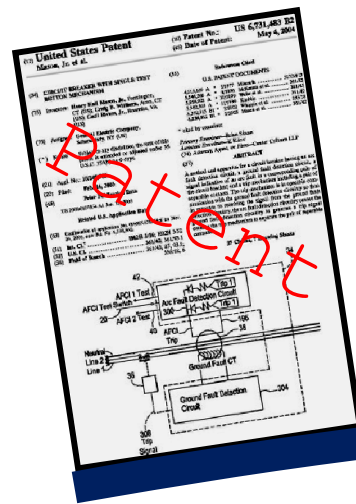


“Secondary Valorisation“

Leverage your previous investments in IP



The issue

‘valorisation’:
mostly linked to (patented) knowledge from
universities and research institutions;



But what about industrial patented knowledge:
Only out-licensing within the same market?

Secondary Valorisation

primary valorisation:  **secondary valorisation:**

First-time

Repetitive

University/research

Industry

Core application area

Other application areas

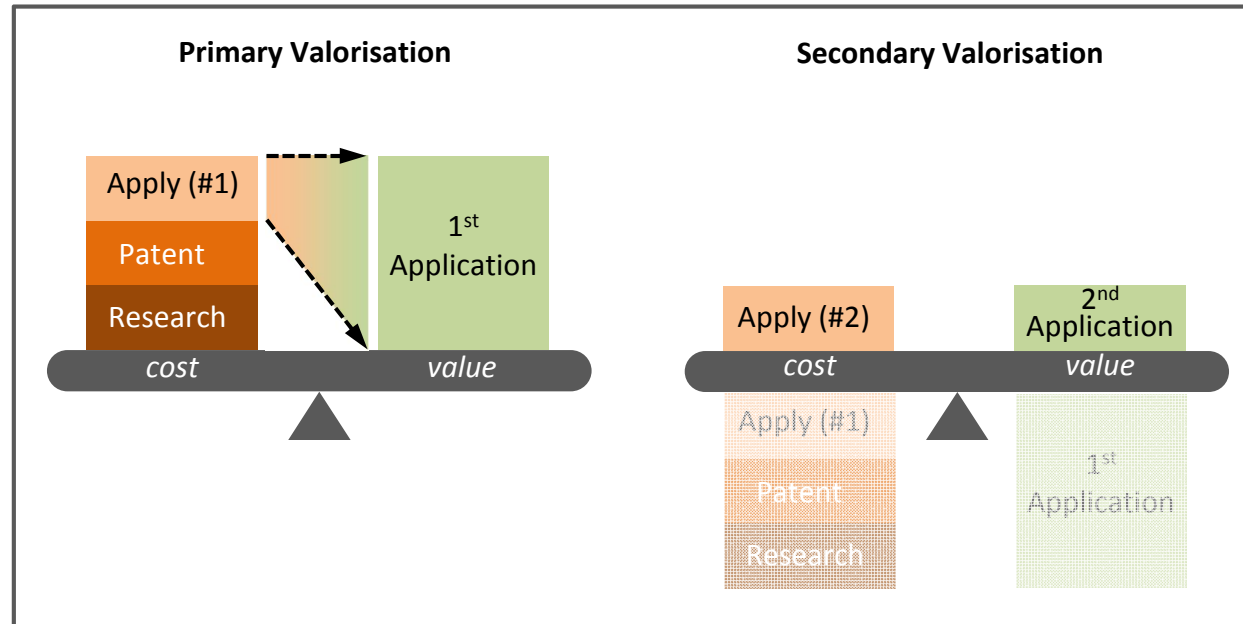
Initial IP costs

No initial IP costs

High uncertainty

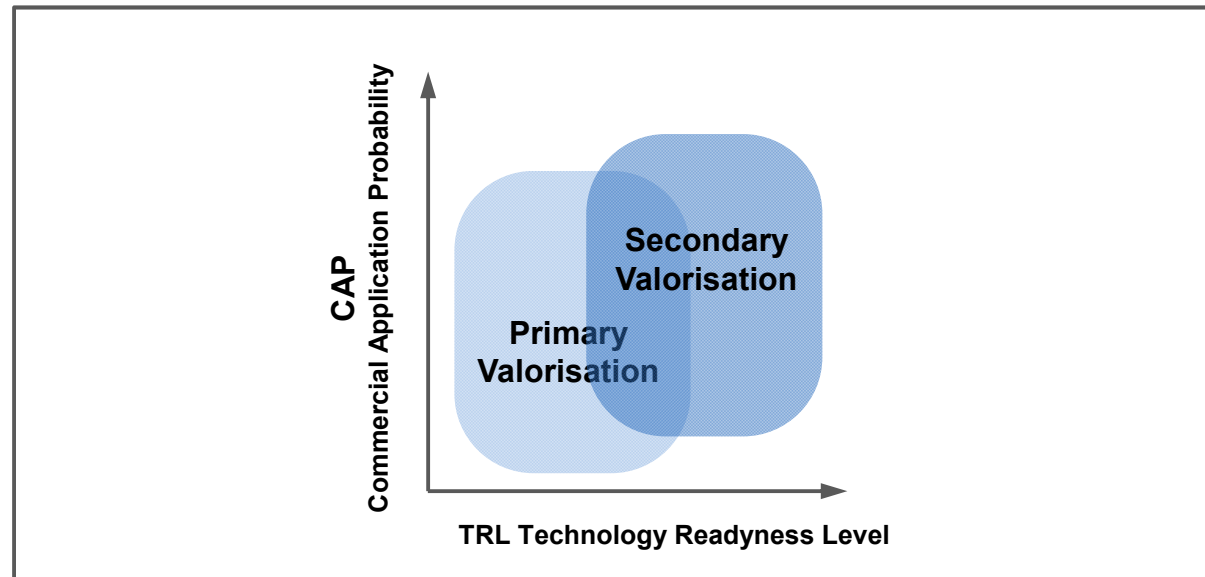
Low uncertainty

The sunk cost advantage



All investments for research, patent generation and first application development have been made for the primary valorisation phase, improving the business case for secondary valorisation

Risk profiles



Higher technology readiness level

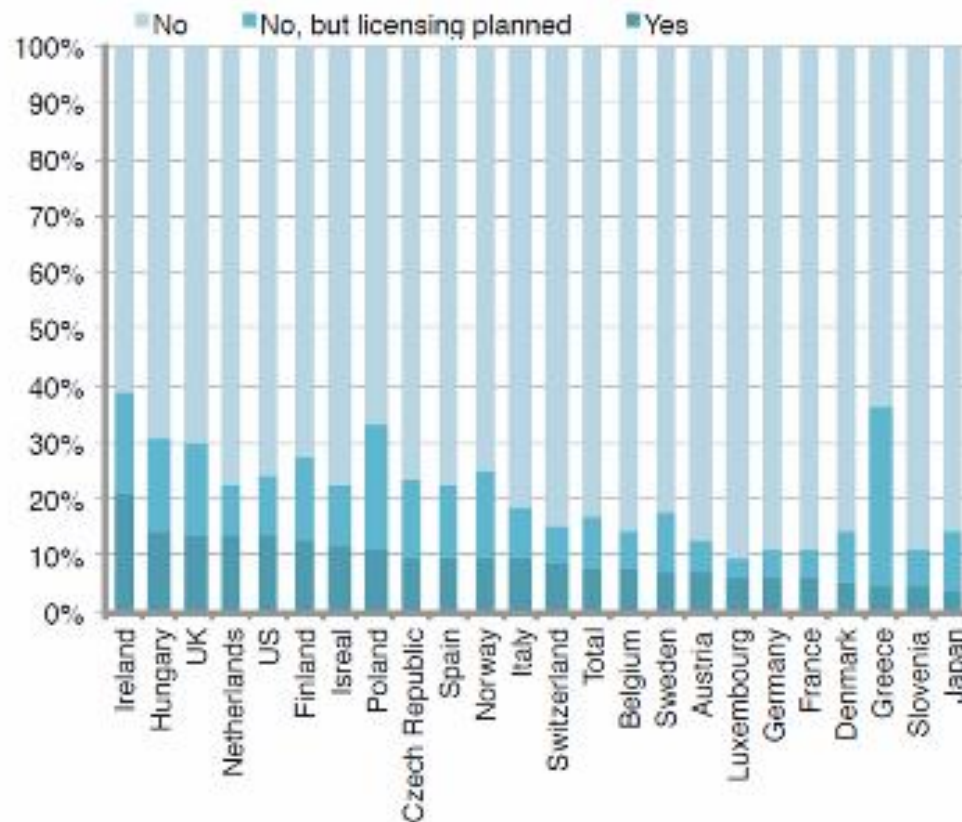
Higher probability of successful commercial application

→ Improved risk profile secondary valorisation

Out-licensing potential

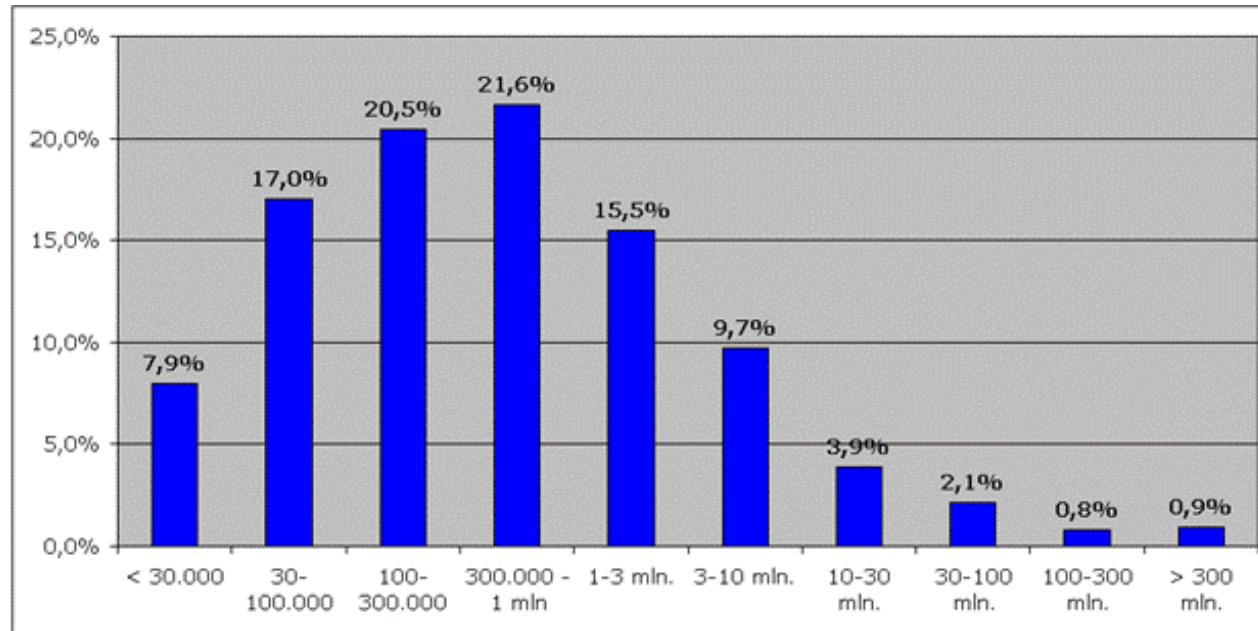
Figure 1.30: The potential to license out patents is far from exhausted

Companies that license out their patents, as a percentage of total patents owned, selected high-income countries, 2003-2005



Source:
World Intellectual
Property Report,
WIPO, 2011

Significant value



Source: Pat-Val EU I & II, Gambardella e.a., 2005, 2009

~75% of patent value > 100k EUR

Obstacles for 2nd Valorisation

High transaction costs

- Especially limiting for SME's



Lack of capacity & skills

- Only large companies have dedicated IP departments

Lack of awareness

- Awareness is limited to own industry/market

Lack of focus

- Focus is (of course) not on other markets

No personal Incentives

- R&D does not benefit from license income

Key considerations



Value awareness

- “Not all the smart applications are sold by you”

Fearless outlook

- Default IP-driven defensive reflex unnecessary

Efficiency

- Match-making: from ad-hoc towards targeted

Controlled involvement

- Gradual transfer of IP rights

No DIY kit

- Let other people do the hard work

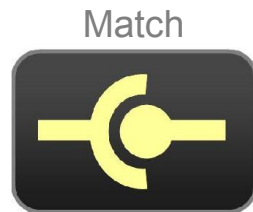
the mult-IP-lier approach:



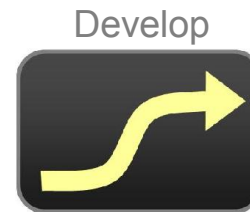
Donor company product



Receptor company product



Match the Donor to the Receptor



Develop the Receptor product



Share the benefits

tools:



The Dutch IP
valorisation method TM



TiP ® is a registered trademark of Verbeek Business & Innovation B.V.

The Dutch IP valorisation method TM is a trademark of Delft Patents B.V.



More inspiration?

check out the white papers:

Secondary Valorisation:

Leverage your previous investments in IP

Out-of-your-Box Valorisation:

create new value from your patented technology

on

<http://www.mult-ip-lier.com/resources.html>

Support?

contact:

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