

**WOULD INTELLECTUAL PROPERTY
ENGAGEMENT AND TRANSACTION ACTIVITY
BOOST YOUR INNOVATIVE
STARTUP'S SUCCESS RATE?**

*Billy Lam
Vice President, Business Development
Transpacific IP Limited*

IP is an important component of international and national law concerning the protection of various modes of expression and thought.

Specific types of intellectual property include:

Patents

Copyrights

Trademarks

Trade Secrets

TODAY'S PATENT ENVIRONMENT: PATENTS IN THE EE/CS WORLD

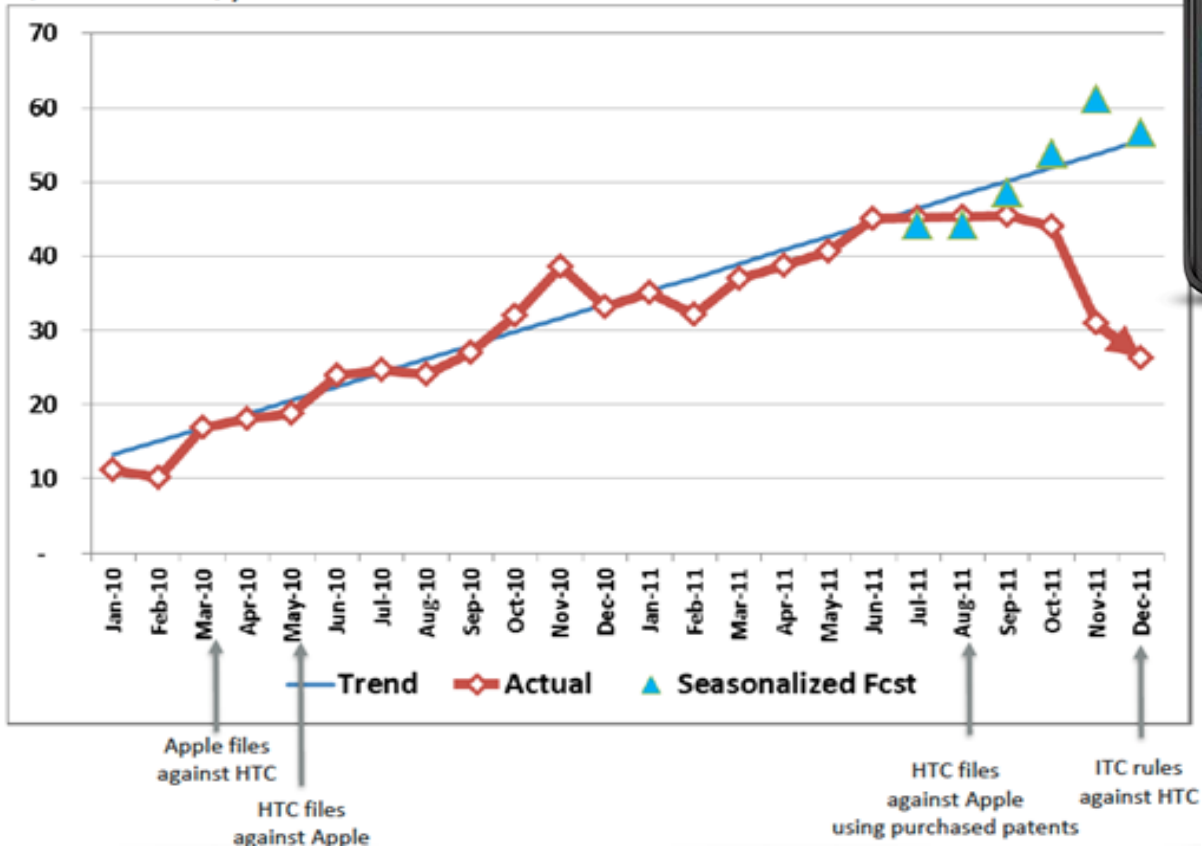
Potentially many patents required to make a product

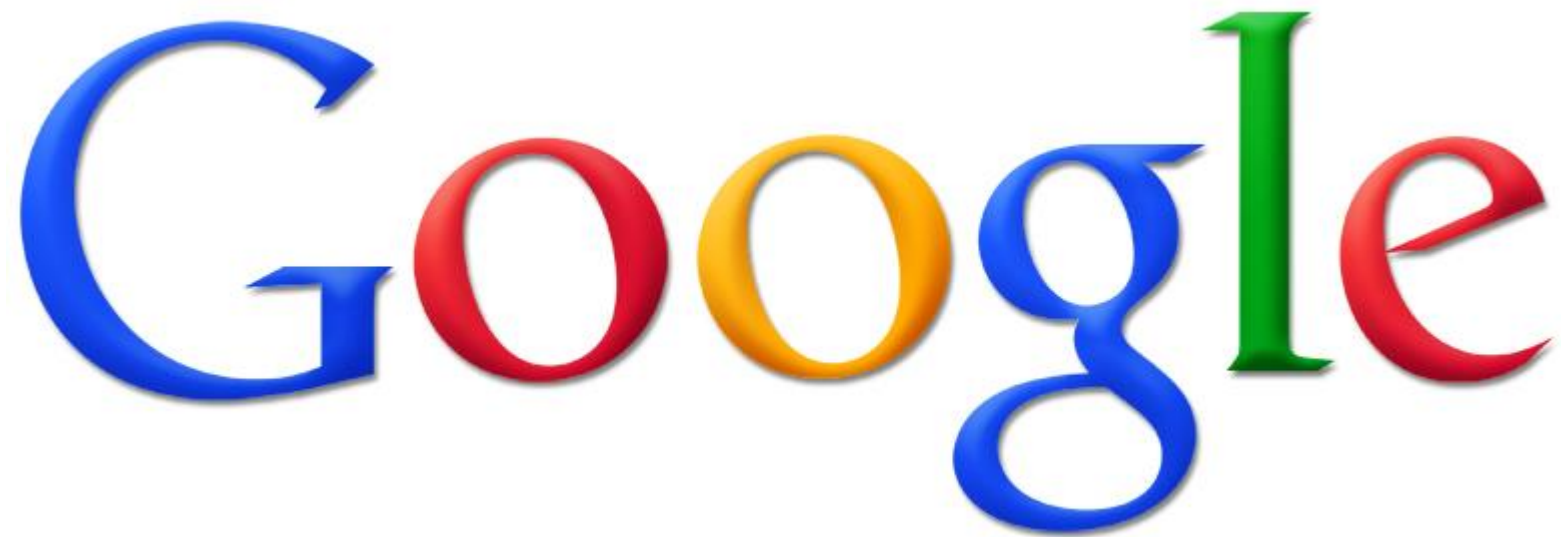
- 10K – 30K for an IC
- 10K – 30K for an OS
- 50K – 100K for a Microprocessor
- 100K – 250K for a Smartphone

Not possible to get an “exclusive” position

- By some accounts, Intel has less than 5% of patents that makes up Pentium IV

HTC Monthly Sales (in millions NT\$)



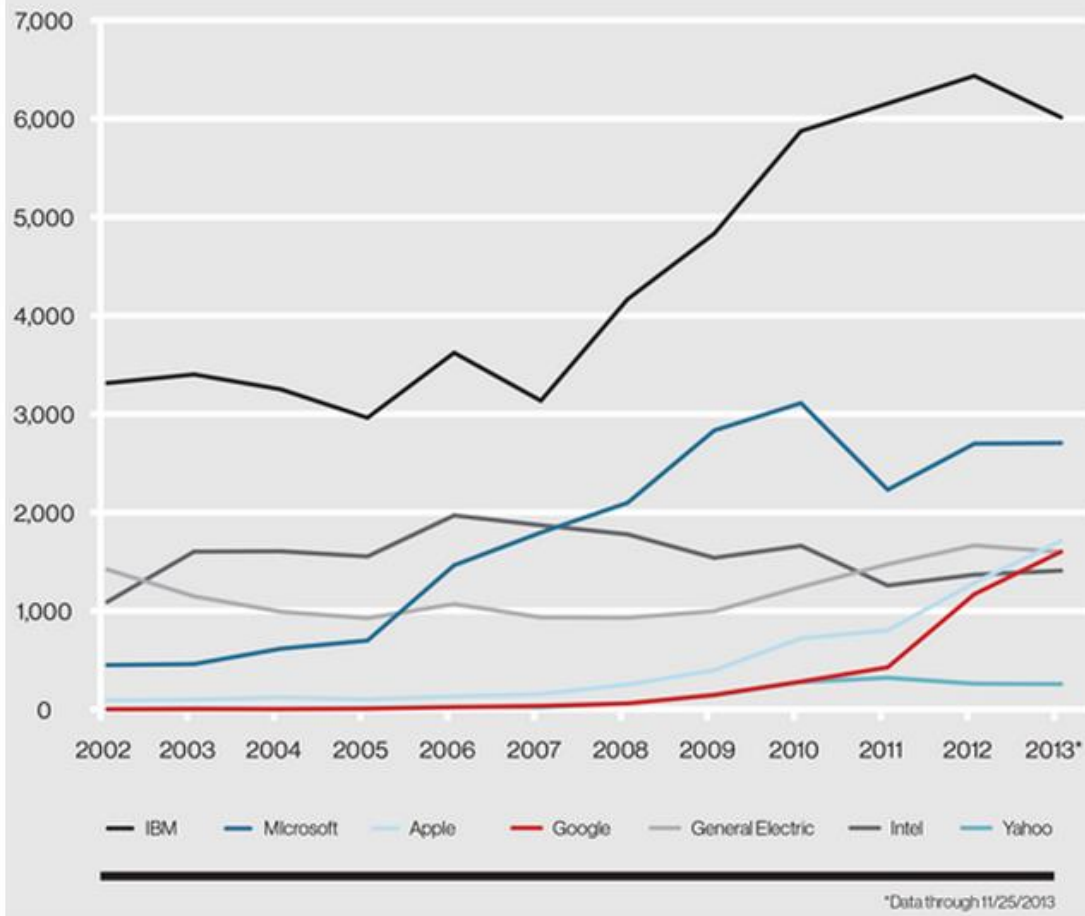
The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, the first 'O' is red, the second 'O' is yellow, the first 'g' is blue, the 'l' is green, and the final 'e' is red. The letters are 3D-rendered with a slight shadow.

Google VP: “We Weren’t Investing in the Patent Ecosystem Like We Should Have Been”

<http://www.droid-life.com/2012/09/12/google-vp-we-werent-investing-in-the-patent-ecosystem-like-we-should-have-been/>

At Patent Office, Google Gains Ground

U.S. patents awarded per year, selected companies



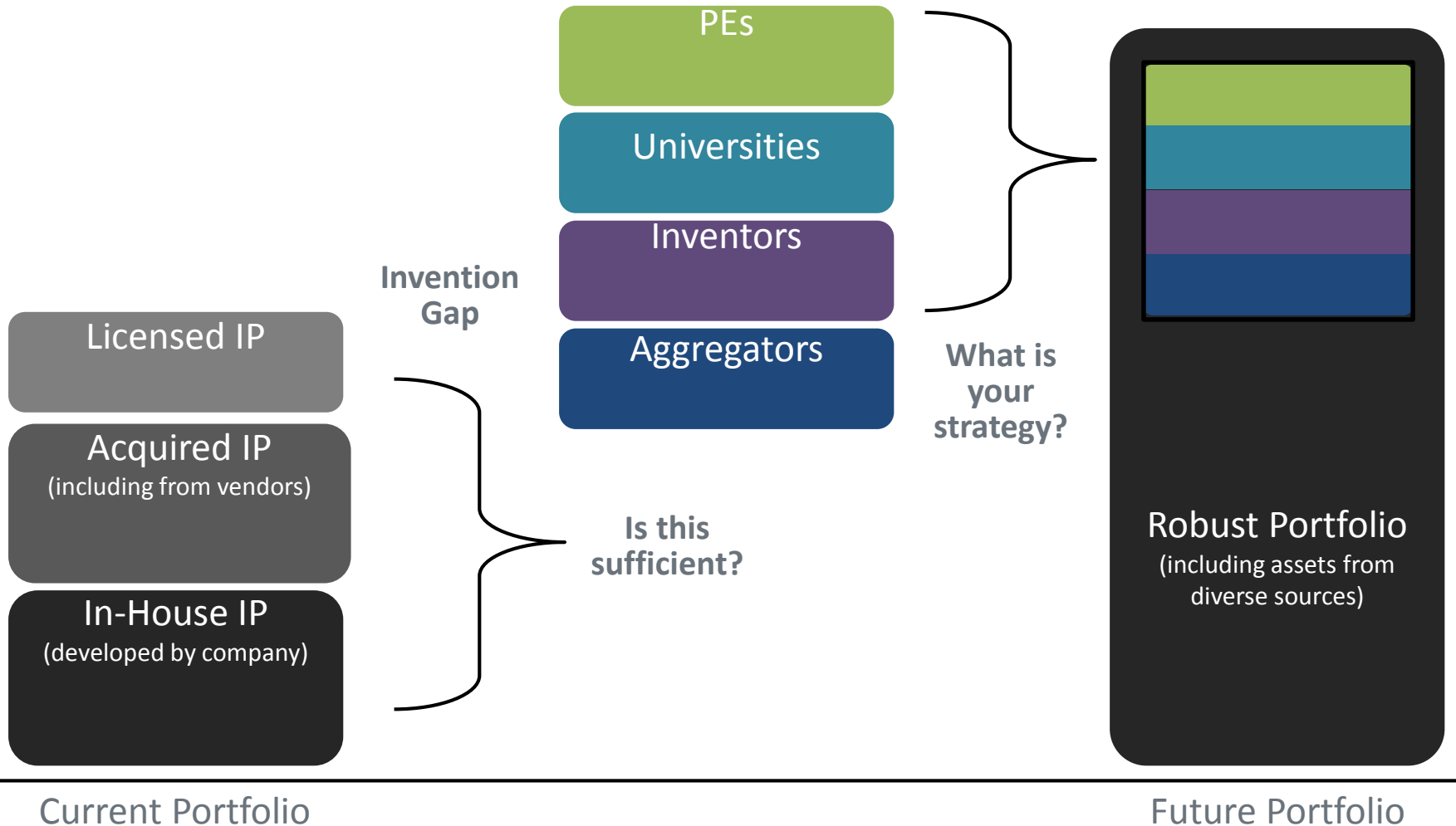
Source: USPTO

MIT Technology Review

Google

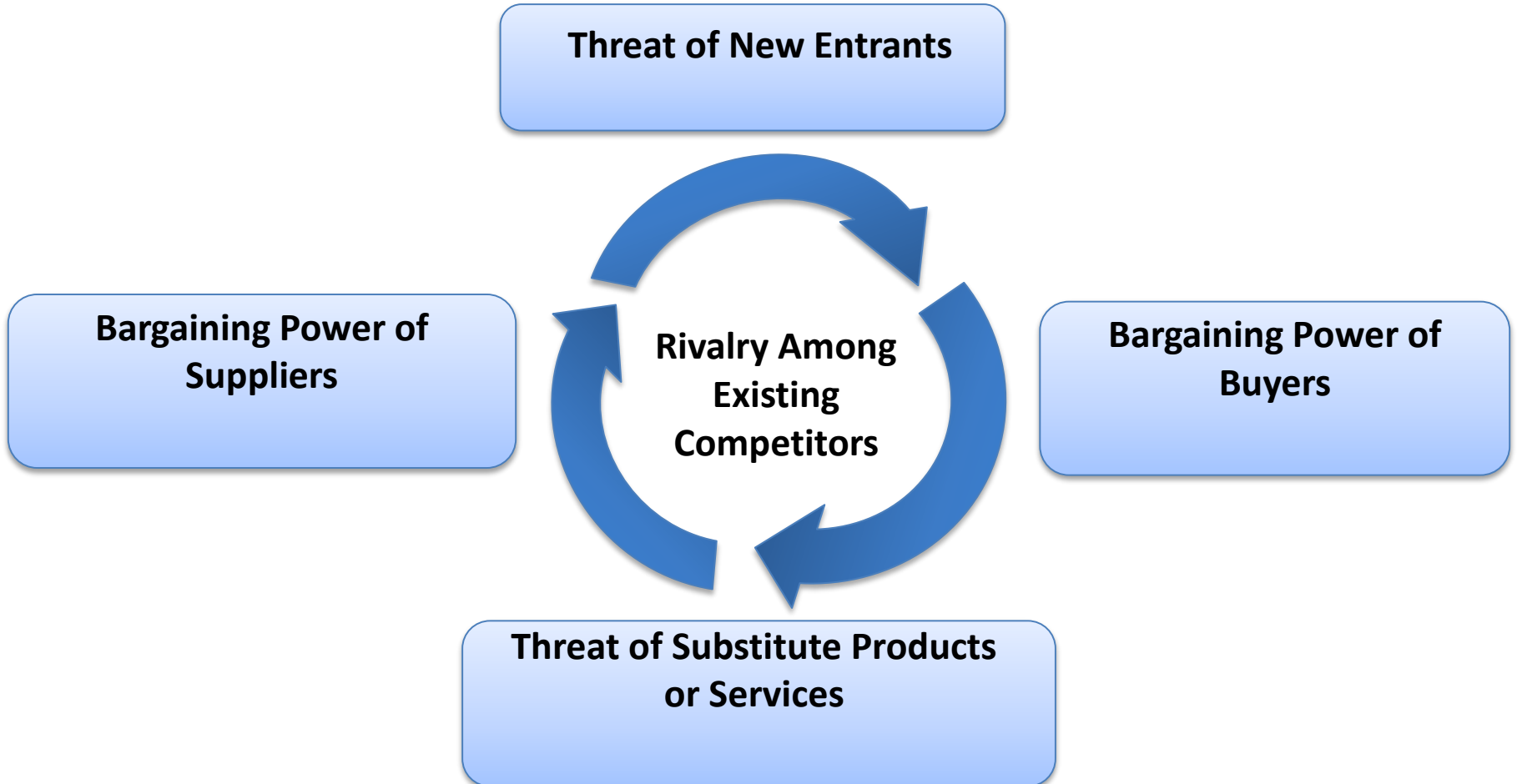
1. Back in 2007, same year when iPhone was launched, Google had only 38 patents since its founding!
2. In 2012, Google spent US\$12.5 billion to buy Motorola for its 17,000 patents and 7,000 patent applications!
3. In 2012, Google brought +1,000 patents from IBM and others.
4. Now, Google has more than 51,000 patents and pending applications.

BRIDGING THE INVENTION GAP

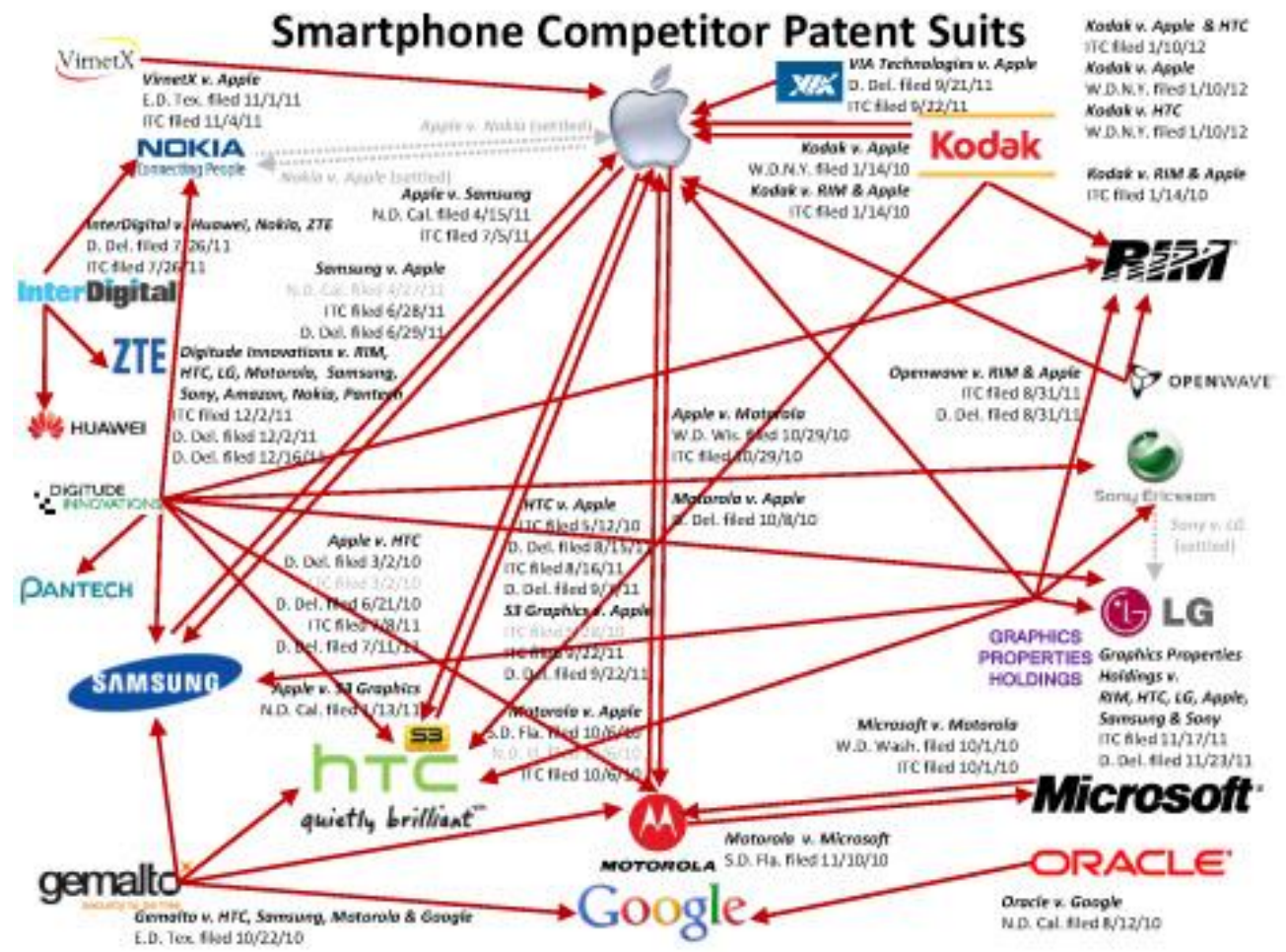


WHERE DOES IP COME IN TO PLAY?

THE FIVE FORCES THAT SHAPE INDUSTRY COMPETITION



MATURE COMPANIES USE IP TO DENY MARKET SHARE



FOR MANY PRODUCT COMPANIES ITS ALL ABOUT MARKET SHARE!

What is 1 point of market share worth to Apple?

- iPhone's 2012 market share: 25%
- iPhone's 2012 annual revenue: US\$80 billion
- US\$3.2 billion per year per point of market share
- The largest patent verdict to date was \$1.7B. That is only half year of 1 point of market share for the Apple iphone.

MONETIZATION

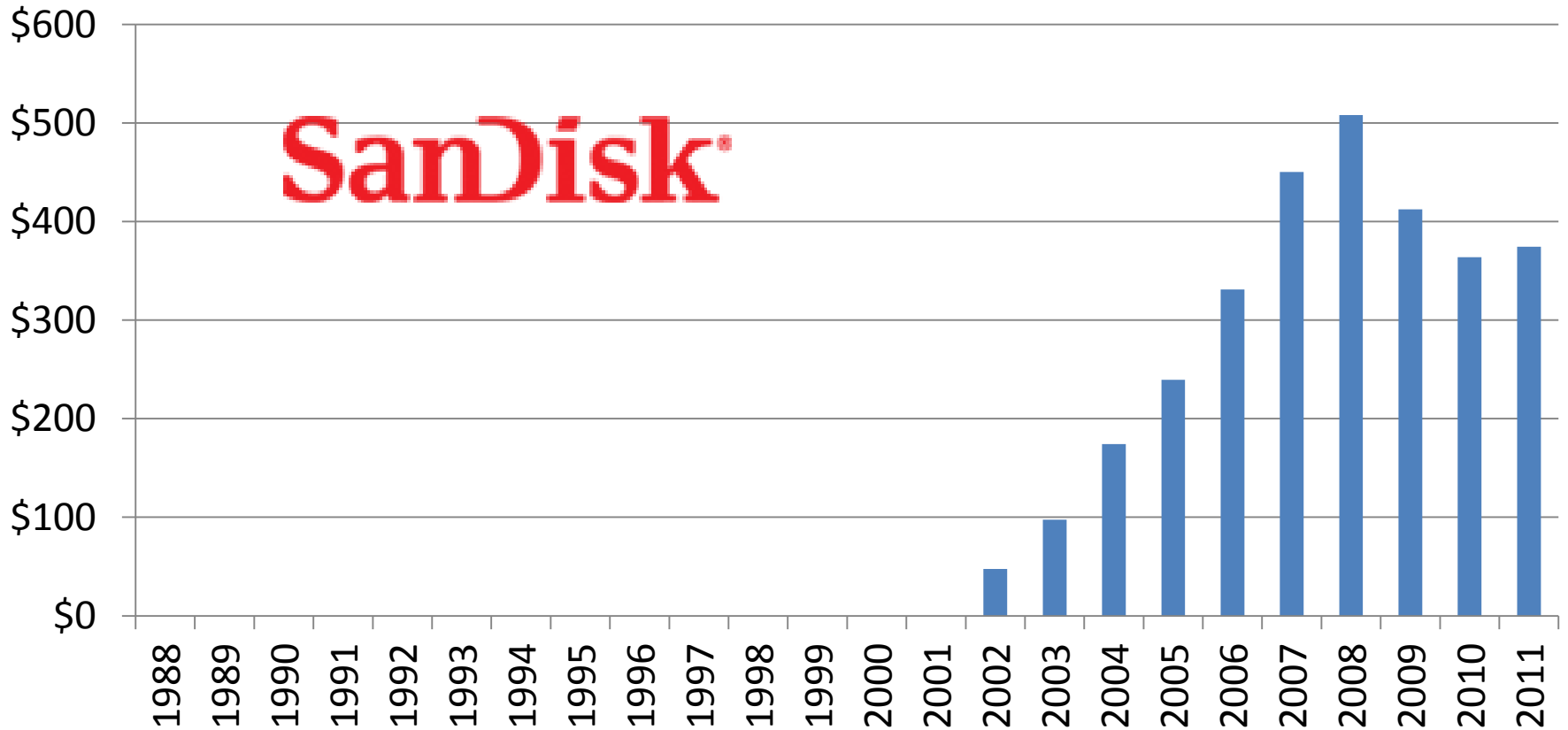
Two main ways to monetize patents:

- Licensing
 - Takes many years (10 – 20 years typical)
 - One either needs
 - Robust portfolio's typically a robust portfolio e.g. IBM
 - Innovator of a key technologies e.g. SanDisk

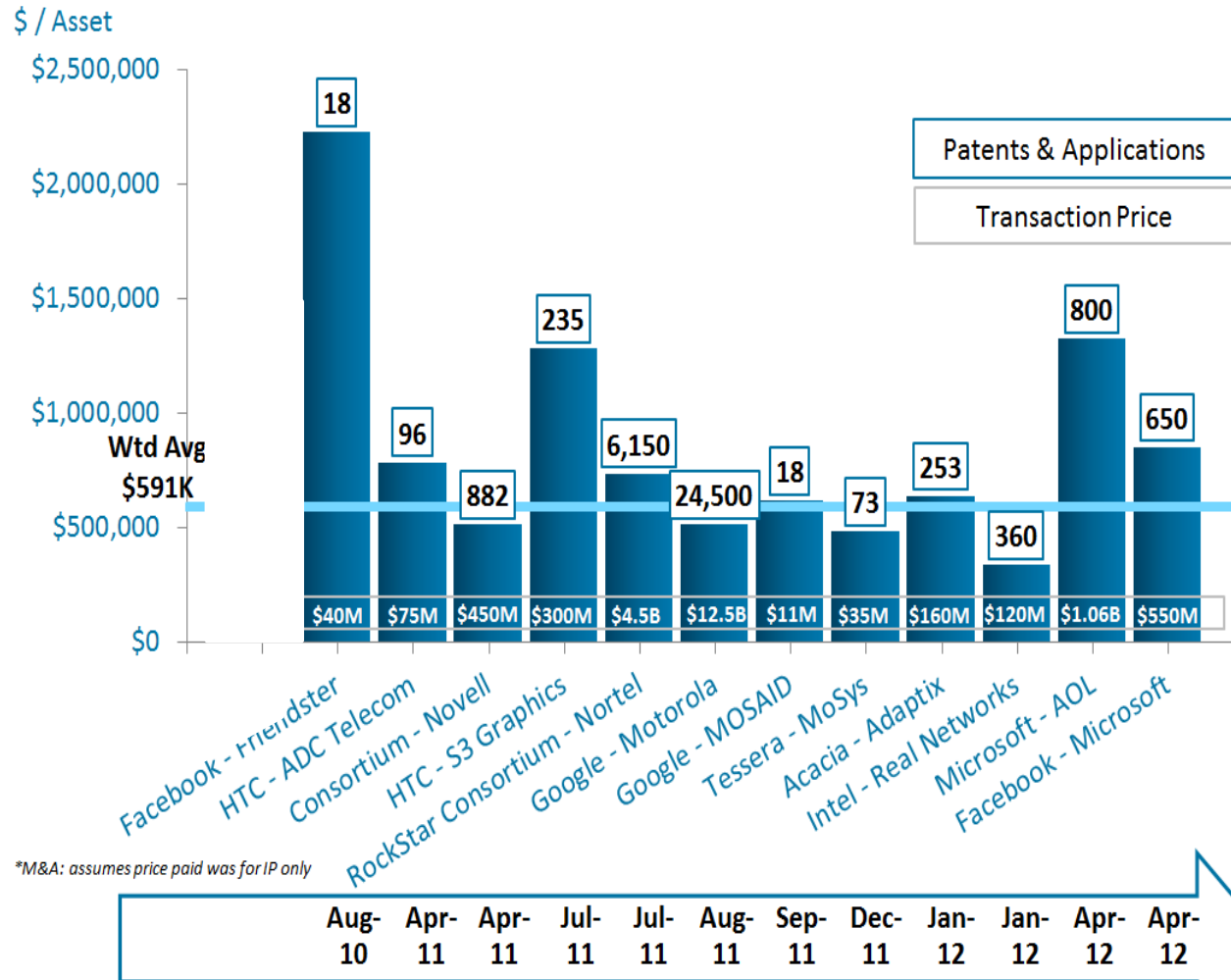
- Patent Sales and Spin-off's
 - Can be quick
 - One needs
 - Good Patents
 - Typically ones that do not effect the core business

MONETIZATION

Licensing revenue in \$M



SELLING PATENTS CAN BE A NICE REVENUE SOURCE: COMPARABLE SALES IN THE PATENT MARKET



HOW ABOUT STARTUPS?



Our Technology

Our Solutions

About

Communications

Products



Consumer Solutions

Industrial Solutions



Proxi-Fi
Wireless Receivers



Proxi Smartphone Solution



Proxi In-Device Charging Solution



Proxi-Point
Wireless Connector



Proxi-Ring
Wireless Slip Ring



Proxi-Loom
Wireless Harness



Proxi-Com Wireless Data Transmission



Proxi Transmitters
for LTC4120

+ Licensing Options

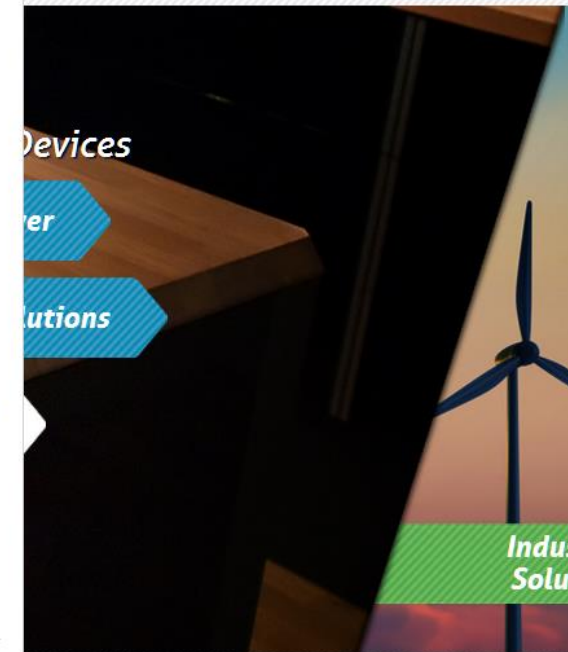
+ Evaluating Kits

From The Blog



Interoperability you want it

Read More



FROM THE HOME OF WIRELESS POWER
UNIVERSITY OF AUCKLAND



By focusing on patent strategy a New Zealand start-up hits the jackpot with Samsung

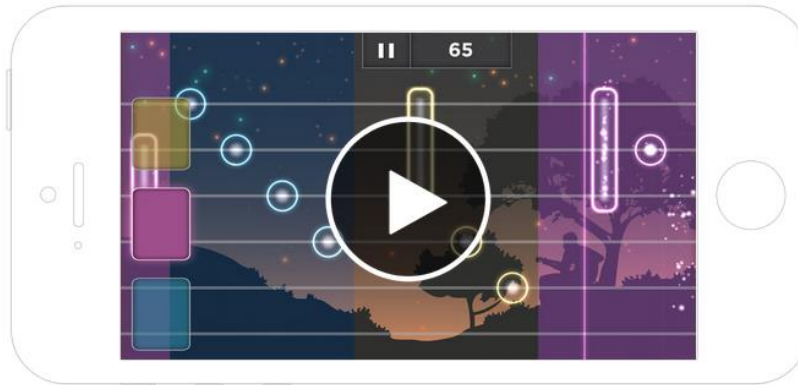
A deal involving a tech company based in New Zealand shows how a start-up can strategically leverage IP to drive forward its business. [PowerbyProxi has just secured \\$4 million in funding](#) from Samsung Ventures, largely on the back of a world class patent portfolio it has built over recent years. The Auckland outfit has developed wireless charging technology for consumer devices such as smartphones and television remotes. Alongside the funding, Samsung Electro-Mechanics has also [entered into a strategic partnership](#) with PowerbyProxi and agreed to license its wireless power IP and technology.

[Said to be considering an IPO](#), PowerbyProxi has potentially hit the jackpot. Now every component shipped by Samsung with its technology embedded inside will bring the Kiwi business revenue and perhaps pave the way for eventual global commercial success. Without its investment in developing a strong portfolio of IP, this would not have happened. It also shows that patent strategy is not just for big technology companies based in North America, Europe and Asia's largest countries.

With a population of approximately 4.5 million people New Zealand has a small domestic consumer base, so in order to grow local companies need to export and build their market share overseas. For a number of reasons, this has not happened as much as it could have done. Legislators are aware of the problem and have [recently passed an updated Patent Law](#) which, among other things, is meant to “represent a significant step in supporting innovation in New Zealand...and make it easier for New Zealand businesses to export and grow”. [As reported on this blog previously](#), claims that the legislation outlaws software patents are well wide of the mark. However, what they could do is lead Kiwi companies to believe that this is the case; something which may impede their patenting strategies and so have an adverse effect on their growth opportunities. That would be a real shame.

PowerbyProxi serves as a blueprint for other New Zealand-based start-ups. Spun out from the University of Auckland's engineering department, [it owns 126 patents](#) and has invested its resources

APPS



Guitar!



Guitar! brings you the unique experience of musical collaboration between guitarist and singer. Choose your vocalist from top singers in the Sing! Karaoke app while you strum the chords to your favorite songs. [Learn more](#)



Match	Document	Document Title	Score
1	US20130180385	SYNTHETIC MULTI-STRING MUSICAL INSTRUMENT WITH SCORE CODED PERFORMANCE EFFECT CUES AND/OR CHORD SOUNDING GESTURE CAPTURE A synthetic multi-string musical instrument captures a stream of expressive gestures indicated on a multi-touch sensitive display for note/chord soundings and associated performance effects and...	1000
2	US20120174736	SYSTEM AND METHOD FOR CAPTURE AND RENDERING OF PERFORMANCE ON SYNTHETIC STRING INSTRUMENT Synthetic multi-string musical instruments have been developed for capturing and rendering musical performances on handheld or other portable devices in which a multi-touch sensitive display...	1000
3	8222507	System and method for capture and rendering of performance on synthetic musical instrument Techniques have been developed for capturing and rendering musical performances on handheld or other portable devices using signal processing techniques suitable given the somewhat limited...	1000
4	US20120089390	PITCH CORRECTED VOCAL CAPTURE FOR TELEPHONY TARGETS Vocal musical performances may be captured and pitch corrected and supplied to telephony targets such as conventional voice terminal equipment (telephone handsets, answering machines, etc.),...	1000
5	US20110144983	WORLD STAGE FOR PITCH-CORRECTED VOCAL PERFORMANCES Techniques have been developed to facilitate the capture performances on handheld or other portable computing devices and, in some cases, the pitch-correction and mixing of such vocal performances...	484
6	US20110251841	COORDINATING AND MIXING VOCALS CAPTURED FROM GEOGRAPHICALLY DISTRIBUTED PERFORMERS Despite many practical limitations imposed by mobile device platforms and application execution environments, vocal musical performances may be captured and continuously pitch-corrected for mixing...	484
7	US20110144982	CONTINUOUS SCORE-CODED PITCH CORRECTION Vocal musical performances may be captured and continuously pitch-corrected at a mobile device for mixing and rendering with backing tracks in ways that create compelling user experiences. In some...	484
8	US20100053169	SYSTEM AND METHOD FOR COMMUNICATION BETWEEN MOBILE DEVICES USING DIGITAL/ACOUSTIC TECHNIQUES Techniques have been developed for transmitting and receiving information conveyed through the air from one portable device to another as a generally unperceivable coding within an otherwise...	484

How Metro was ushered from the court of \$3bn Snapchat king Evan Spiegel

Thursday 28 Nov 2013 6:00 am

Share 10

Next >



Snapchat chief executive officer Evan Spiegel (Picture: AP Photo/Jae C. Hong)

They laughed when Evan Spiegel stood up to present his prototype app at California's Stanford University. The idea was simple – send friends photos that self-delete within ten seconds.

Etan Smallman

Most shared on L&S

6 reasons why Brits should embrace Thanksgiving



What is Chanukah?



More something than nothing from Stephen Shore exhibit



Top Christmas 2013 gifts for fashionistas



SUGGESTIONS

1. Determine what is your key intellectual assets, trademark, patent, or copyright?
2. Where will be your main market?
3. Which industry you are on?
4. Only file patent applications once you are quite sure that you have developed something new, non-obvious, and useful
5. Check your competitors and see if they have any patent applications
6. Get help from IP consultants/professional
7. Get Gov't Support