



Patenting Strategies

Patent Statistics, Innovation Management and IPR – 05.06.2012 Paris

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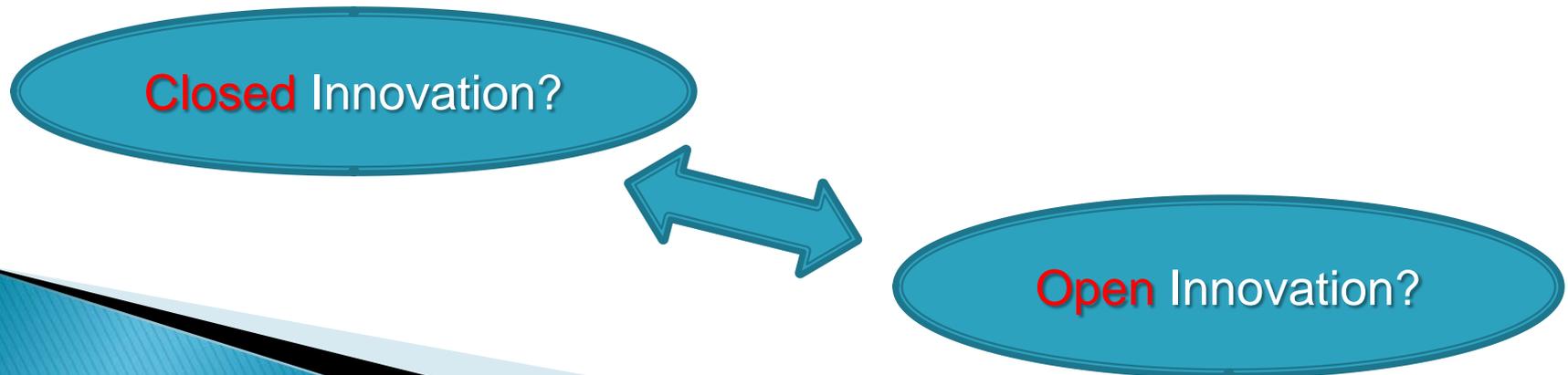
Telecommunications – unique situation

Aggregation of Technologies. . .

- ▶ Radio Technologies (standardized and non-standardized)
 - ▶ Antenna Technologies
 - ▶ Battery Technologies
 - ▶ Mechanical Technologies
 - ▶ System Technologies (Cloud)
 - ▶ Application/OS Technologies
 - ▶ User Interface Technologies
- 

...Require Different Types of Protection

- ▶ Provisional Patent Applications
- ▶ Utility Patents
- ▶ Design Patents
- ▶ Trade Secret Protection
- ▶ Defensive Publication
- ▶ ...and all the worldwide variations of these.



Keyboard Example

▶ One Obvious Choice is a Design Patent

▶ ...and RIM does this.



US000416256S

United States Patent [19]
Griffin et al.

[11] **Patent Number:** Des. 416,256
[45] **Date of Patent:** ** Nov. 9, 1999

[54] **HAND-HELD MESSAGING DEVICE WITH KEYBOARD**

[75] Inventors: **Jason T. Griffin; John A. Holmes; Mihai Lazaridis**, all of Waterloo, Canada

[73] Assignee: **Research In Motion Limited**, Waterloo, Canada

[**] Term: **14 Years**

[21] Appl. No.: **29/089,942**

[22] Filed: **Jun. 26, 1998**

[51] **LOC (6) Cl.** **14-03**

[52] **U.S. Cl.** **D14/191; D14/100; D14/115**

[58] **Field of Search** **D14/100, 106, D14/115, 191, 192; D18/1, 7; 178/17 A, 17 C; 235/145 A, 145 R; 200/5 A, 5 R, 6 A, 6 R; 345/168; 341/22, 23; 364/708; 1, 400/472, 479, 484-486; 340/311.1; 435/92, 100, 128, 351**

[56] **References Cited**

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D. 278,341 4/1985 Scheid D14/100
D. 293,241 12/1987 Wan et al. D14/100
D. 357,253 4/1995 Wong D14/191
D. 383,756 9/1997 Henderson et al. D14/191

D. 386,497 11/1997 Huslig et al. D14/191

Primary Examiner—Freda Nunn
Attorney, Agent, or Firm—Jones, Day, Reavis & Pogue; Charles B. Meyer, Esq.

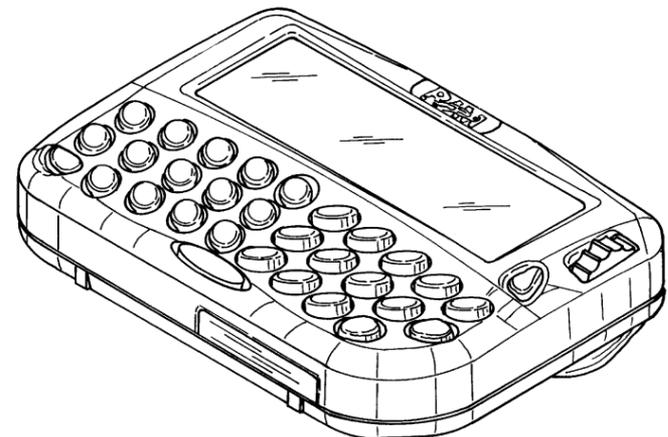
[57] **CLAIM**

We claim the ornamental design for a hand-held messaging device with keyboard, as shown and described.

DESCRIPTION

FIG. 1 is a front elevational view of a hand-held messaging device with a keyboard embodying the subject invention; FIG. 2 is a rear elevational view thereof; FIG. 3 is a left elevational view thereof; FIG. 4 is a right elevational view thereof; FIG. 5 is a bottom plan view thereof; FIG. 6 is a top plan view thereof; FIG. 7 is a front perspective view thereof; FIG. 8 is a rear perspective view thereof; FIG. 9 is a front elevational view of an alternative embodiment of the subject invention; FIG. 10 is a rear elevational view thereof; FIG. 11 is a top plan view thereof; FIG. 12 is a front perspective view thereof; and, FIG. 13 is a rear perspective view thereof. Those views of the second embodiment that are not specifically set forth are the same as the corresponding views in the first embodiment.

1 Claim, 11 Drawing Sheets



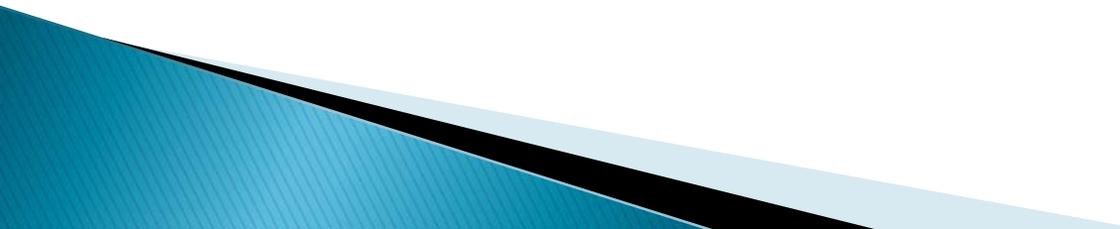
Keyboard Example

- ▶ A **Utility Patent** may also be Applicable

1. Arcuate Rows
2. Individual Key Rotation
3. Individual Key Scalloping



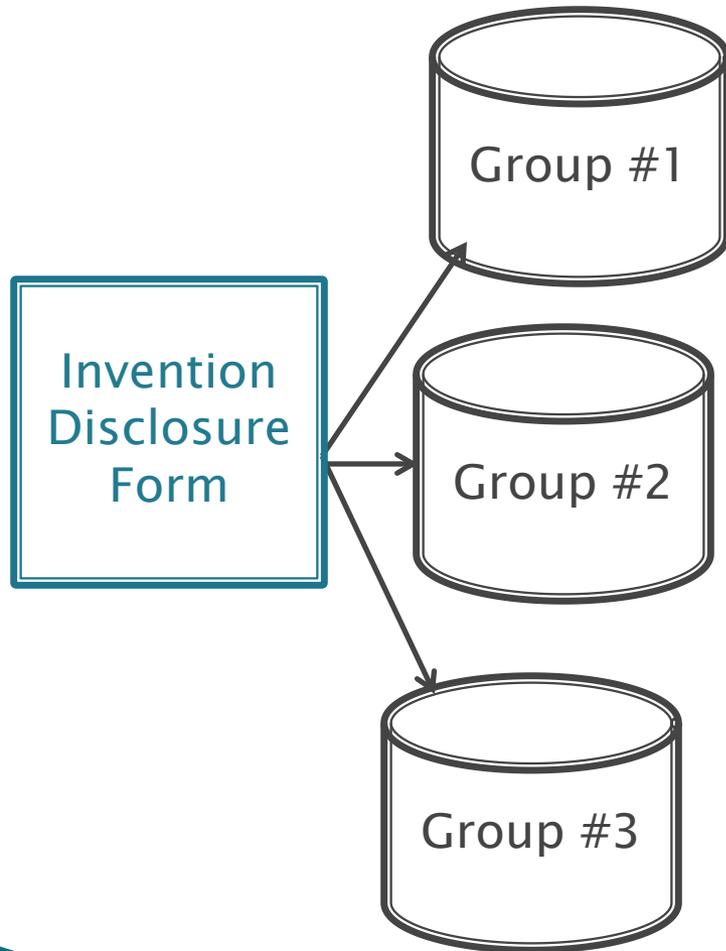
Invention Capture Strategy

- ▶ With all of the various technologies, devices, applications and countries of protection, a company needs to **tailor IP protection to the specific situation**
 1. Idea Capture/Documentation
 2. IP Protection Decision
 3. Patent Filing & Prosecution
- 

Idea Capture and Documentation

- ▶ Must be **simple** and **quick** for inventors
 - Inventors are very busy actually developing products
 - Streamlined form; fully automated submission process
- ▶ Must provide **sufficient information** to make proper IP decision
 - Although streamlined, enough information should be captured to make a good filing decision
- ▶ Proper inventor “**encouragement**”
 - Perhaps monetary payments for filing/issuance
 - Perhaps part of inventor performance review

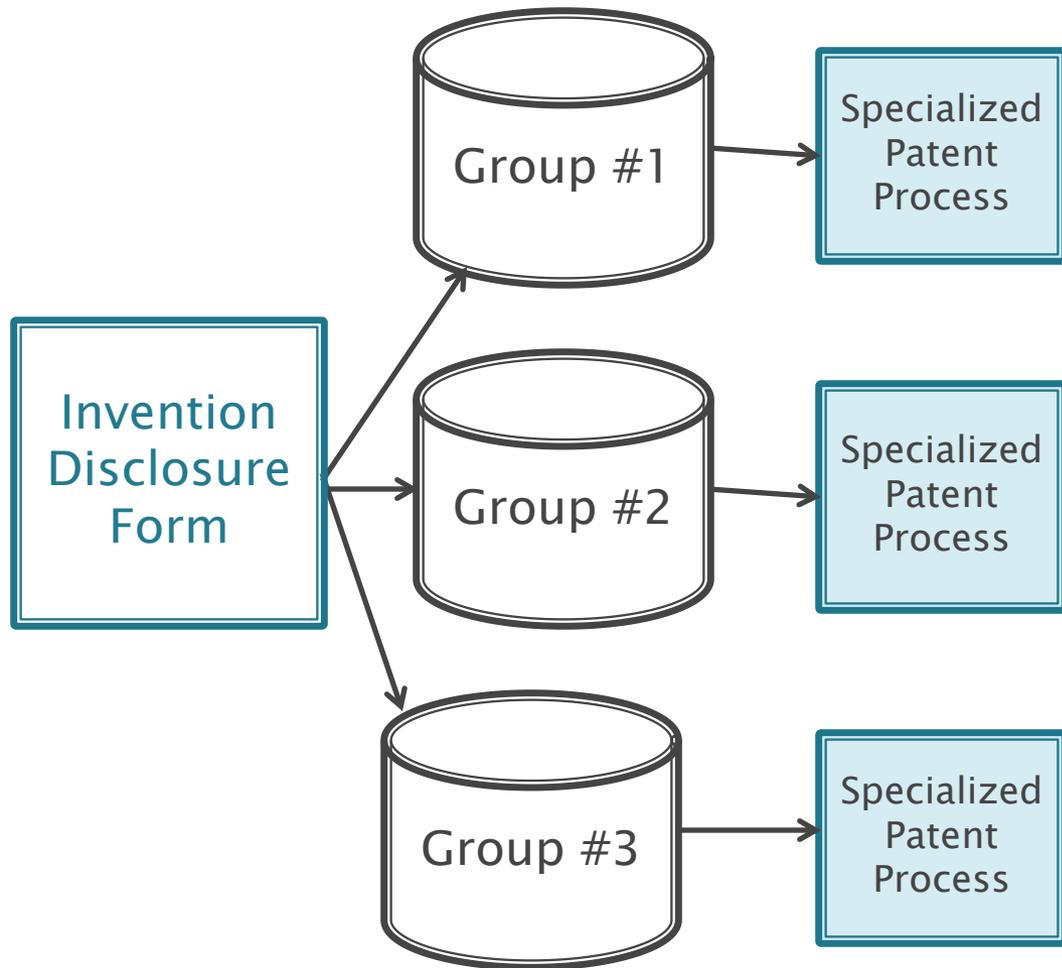
Filing Strategy



The filing decision can be tailored to the **technology** and **situation**:

- File a Patent Application?
 - Provisional application
 - Design application
 - Utility application?
- Keep as Trade Secret?
 - Protections for information
- Publish a Defensive Disclosure?
- Other handling (search?)

Tailored Prosecution

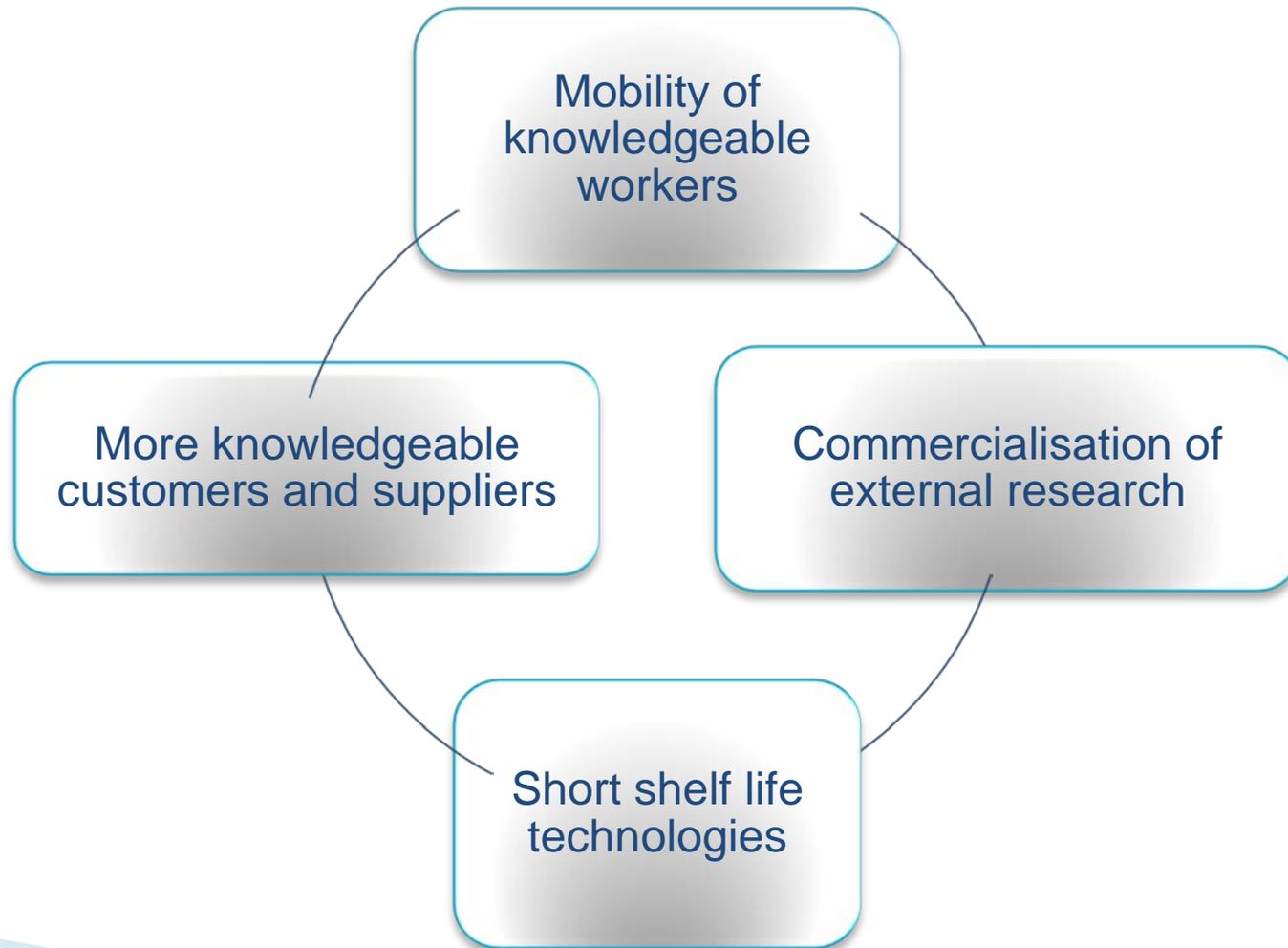


Once a patent application is filed, the “**specialization**” should continue:

- Appropriate stakeholders
- Appropriate filing jurisdictions
- Appropriate claim sets
- Appropriate interaction with other IP areas (licensing, litigation, etc.)

Open Innovation

Closed innovation not always effective



Keys of success of open innovation

- ▶ Direct involvement **top management + operational staff**
 - ▶ **Implementation Team**
 - Include R&D, marketing, supply chain management and legal department
 - Specialized Training
 - ▶ **Infrastructure and tools** to support OIN Implem. Team
 - ▶ 'Not invented here' syndrome \leftrightarrow **rewards and involvement**
 - ▶ **R&D department**: competitive atmosphere?
- 

Keys of success of open innovation

- ▶ Properly allocate **R&D** resources
 - ▶ Practice OIN **within the company**
 - ▶ Choose the **right partnership** amongst starts-up, universities, government agencies, lead users ... **+**
understand its needs and culture
 - ▶ **Connect Legal with Research** Department
- 

Find the right use for your IP portfolio

Thank you for listening!