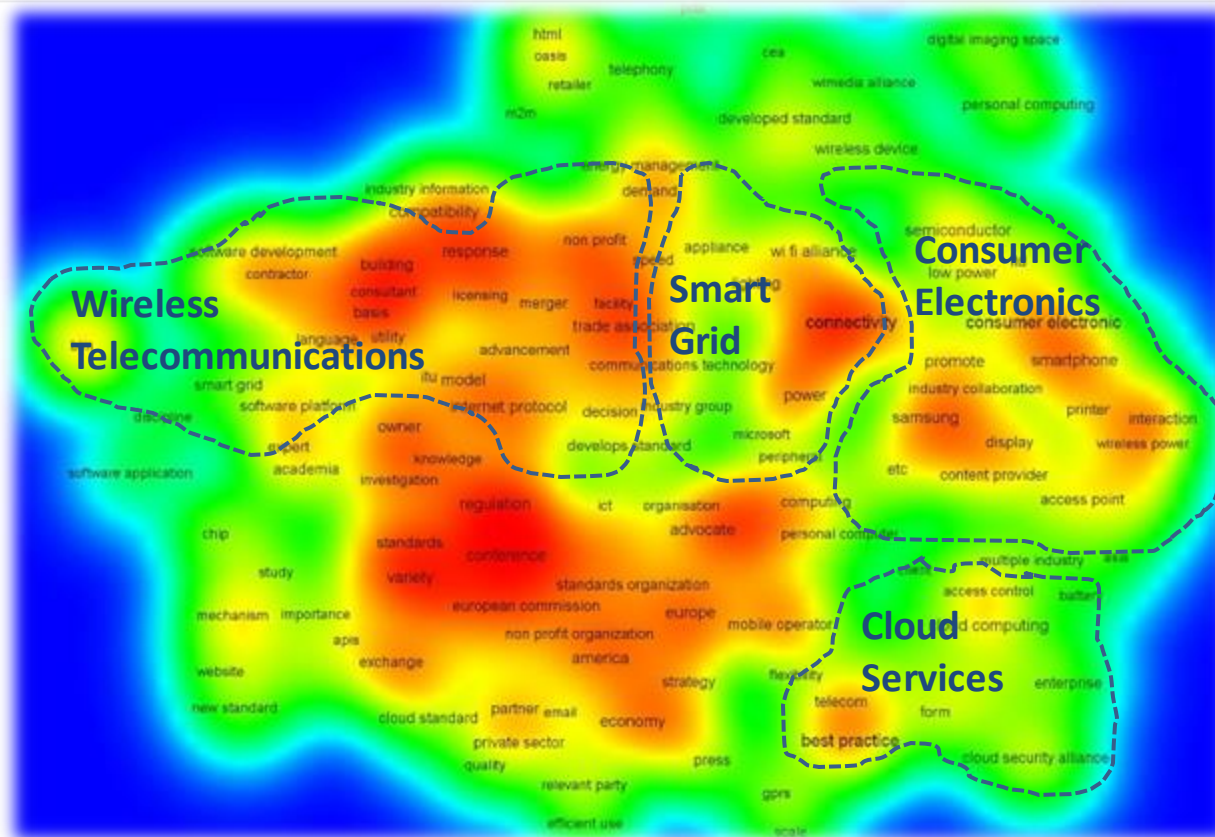
- ❖ **Identifying** relevant **market-segments** to leverage patenting and standardization:
 - **IPlytics** connects worldwide patent data (**80 Mio. patent documents**) with information on over:
 - **1,5 million standard documents**
 - **300,000 standard essential patents**
 - **900 standard setting organizations** (160.000 memberships)
 - **64 standard related patent pools**

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Search term: **Smart Home**

Organization: ITU

Search



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Search term:

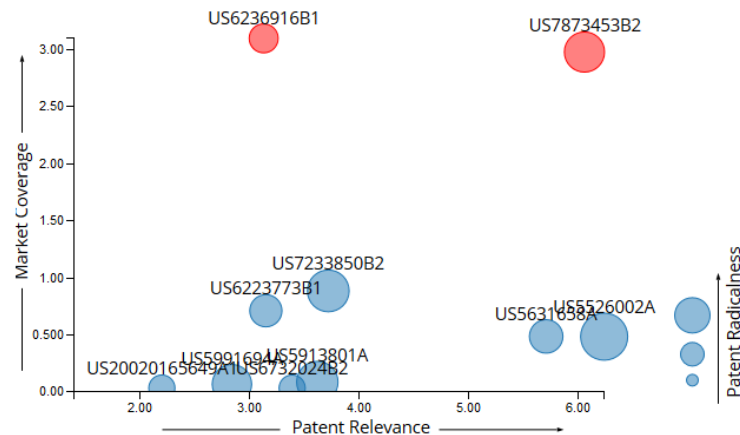
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Select Patent-Class:

LEGEND

Drawn in Chart

Publication Number	Company Name	X-Axis	Y-Axis	Radius
US5526002A	Caterpillar Inc	6.24	0.487	1.59
US7873453B2	Seiko_2011	6.06	2.98	1.27
US5631658A	Caterpillar Inc	5.71	0.487	0.976
US7233850B2	Seiko_2007	3.72	0.886	1.35
US5913801A	Bosch_1997_1999	3.62	0.0868	1.33
US6732024B2	Stanford	3.39	0.0339	0.647
US6223773B1	Bosch_2000_2001	3.15	0.712	0.917
US6236916B1	Caterpillar Inc	3.13	3.10	0.773
US5991694A	Caterpillar Inc	2.84	0.0678	1.24
US20020165649A1	Stanford	2.20	0.0339	0.647
US6941225B2	University of California1992_2011	2.09	0.0242	1.73
US7017674B2	Caterpillar Inc	1.90	0.0212	1.71
US5794421A	Bosch_1997_1999	1.90	0.610	0.324
US6205381B1	Caterpillar Inc	1.88	3.10	1.10
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US5560431A	Caterpillar Inc	1.60	0.106	0.915

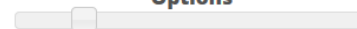


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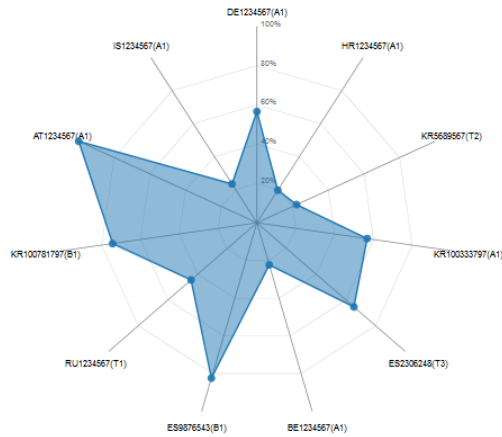
Search term: Organization:

Standard-ID:

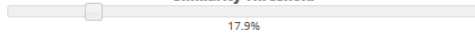
ETSI TS 124234 V 10.1.0*3GPP TS 24.234 Version 10.1.0 Release 10

Standard-Title:

Universal Mobile Telecommunications System (UMTS) - LTE - 3GPP system to Wireless Local Area Network (WLAN) interworking - WLAN User Equipment (WLAN UE) to network protocols - Stage 3 (3GPP TS 24.234 version 10.1.0 Release 10)

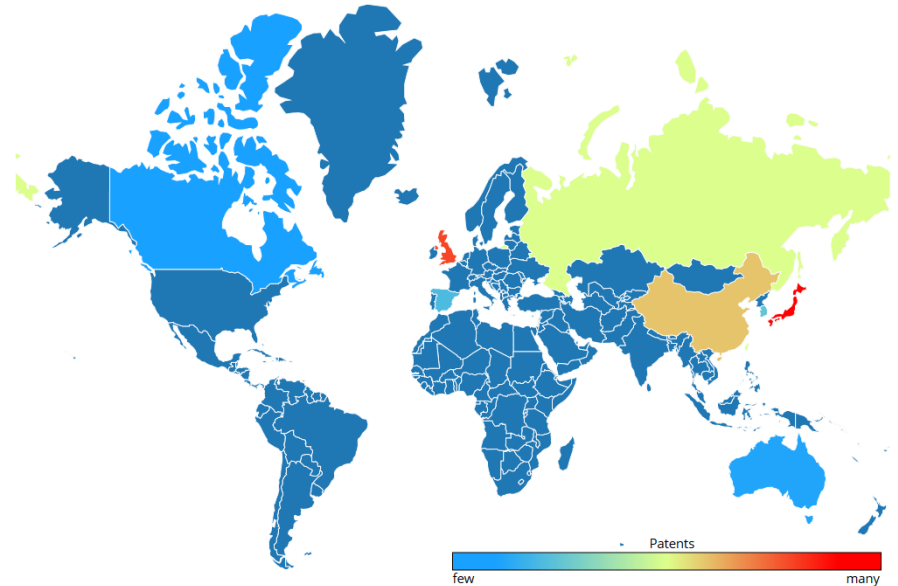


Similarity Threshold



LEGEND

%	ID	Title
56.6%	DE1234567(A1)	HERE IS A TITLE
23.5%	IS1234567(A1)	IMAGINE HERE IS A TITLE
99.9%	AT1234567(A1)	IPYITICS SPECIAL PATENT
74.3%	KR100781797(B1)	METHOD AND SYSTEM FOR CONNECTING USER EQUIPMENT TO A COMMUNICATIONS NETWORK
44.4%	RU1234567(T1)	METHOD AND SYSTEM FOR CONNECTING USER EQUIPMENT TO A PEER TO PEER NETWORK
82.4%	ES9876543(B1)	METHOD AND SYSTEM FOR WLAN INDUCTION
22.3%	BE1234567(A1)	NO TITLE



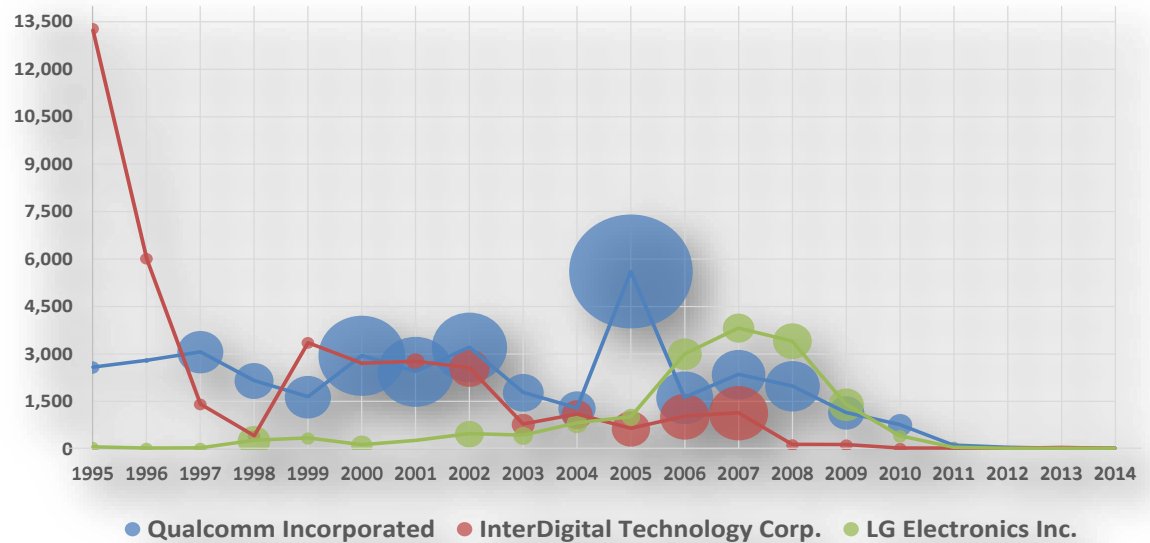
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Search term:

Organization:

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US5560431A	Caterpillar Inc	1.60	0.106	0.915



%	ID	Title
19.7%	HR1234567(A1)	TITLE
22.2%	KR5689567(T2)	This is another title
22.3%	BE1234567(A1)	NO TITLE
23.5%	IS1234567(A1)	IMAGINE HERE IS A TITLE
44.4%	RU1234567(T1)	METHOD AND SYSTEM FOR CONNECTING USER EQUIPMENT TO A PEER TO PEER NETWORK
56.6%	DE1234567(A1)	HERE IS A TITLE

Thank you for your attention!

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