

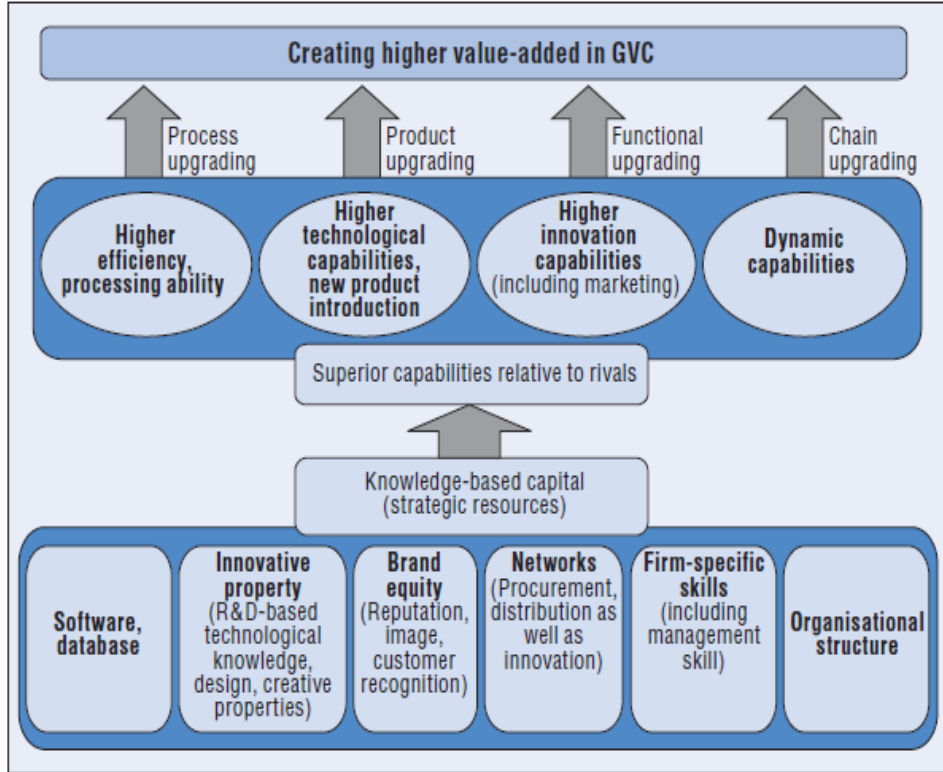


## The role of Intellectual Property in Technological Projects

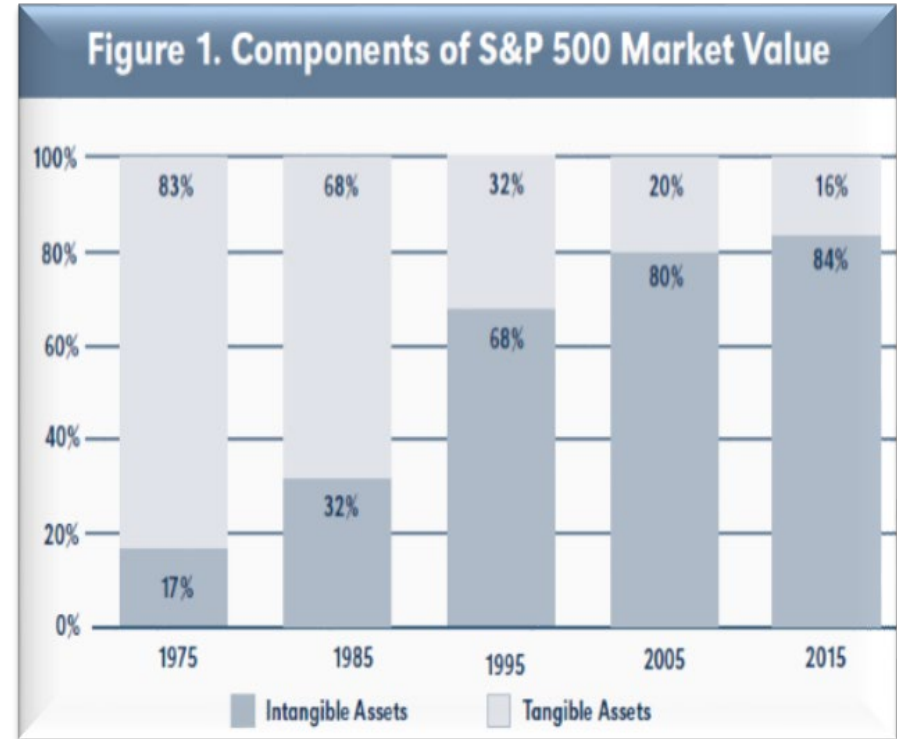
WORKSHOP APLICACIONES FOTONICAS EN LA INDUSTRIA ALIMENTARIA

**SECPHO/FOODSERVICES/ICFO: 18th November 2018**

# THE AGE OF INTANGIBLES



Source: OCDE the factors of productivity in the 21st century



Source: Ocean Tomo

# THE AGE OF INTANGIBLES: The Role of Intellectual Property

Innovative Property (R&D-based technological knowledge, design, creative properties):

**PATENTS**

DESIGNS

COPYRIGHT

TRADE SECRETS

BRAND EQUITY (Reputation, Image, customer recognition):

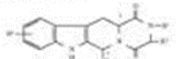
TRADEMARKS

**PATENTS (STRATEGIC BUSINESS ASSET):**

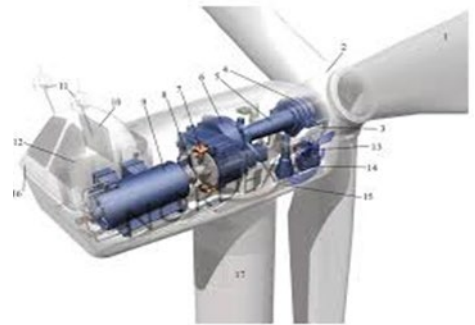
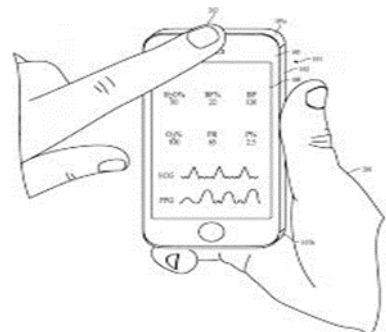
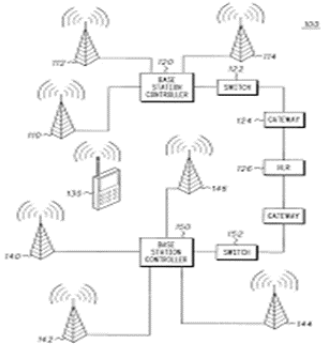
**United States Patent** [19] **5,859,006**  
**Dagan** [10] **Date of Patent: Jan. 12, 1999**

[14] **TETRAHYCLOC DERIVATIVES; PROCESS OF PREPARATION AND USE**  
 [75] **Inventor: Alain Claude-Marie Dagan, Les Ulis, France**  
 [73] **Assignee: ICOS Corporation, Bothell, Wash.**  
 [21] **Appl. No.: 885,089**  
 [22] **PCT Filed: Jan. 15, 1995**  
 [86] **PCT No.: PCT/EP95/0005**  
 [87] **Date: Jul. 17, 1996**  
 [88] **Date: Jul. 17, 1996**  
 [89] **PCT Pub. No.: WO96/19978**  
 [90] **PCT Pub. Date: Jul. 27, 1996**  
 [91] **Foreign Application Priority Data**  
 Jan. 21, 1994 [58] **United Kingdom** 9400090  
 [51] **Int. Cl. 5** **A61N 43/00, A61N 43/42, C07D 241/06, C07D 417/00**  
 [52] **U.S. Cl.** **514/249, 514/254, 514/262**

**ABSTRACT**  
 A compound of formula (I)



and salts and solvates thereof, in which:  
 R<sup>1</sup> represents hydrogen, halogen or C<sub>1</sub>-alkyl;  
 R<sup>2</sup> represents hydrogen, C<sub>1</sub>-alkyl, C<sub>2</sub>-alkenyl, C<sub>3</sub>-alkynyl, halo-, haloalkyl, C<sub>1</sub>-cycloalkyl, C<sub>2</sub>-cycloalkenyl, C<sub>3</sub>-cycloalkynyl, aryl, aralkyl or heteroaryl; alkyl; R<sup>3</sup> represents an optionally substituted iminopyridine aromatic ring selected from benzimidazole, indole and pyridine or an optionally substituted bicyclic ring.



SECURE RETURN OF R&D INVESTS.

COLLABORATE

PRODUCT DIFERENTATION

EXCLUDE COMPETITORS

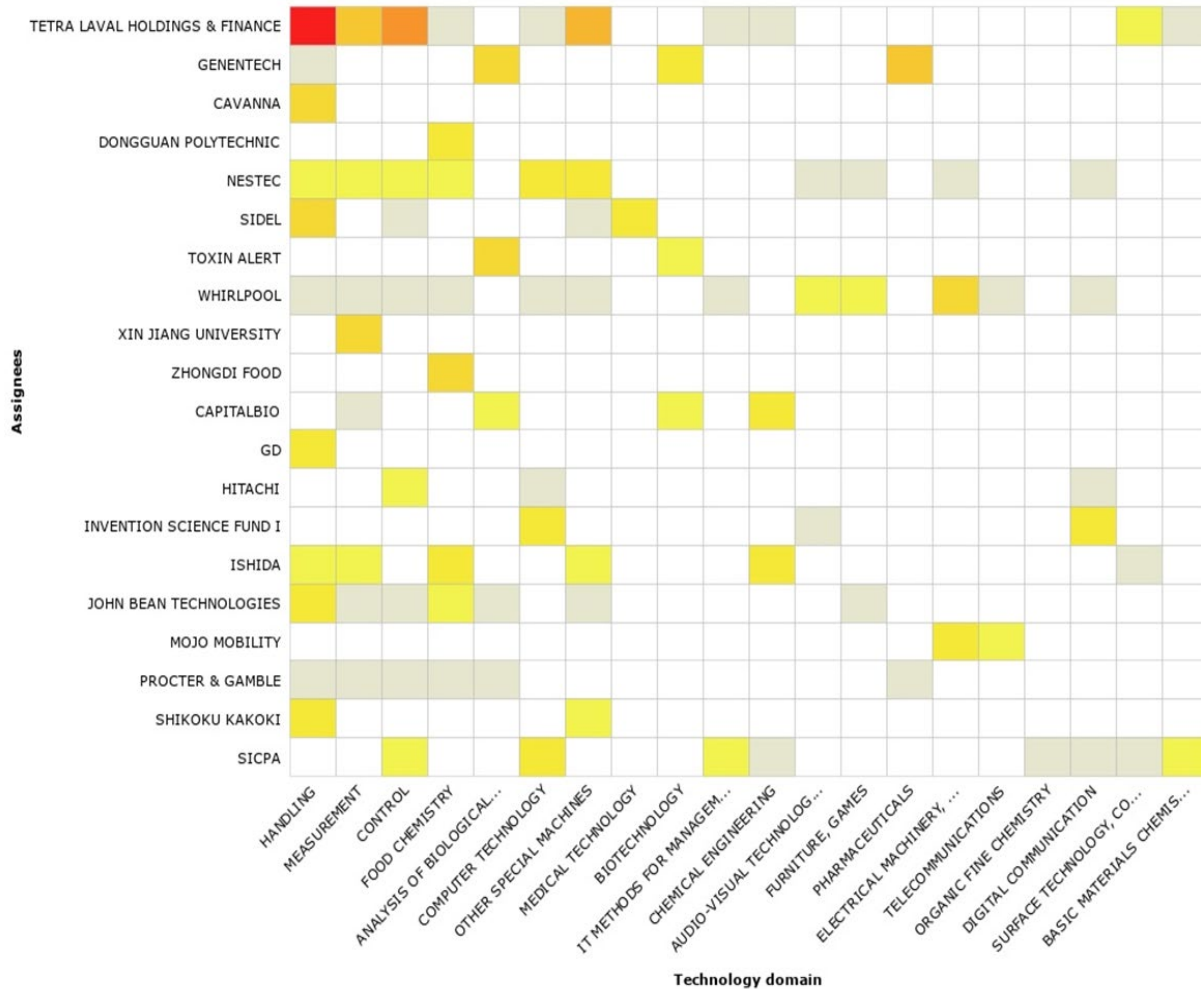
REPUTATION + GAIN NEW CLIENTS + TAX PLANNING (Patent box)

# PATENTS (STRATEGIC BUSINESS ASSET):

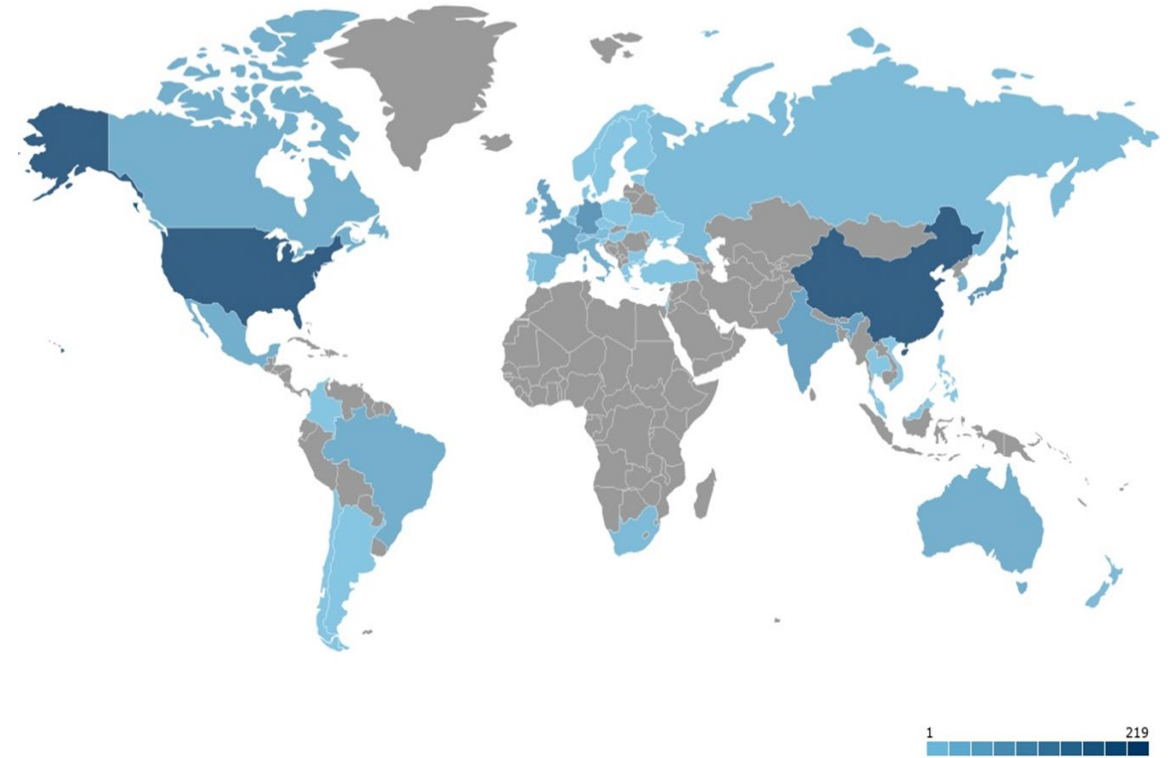
1- Technological Prospecting: Still not a prototype

Key words Food, Detect, Control, Monitor: + 700 patent families

Key players by technical domain



Markets & competitors location



## **PATENTS (STRATEGIC BUSINESS ASSET):**

2- Patentability Assessment: A prototype required

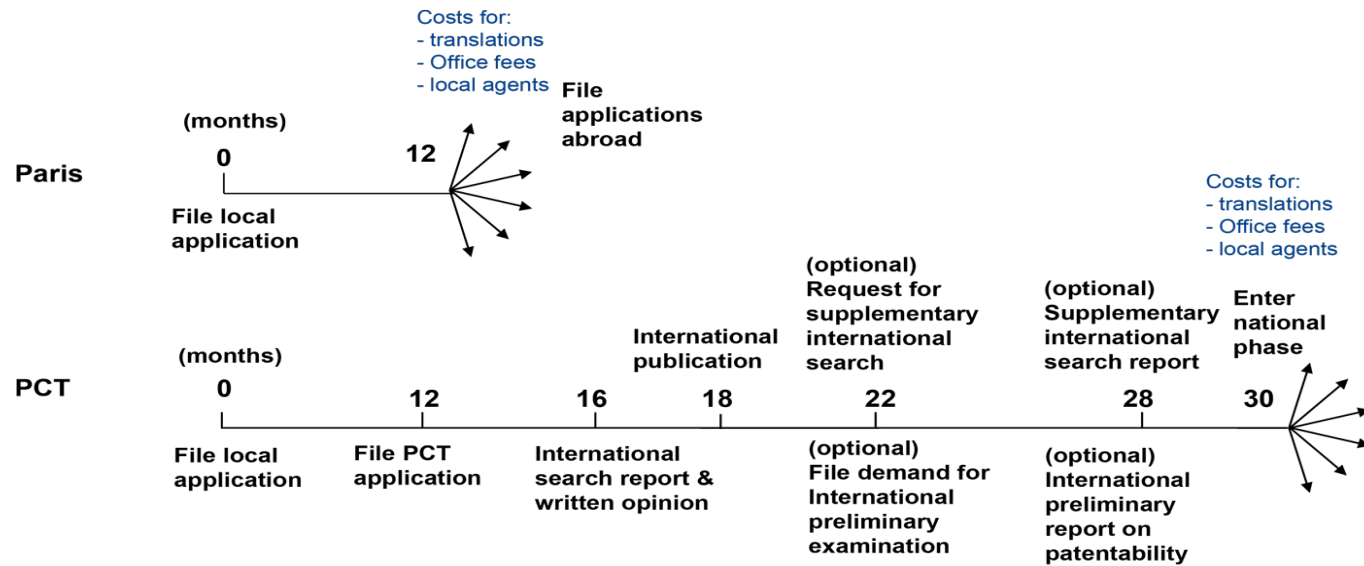
Prototype

VS

Inventive step & Prior art

# PATENTS (STRATEGIC BUSINESS ASSET):

## 2- Drafting & Prosecution & Enforcement



Source: WIPO

## **PATENTS (STRATEGIC BUSINESS ASSET):**

### MANAGING INTELLECTUAL PROPERTY ACROSS COLLABORATIONS:

- **KEY ISSUES:** Pre-define conditions: IP Policy
- ✓ Secure IP Ownership
- ✓ IP & Know-how documentation



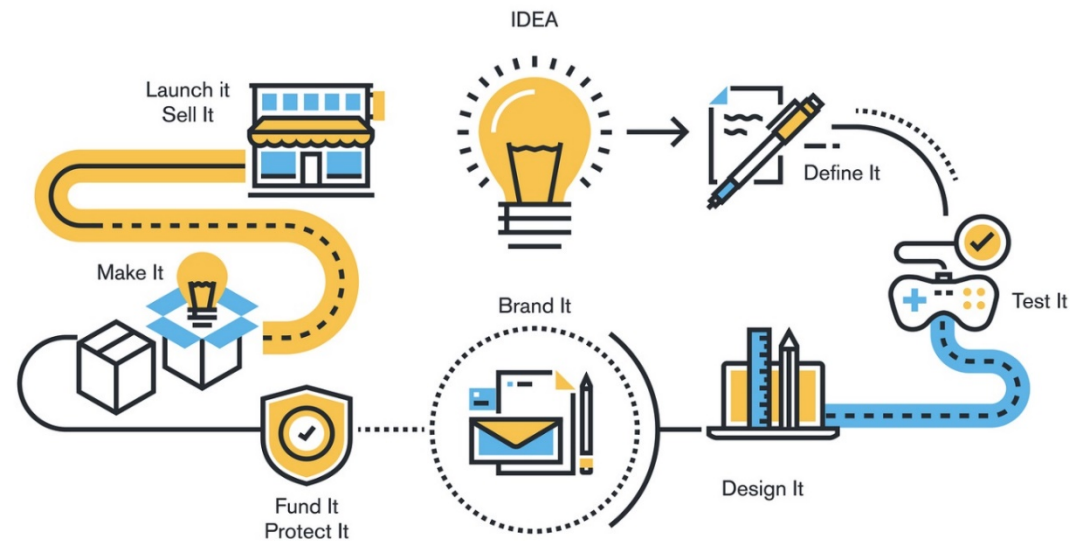
# THE AGE OF INTANGIBLES: The Role of Intellectual Property

Brand/Trademark

Identity, Capabilities:

Create a narrative and protect investors

## The Process



Source: Cleverism

Muchas gracias

[jmpujals@ponti.pro](mailto:jmpujals@ponti.pro)