



# IP Strategy: Company Perspective

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# Innovation



- *“Innovation is trying to figure out a way to do something better than it’s ever been done before.” David Neeleman, Founder and CEO, JetBlue*



# Stakeholders



- Shareholders and/or Owners of the company
  - Monopoly pricing
  - Higher margin products introduction
  - Brand/Vanity Value
- Employees
  - Publications
  - Recognition
  - Professional Advancement
- Customers
  - Fulfilling unmet need, e.g., Improving duration of flavor in chewing gum from 3 to 15 minutes.
  - Reducing sugar by addition of sweetness enhancement agent, e.g., Senomyx compounds

# What is IP for a Company?



- Copyright, Trademark
- Trade Secret and Patents
- Manufacturing processes
- Transactional processes
  - Pricing strategies
  - Customer service/Sales process
  - Tax sheltering strategies
- People/Employees: Brain power and experiential based competencies
- Customer list
- Creative Ideas
- Brand

# How IP translates into value?



<b>I</b> Recognition	<b>II</b> Desirability
Trademarks, logos for public identification. They carry the informational value of recognition.	Patents, secrets to let companies deliver improved performance, new features, extended product life that boost their product's competitiveness and desirability.
<b>III</b> Form	<b>IV</b> Emotional Connection
Copyrights and related protection for literary and visual creations. They add value by lending an inherent desirability to the form of a communication.	Brands. They stretch margins to the extent that they make an emotional connection with customers.

# Aligning IP Strategy with Company Strategy

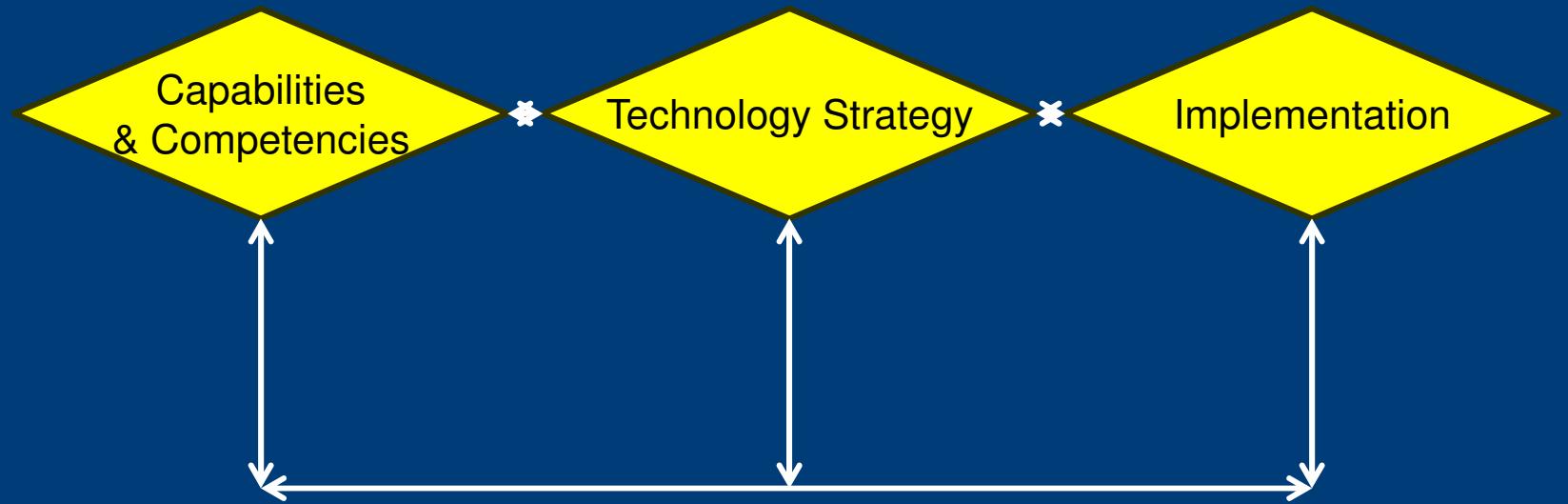


- To meet company's strategic goals, define unmet needs clearly
- Translate unmet customer needs into tangible project objectives
- Develop a project plan which should include the following:
  - Goal statement
  - Business Case
  - Scope: SWOT Analysis
  - Plan
  - Team
  - Customer & Stakeholders
- Technical Feasibility Assessment
  - Quantify the risk of the project. (New to the world, New to Company, Me Too)
  - Best in Class Benchmarks
  - Competitive landscape assessment
    - Patents
    - Scientific Literature
    - Products

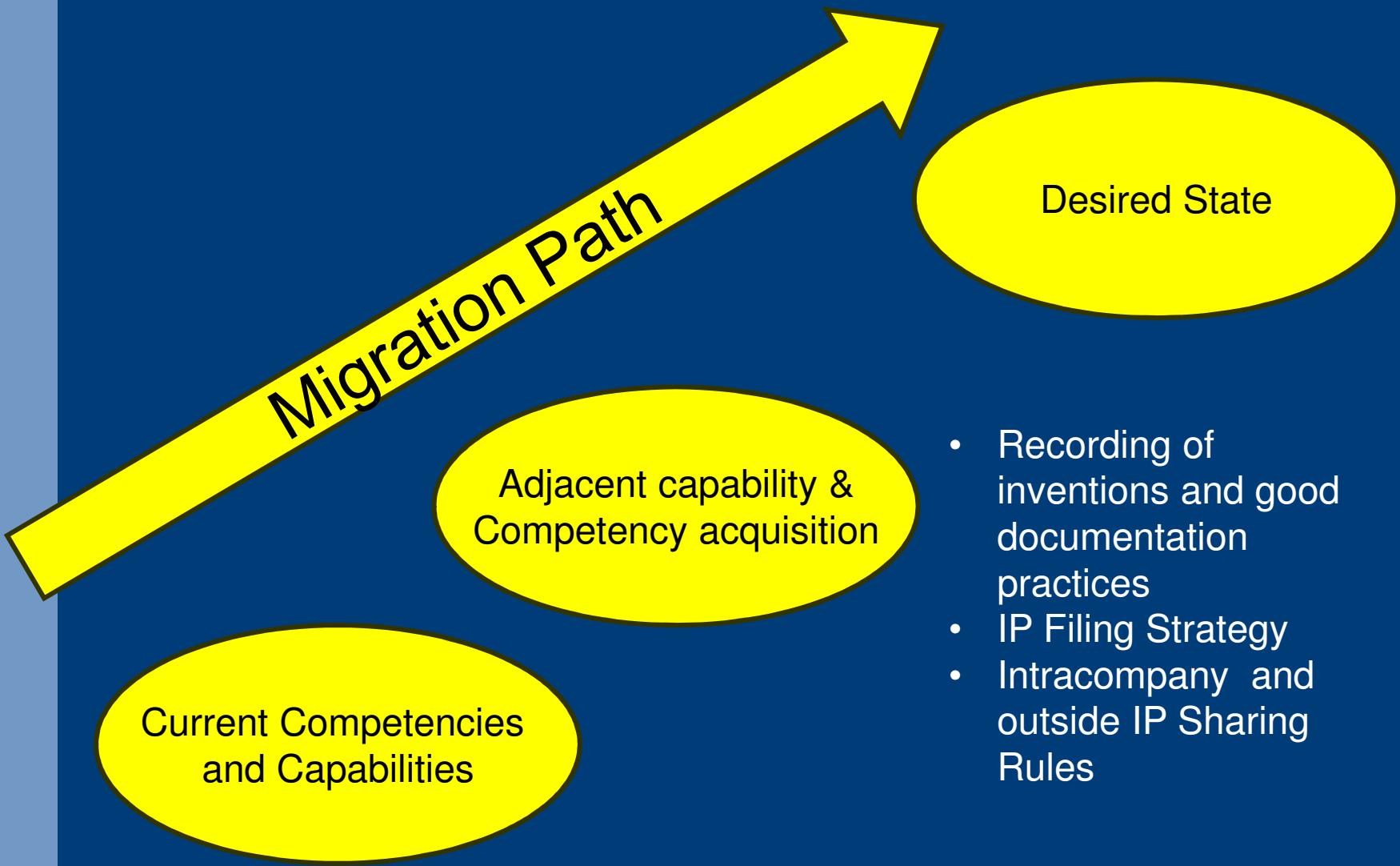
# Framework for IP Strategy Implementation



- Capability based learning organization
- Capability and competency are complementary to each other
- Feedback Loop with experiential learning



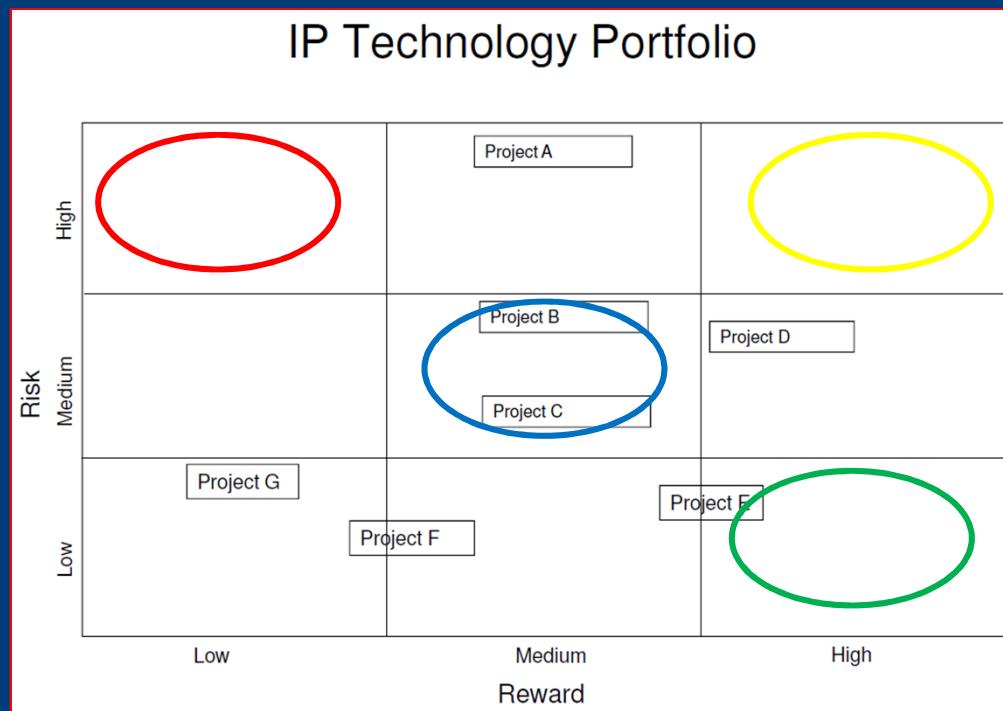
# IP Strategy Implementation



# Development of IP and Portfolio optimization



Description	Time to Market	Cost	Risk
Development of IP internally within the company	High	Low-Medium	High
Buying IP which is well developed and protected	Low	High	Low
Licensing with a early stage technology company and/or university professor	Medium	Medium	High



# Key Success Factors to consider for IP Strategy Implementation



- Keeping key management champions in the loop with honest and factual information
- Continuous Customer feedback and use trials
- Managing expectations of all the stakeholders (Management, Customer and Team members)
- Cross-functional team approach to IP generation and execution towards product development
- Patience

## Sourcing of IP



- Open Innovation Process
  - <http://www.ninesigma.com/>
  - General Mills Worldwide Innovation Network (G-WIN)
- IFT IP Exchange
- Licensing Executive Society
- University Technology Transfer Offices
- Consultants

# Examples of IP Strategies in Food Industry



- Leveraging adjacencies
  - [PureCircle Announces New Breakthrough Natural Flavor Modifier](#)

**2-Jun-2011** PureCircle, the world's leading producer and marketer of high purity stevia products, announces the launch of a new natural flavor modifier under the trade name NSF-02. The technology for the new product is patented and proprietary to PureCircle Limited.

- Platform Technology: Firmenich's Durarome Flavor Encapsulation Technology
  - Confections
  - Dry Mix Beverages
  - Snacks
- Industry segment: Chewing Gum Composition patents by Wrigley and Cadbury Adams LLC
- Ingredient suppliers:
  - Sucratose patents by Tate & Lyle
  - Sweetness enhancers, bitterness blockers by Senomyx

# Summary



- Well developed IP Strategy and its implementation will help companies reach their new product development goals more cost effective and efficient manner.
- Incorporation of IP know-how and protection early on in the projects will lead to reduction in the overall project risks.
- Appropriate business model for IP strategy implementation need to be chosen to increase the chances of success for the strategy.



# Thank you!

# Questions?

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