

From idea to market – Introduction to Intellectual Property Rights

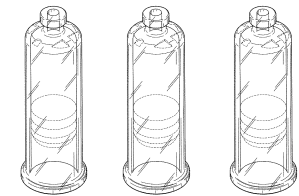
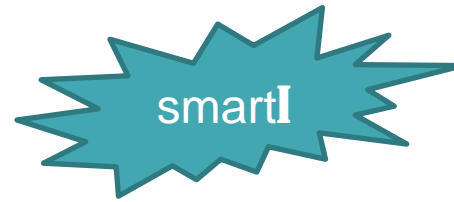
Dr. Jakob Valvoda
European Patent and
Trademark Attorney
München

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Exercise Session

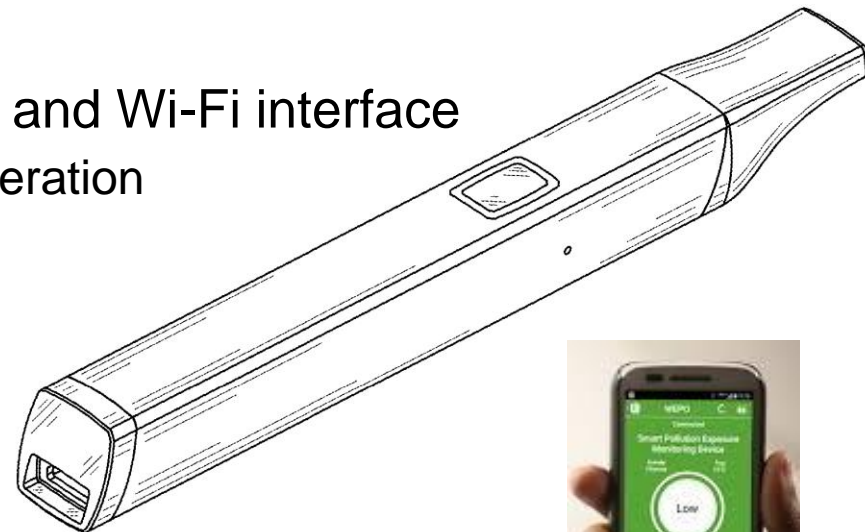


Inhalator: SMART-INHALE



Device

- Electro-mechanical inhalator device, delivers medication to patients
- Medication is mixed in the inhalator from multiple cartridges
- Cartridges are easy to insert
- Equipped with a display, control unit and Wi-Fi interface
 - Tracks user behavior → controls operation
 - Connects to smartphone
 - Displays advertisements



App on smartphone



Slogan “Smart, smarter, smart-inhale”

Which elements can be protected?

- Device with multiple cartridges
- Mixing process
- Controller in device
 - Interconnected inhalator – smartphone
 - Behavior tracking
 - Advertisement presentation
- Cartridge

- Branding “SMART-INHALE”
- Slogan
- Advertisement

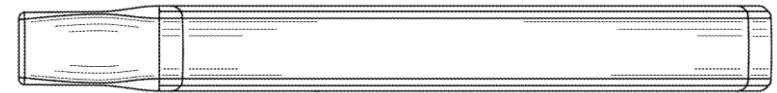
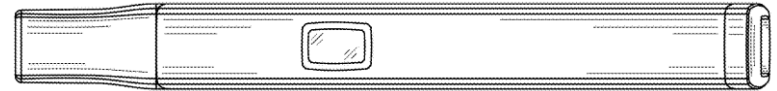
Patents & utility models

- Device with multiple cartridges
- Cartridge
- Mixing process
 - Device, system, and method
- Interconnected inhalator-smartphone system
 - System, device(s) and method(s)
- Advertisement presentation
- App on smartphone
 - Technical effects?



Designs

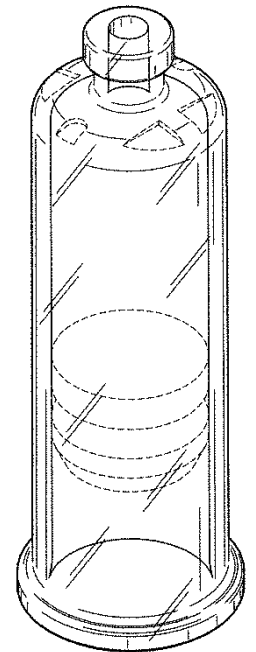
- Inhalator Device



- Smartphone App: GUI



- Cartridge



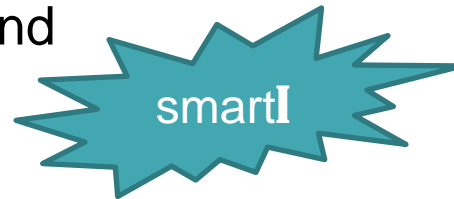
Trademarks & Copyright

- Branding “SMART-INHALE”



- Most likely, absolute ground for refusal: descriptive for an inhalator
- Consider using another brand

- Graphical Logo



→ Trademark

- Slogan “Smart, smarter, smart-inhale”



→ Trademark

- Smartphone app, controller software on inhalator device



→ Copyright

- Advertising material



→ Copyright

- Register Domains!

Next steps

- Who owns this IP?
 - Are the inventors, originators, or authors employees?
 - Check contracts with other contributors
- Quality of IP
 - Are the inventions novel, inventive and patentable?
 - Do the designs have an individual character?
 - Any absolute or relative grounds for refusal of trademarks?
- Do you risk infringing other people's rights?
- Who could you license it to?
- Who could you license from?
- Who are your potential customers, suppliers and competitors?

→ Consider professional advice

Thank you for your kind attention

Dr. Jakob Valvoda

valvoda@boehmert.de

Boehmert & Boehmert

Pettenkoferstr. 22

80336 München

Germany

T +49-89-55 96 80

F +49-89-34 70 10