

#### **Searching for patents**

- Why does patent information matter?
- Espacenet
- The European Patent Register



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### Why patent information matters

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## At least seven good reasons

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## Avoid duplication of R&D expenditure

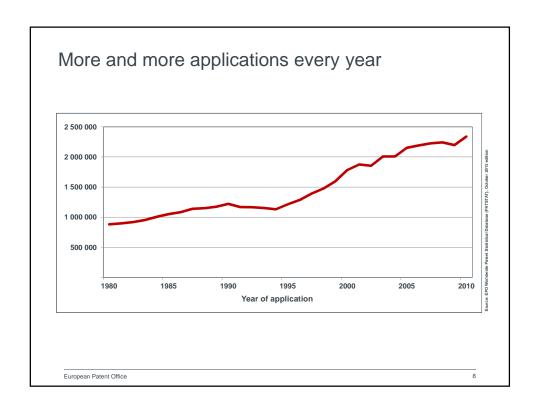
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GB-A-2365393

(12) UK Patent Application (16) GB (17) 2 365 393 (15) A FAUCHER FF AL ASSTANCE FF

2 Find out what technology already exists and build on it

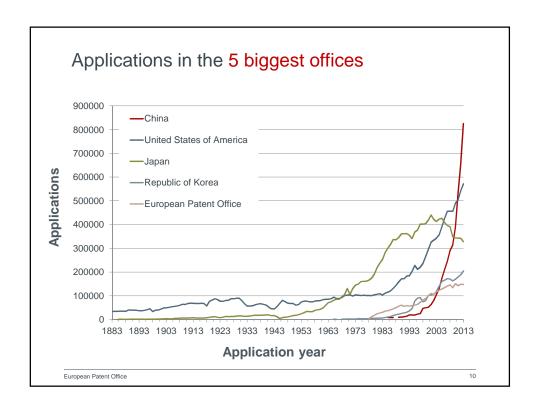
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#### Four applications a minute

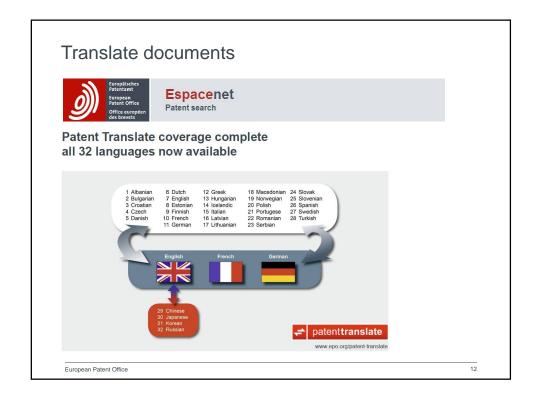
- every hour of the day and night!

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## Over 50% of applications are in an Asian language

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#### Searching technical information in Espacenet

- § More than 95 million patent documents (applications, granted patents, search reports, non-patent literature)
- § Data from 90 patent authorities worldwide
- § Data from 1836 to today
- § Source of technical information
- § Available free-of-charge via the internet at
- § Secure access (https)

www.epo.org/espacenet



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#### The old days: Paper documentation

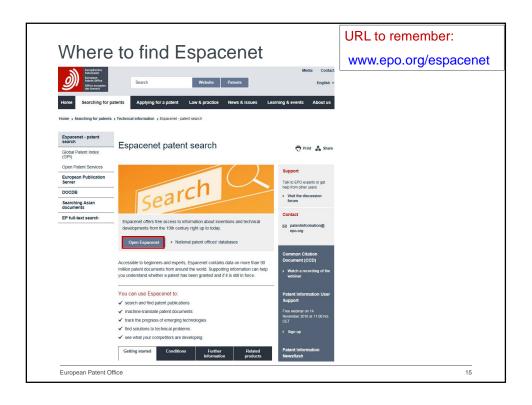


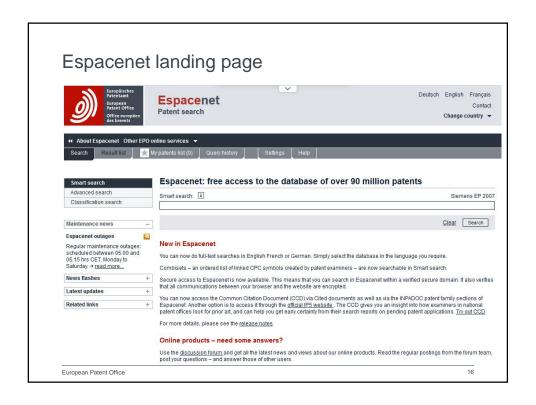


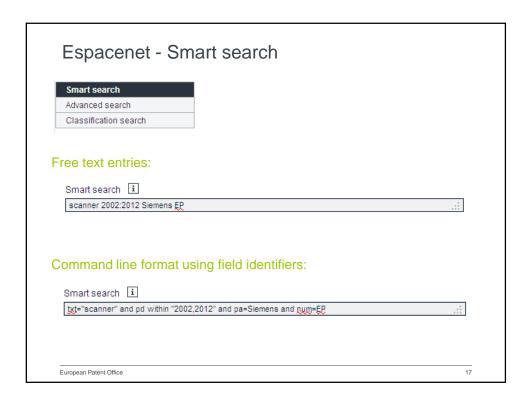
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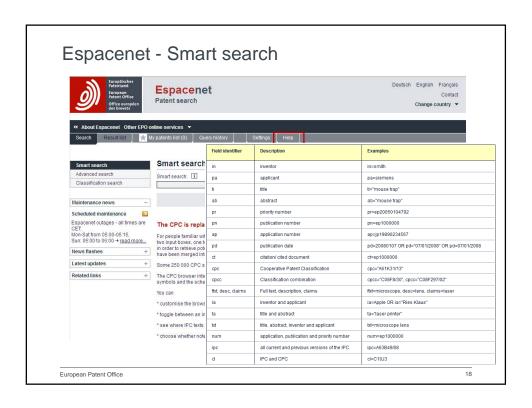
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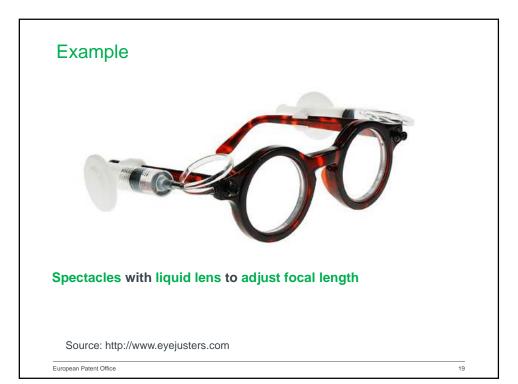
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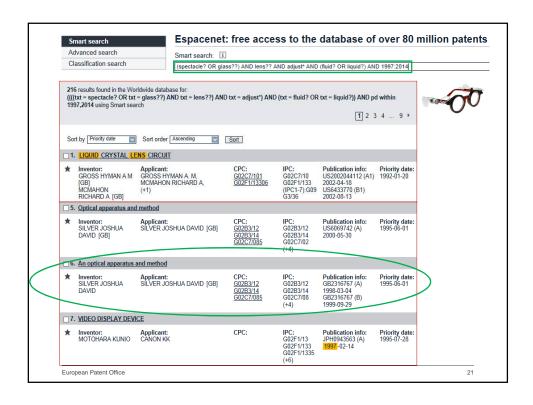


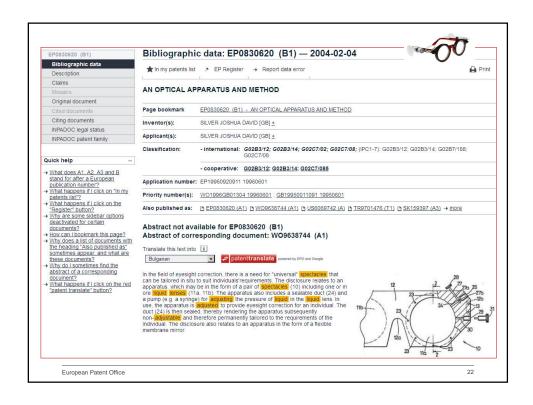


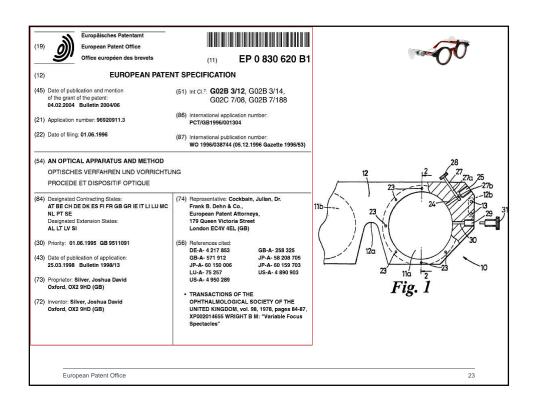


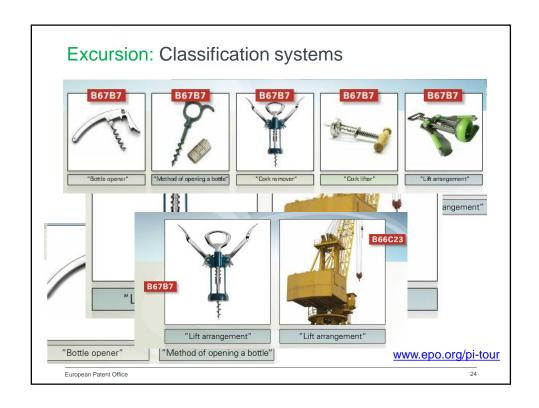


# Page Patent Office Espacenet truncations (wildcards) Replaces 0 or 1 character car? • car, cars, card, cards, carrier # Replaces exactly 1 character car# • car, cars, card, cards, carrier \* Replaces a character string of any length car\* • car, cars, card, cards, carrier Only right-hand truncation car\* • car, cars, card, carrier; car\*s

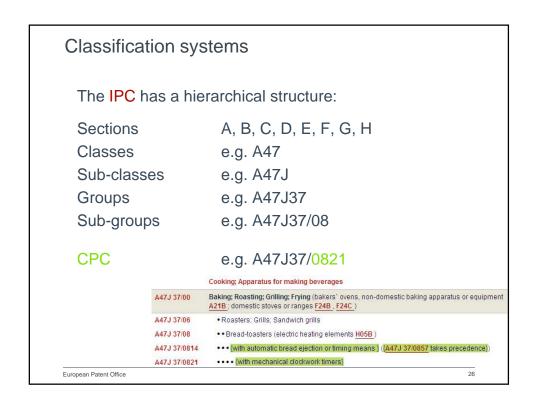


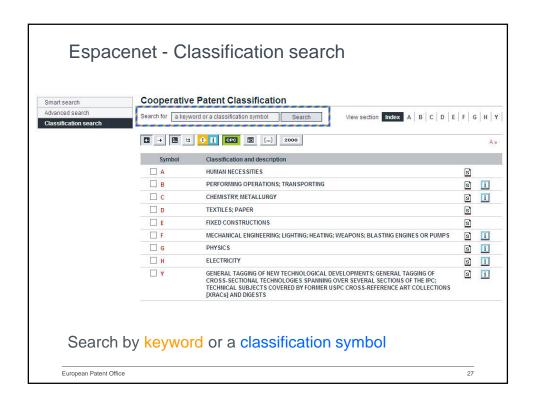


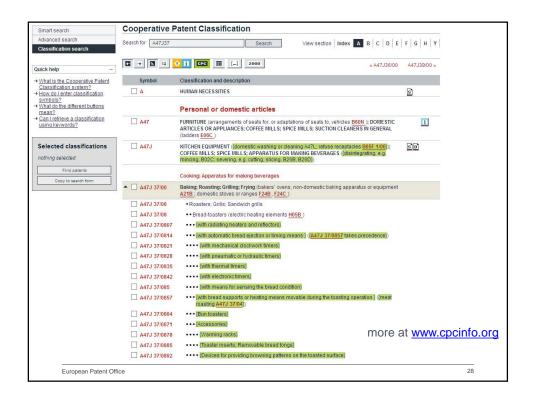


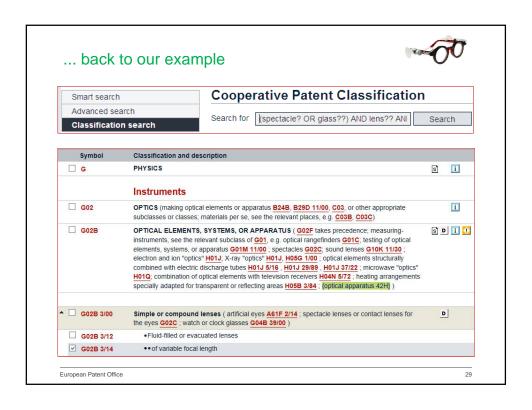


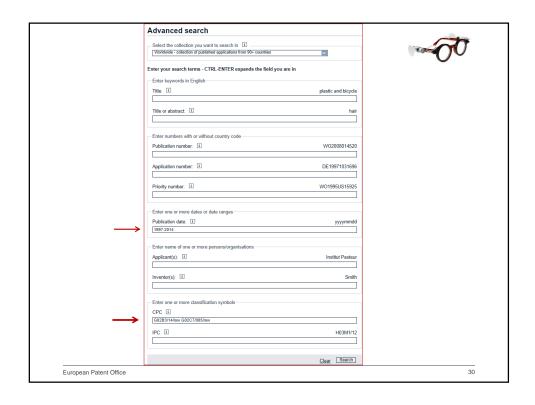


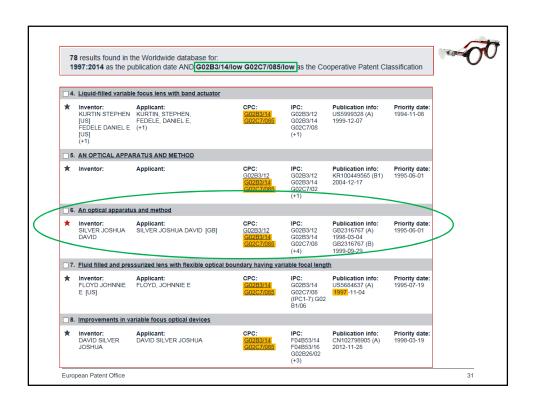


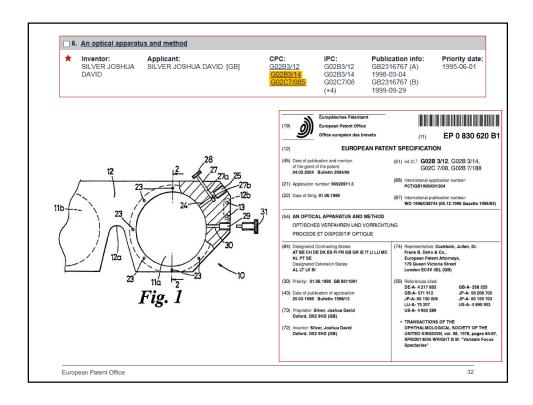


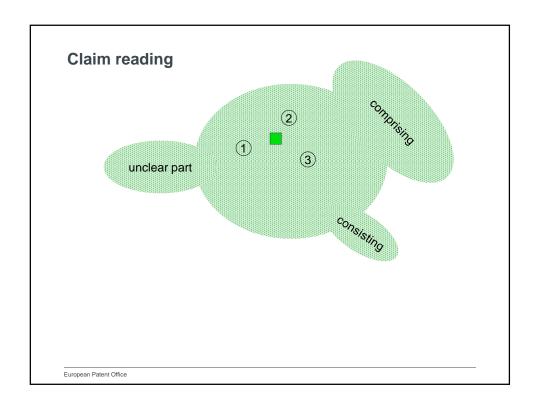


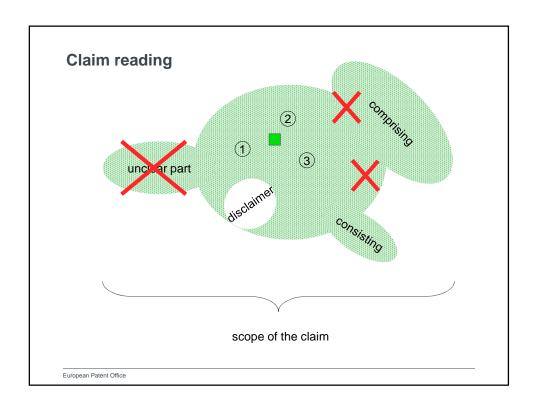


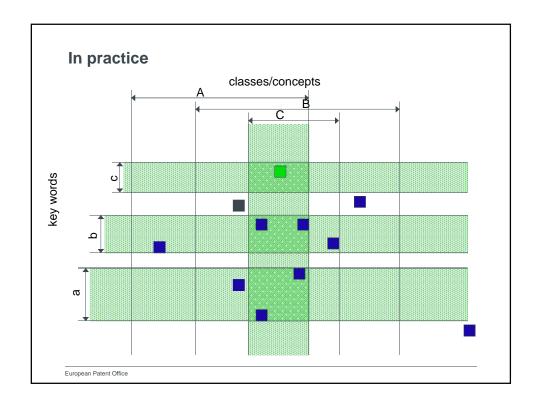


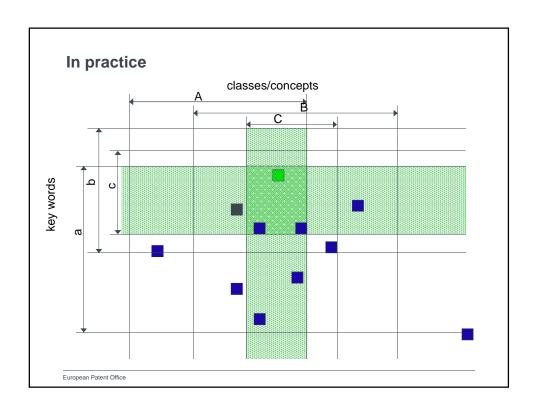


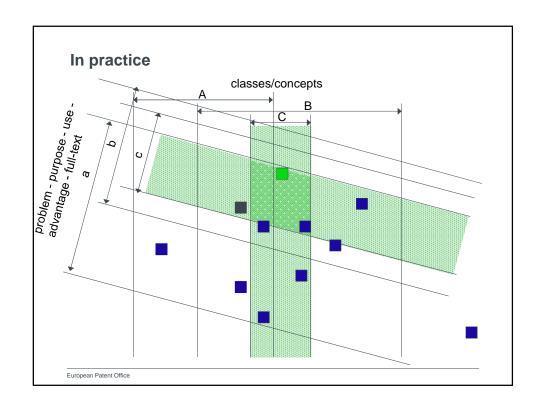


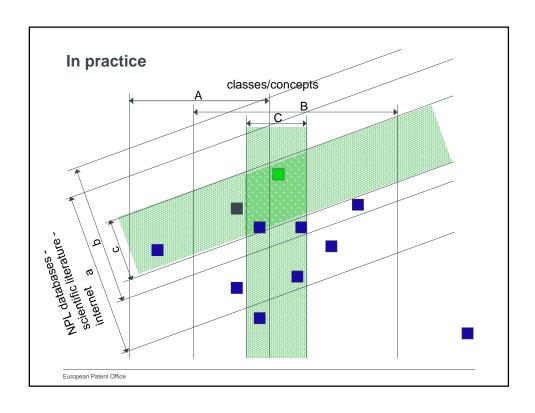


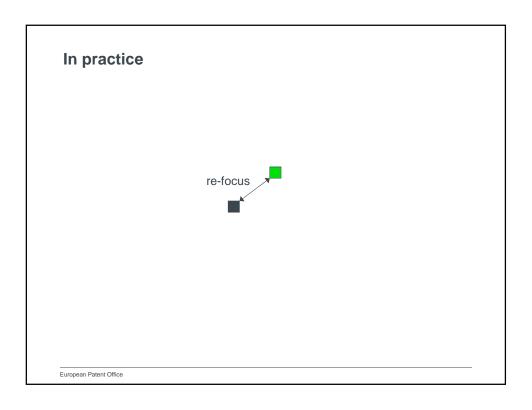


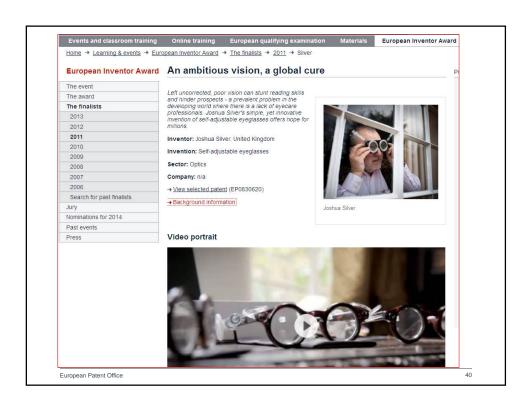


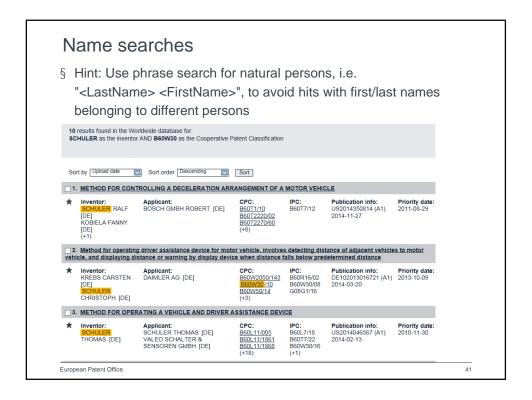






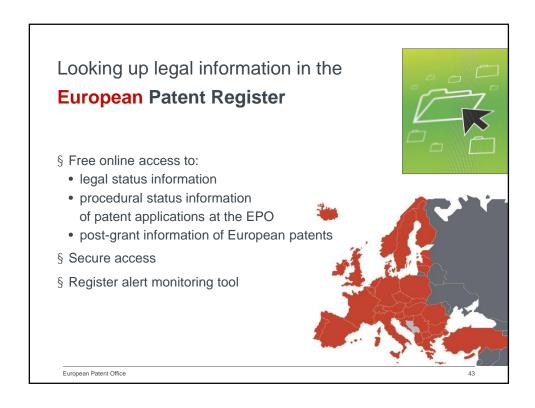






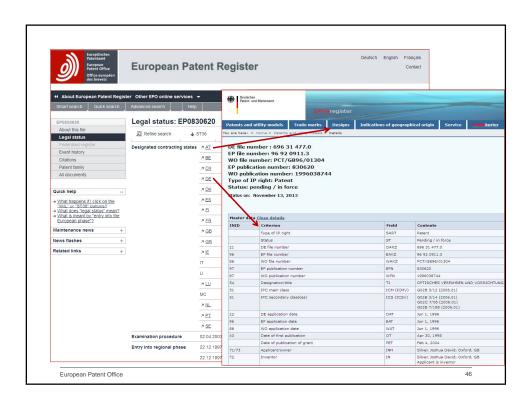
Check out where an invention is protected by a patent, and where it is not

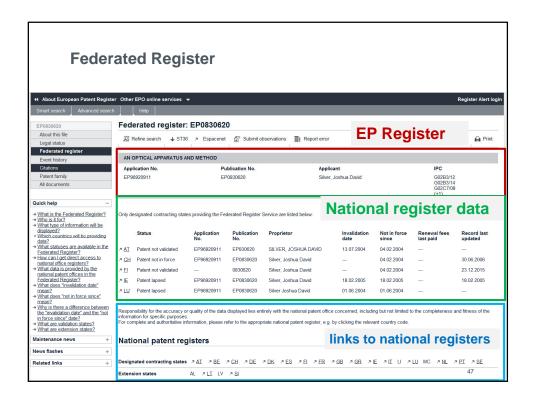
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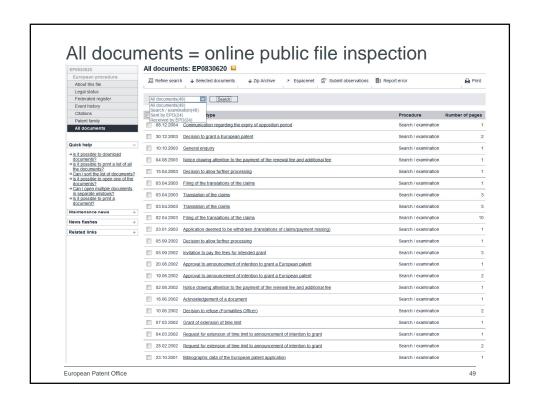


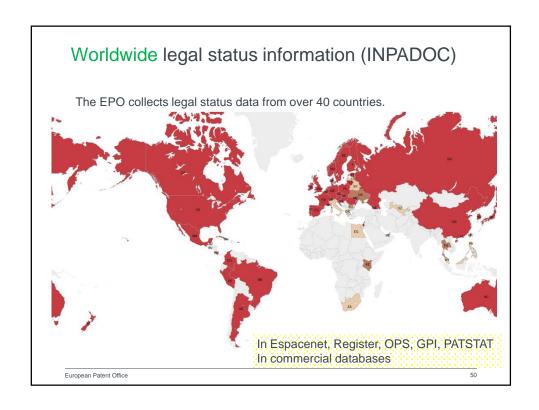




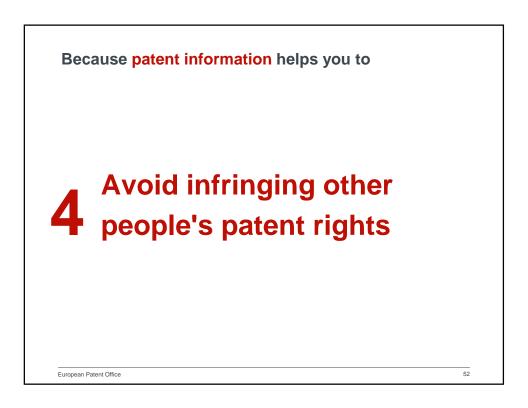


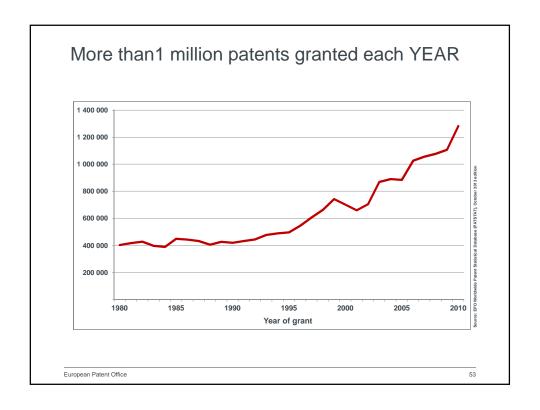












## Nearly 50% of all applications filed each year are granted

#### Highest damages awarded

§ Top ten damages awards in US Federal District courts since 1995:

Year	Plaintiff	Defendant	Technology	Award (in USDm)
2009	Centocor Ortho Biotech Inc.	Abbott Laboratories	Arthritis drugs	1 673
2007	Lucent Technologies Inc.	Microsoft Corp.	MP3 technology	1 538
2012	Carnegie Mellon University	Marvell Technology Group	Noise reduction on circuits for disk drives	1 169
2012	Apple Inc.	Samsung Electronics Co.	Smartphone software	1 049
2012	Monsanto Company	E.I. Dupont De Nemours and Company	Genetically modified soybean seeds	1 000
2010	Mirror Worlds LLC	Apple Inc.	Operating system	626
2005	Cordis Corp.	Medtronic Vascular, Inc.	Vascular stents	595
2004	Eolas Technologies Inc.	Microsoft Corp.	Internet browser	521
2011	Bruce N. Saffran M.D.	Johnson & Johnson	Drug-eluting stents	482
2008	Bruce N. Saffran M.D.	Boston Scientific Corp.	Drug-eluting stents	432

Source: PricewaterhouseCoopers, 2014 patent litigation study

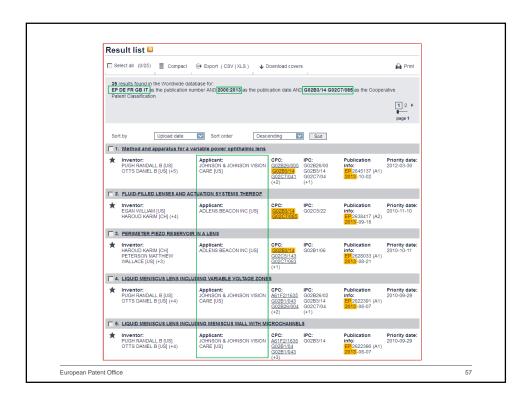
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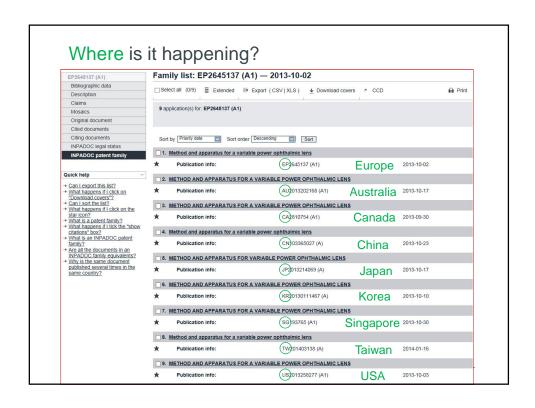
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#### Because patent information helps you to

## Keep track of what other inventors and companies are doing

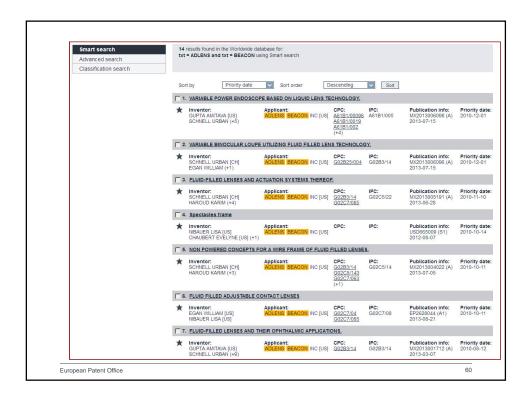
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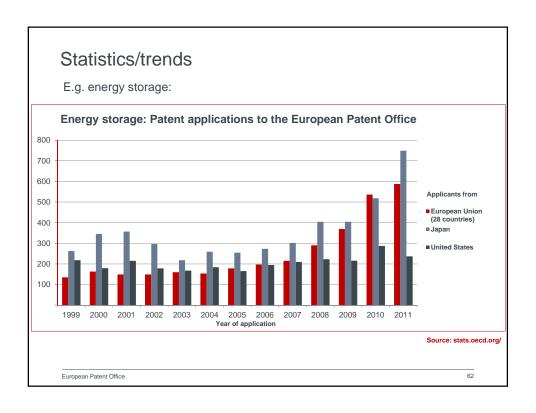
## 6 Identify new partners for licensing IP

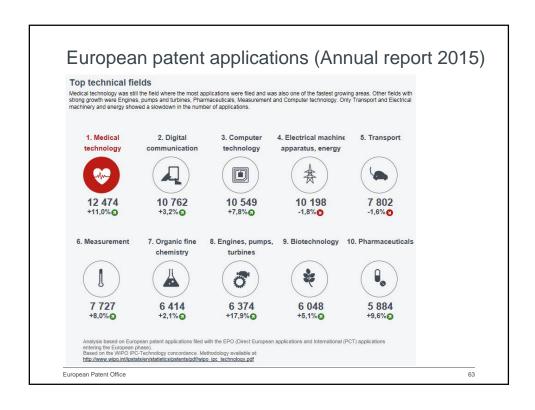
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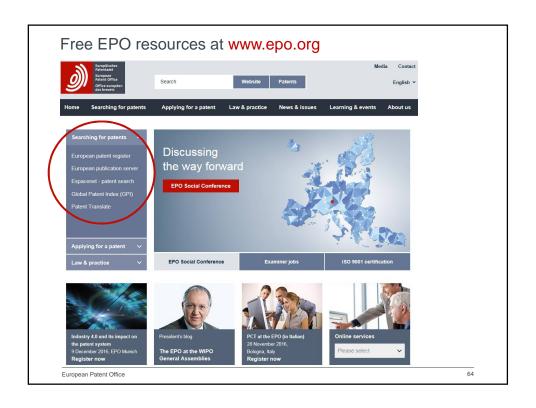


7 Spot trends in technology or the market at an early stage

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#### Take-home message

- § Use (free) patent databases to retrieve strategic information.
- § Consult them before and during research, development and commercialisation.
- § Remember that patent information is an important source of technical, legal and business-related information.
- § Use Espacenet and other free sources to identify existing technologies, gaps in technology, key players, potential infringement and trends.

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#### Thank you for your attention!

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