



Controlant

How to handle patents in the industry

Hótel Reykjavík Grand, 24. Maí

Why patents ?

- Secure R&D investments with patents-intangible assets
- Gives us a competitive advantage in the market
- Rewarded with 20 years of exclusive right to practice our patents-incentive to invest in R&D
- Requirements from current and future investors
- Can be used as a currency against competitors in case of IP conflicts

Patentability

What is patentable ?

Nearly everything can be patented if it solves technical problem:

- Products
- Apparatus
- Systems
- Methods
- Software
- Uses

Excluded from patentability

Non technical problems being solved:

- Methods of medical treatment/diagnosis
- Computer programs as such
- Mathematical models
- Presentation of information
- Methods of doing business

Requirement for patentability is:

- New (“novel” – may not have been available to the public in any way, at any time, anywhere)
- Non-obvious (involves an “inventive step” – not obvious for a “skilled person” who is someone that reads everything, speaks all languages and is routine oriented)

Example of lack of novelty:



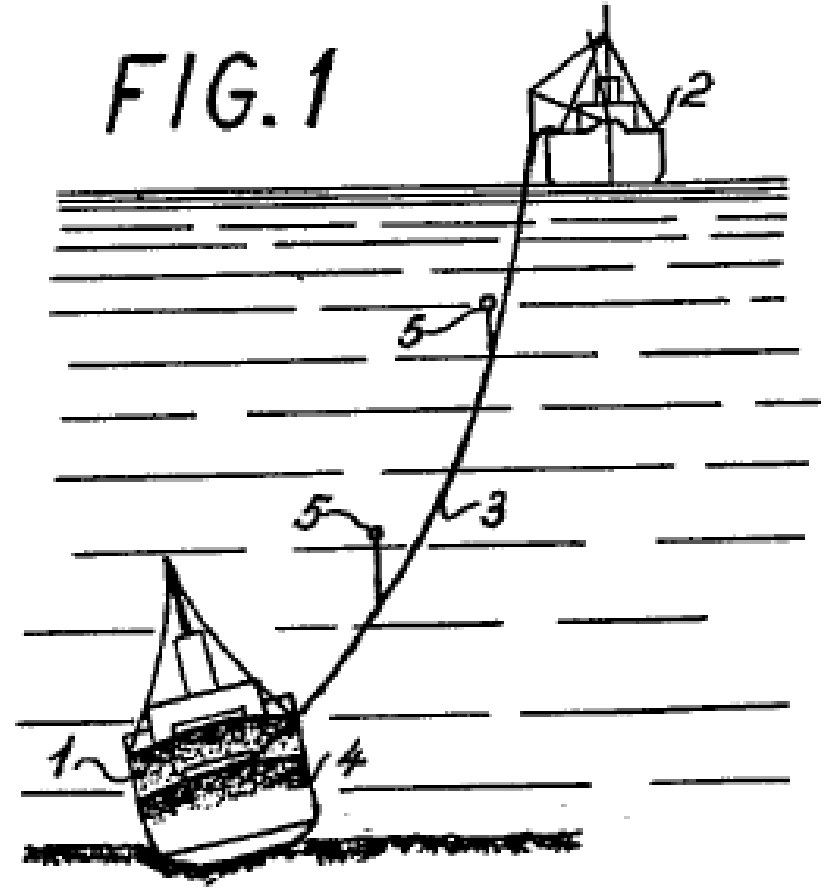
Invention:

The idea came when a ship sank in Kuwait that had over 5000 sheep inside the ship.

A Danish inventor, Karl Kröyer, found out in 1964 that by pumping a large amount of plastic balls (27 million) he could create the buoyancy force needed to raise the ship.

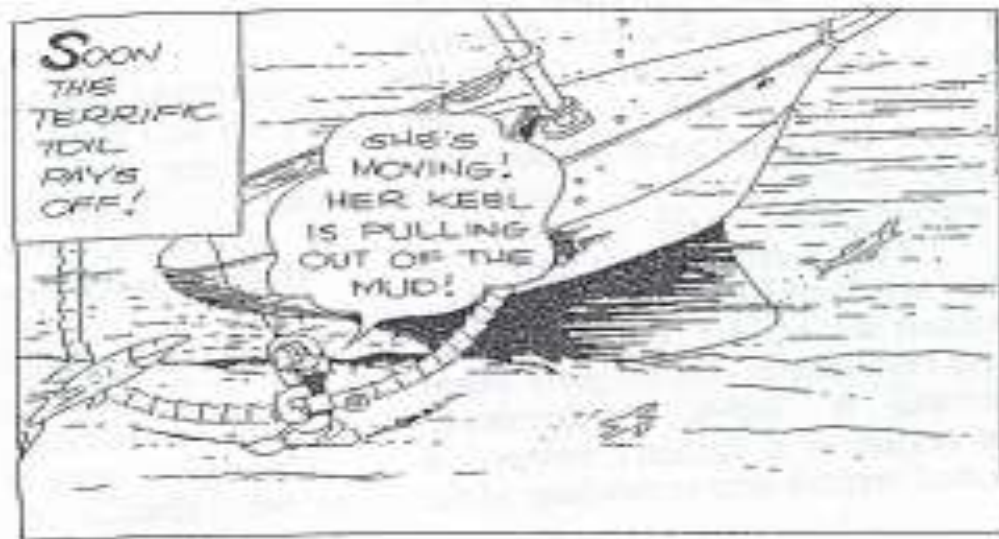
The patent

1. A method of raising sunken or stranded ship (4) by introducing into the interior of said vessel buoyant bodies (1) by means of a stream of water, characterized in that said stream of water is passed through an ejector and that the buoyant bodies are introduced into said stream of water through the suction tube (3) of said ejector.



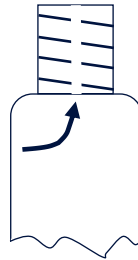
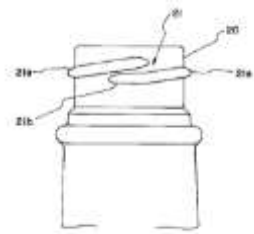
Result

- Granted patent in UK and Germany
- The Dutch patent office said no by arguing, that in 1949:

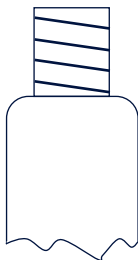


Inventive step (non-obviousness)

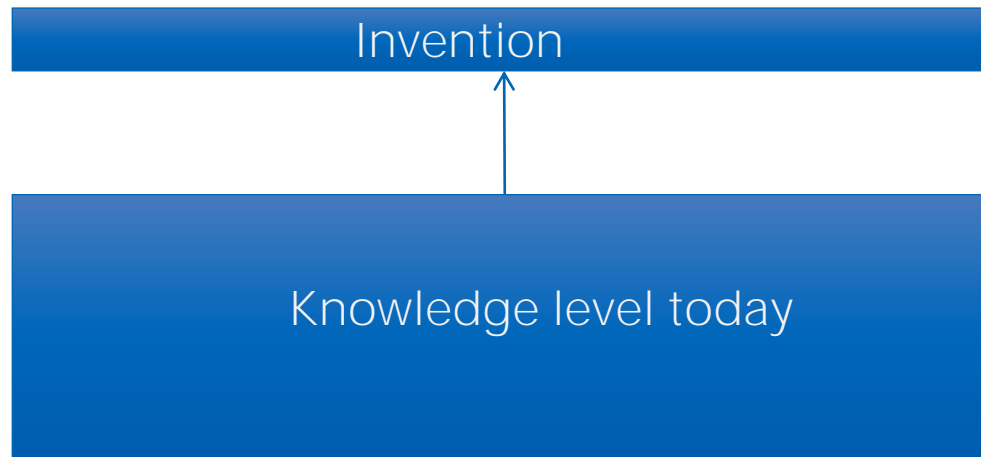
An invention is not obvious for a “person skilled in the art”



Solution: Provide a “cut”
in the thread and thus,
when opening the bottle
the pressure in the bottle
levels out with the
ambience pressure.

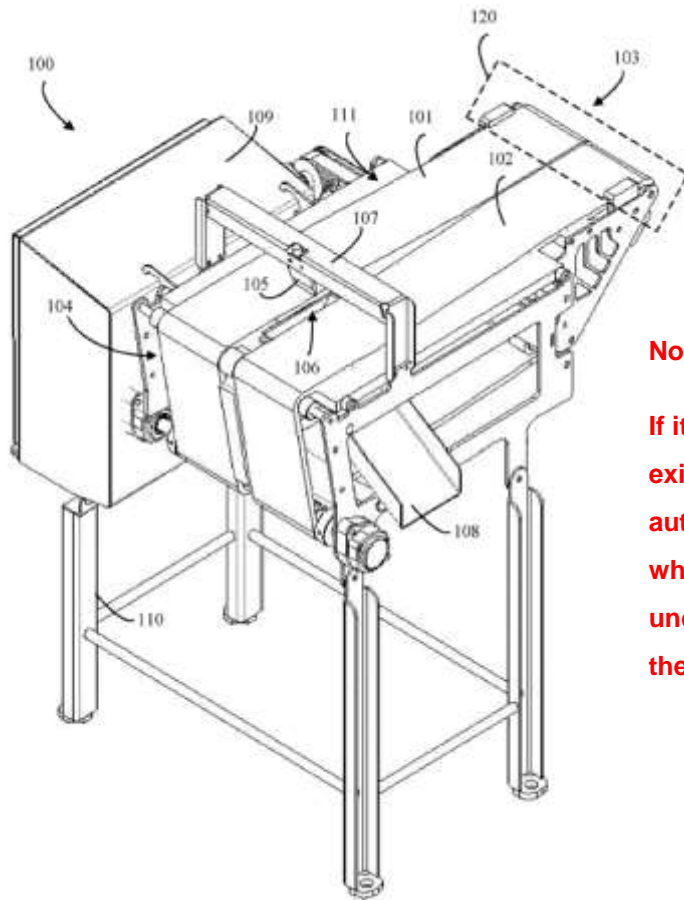


Problem: If the
overpressure is too high,
there is a risk that the
bottle cap, when opening
the bottle, shoots up and
harms the customer





Who is best suitable to evaluate patentability?

Not the inventor - is more clever than the “skilled person”



Note:

If it takes a team of 5 engineers to solve an existing problem relating to how to automatically pin bone area of a fish fillet when conveyed by a conveyor after undergoing a cutting process, is that really then obvious ??

(10)  (11)  **EP 3 169 161 B1**

(12) **EUROPEAN PATENT SPECIFICATION**

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B05G 47/71 (2006.01) B05G 47/61 (2006.01)
A22C 25/08 (2006.01) A22C 20/18 (2006.01)

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PCT/EP2015/066175

(22) Date of filing: **18.07.2015**

(67) International publication number:
WO 2016/06826 (21.01.2016 Gazette 2016/03)

(54) **PINBONE REMOVAL SYSTEM AND METHOD**
STEHGRÄTENBESEITIGUNGSSYSTEM UND -VERFAHREN
SYSTÈME ET PROCÉDÉ DE RETRAIT D'ARÊTES

(84) Designated Contracting States:
AL AT BE BO CH CY CZ DE DK EE ES FI FR GB
GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO
PL PT RO RS SE SI SK SM TR

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(30) Priority: 19.07.2014 EP 14177988
03.11.2014 DK 201470671

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(43) Date of publication of application:
24.06.2017 Bulletin 2017/21

(56) References cited:
US-A- 3 399 730 US-A- 3 319 287
US-A- 4 362 568 US-A1- 2007 246 328
US-A1- 2007 283 132 US-B2- 7 165 667

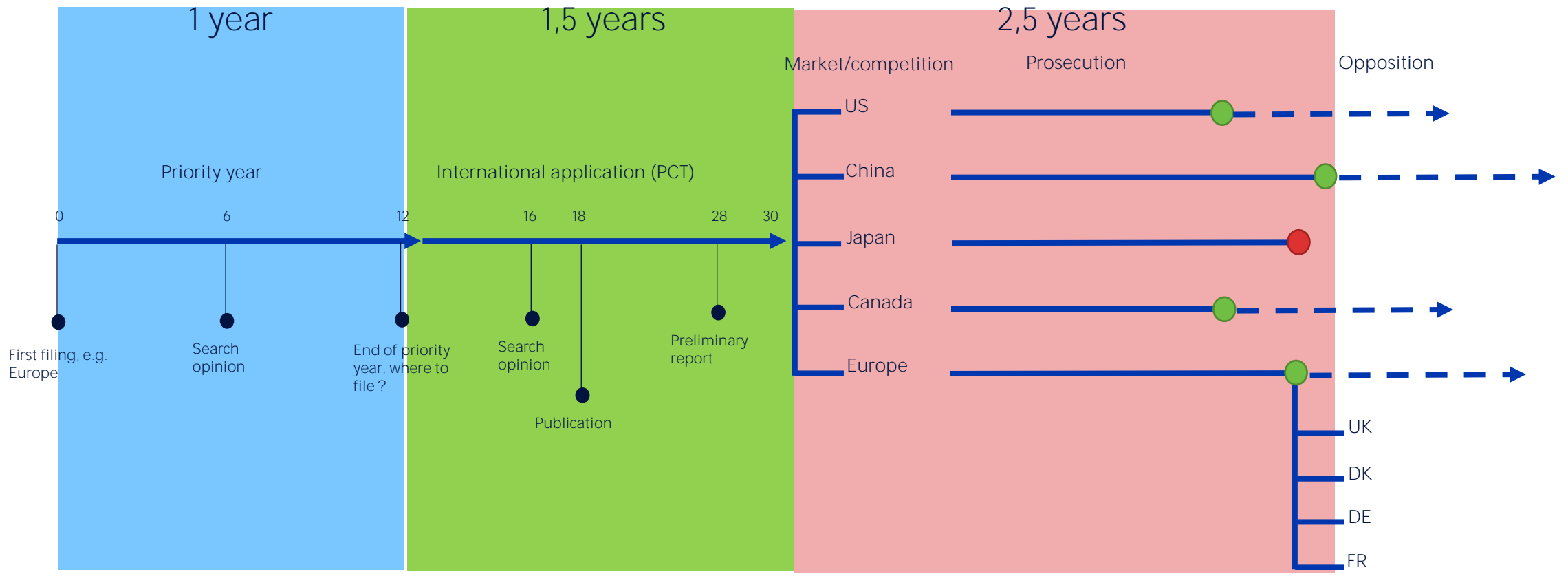
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EP 3 169 161 B1

Note: Within nine months of the publication of the mention of the grant of the European patent in the European Patent Bulletin, any person may give notice to the European Patent Office of opposition to that patent, in accordance with the Implementing Regulations. Notice of opposition shall not be deemed to have been filed until the opposition fee has been paid. (Art. 89(1) European Patent Convention).

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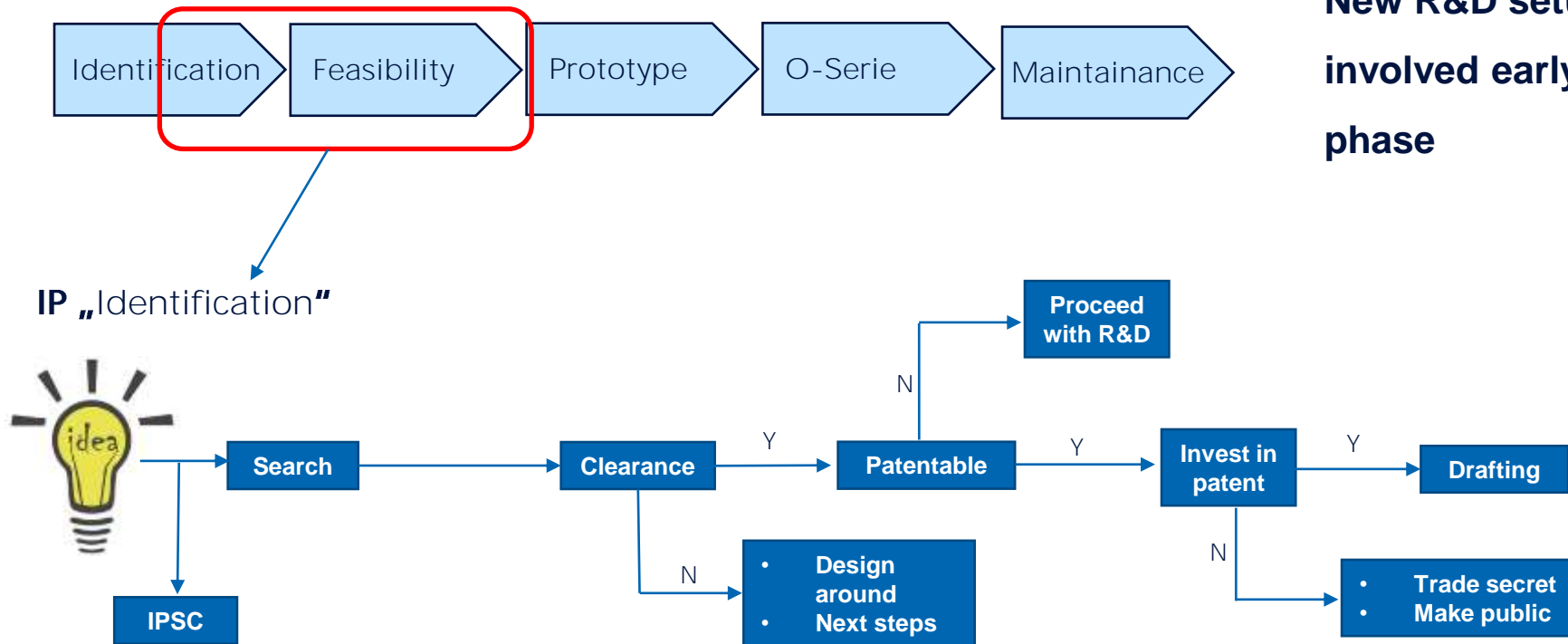
Patent time-line



When to consider patents?

When in the development process to consider patents ?

New R&D setup helps the IP function to be involved early in the identification/feasibility phase



Possible infringement

What to do in case of possible infringement

One possibility is to re-design the device, i.e. “design around” the patent. However, it must be ensured that it is not “equivalent” with the patent.

Example:

The invention relates to a closed cartridge provided in order to be extracted under pressure, containing a substance (3) for preparing a beverage, comprising a dish (2) with an upper face and lateral wall having a substantially frustoconical shape and a lower face (4) having a diameter greater than the upper face,

in which the lower face is a protective cover welded onto the perimeter of the lower edge of the dish and consists of an oxygen-impermeable flexible material

chosen from the group consisting of aluminium, an aluminium/plastic composite, an aluminium/plastic/paper composite, pure plastic or multi-layers.

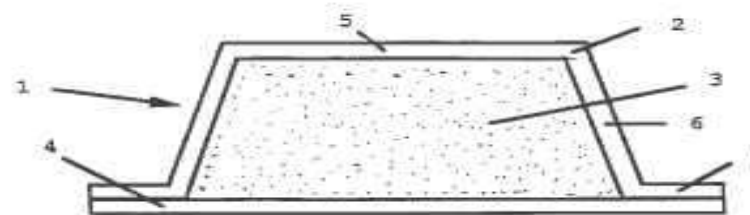


FIGURE 1

The red part is to prevent access of oxygen to the coffee

Design around:



The capsules shown are in a sealed bag which prevents access of oxygen to it.

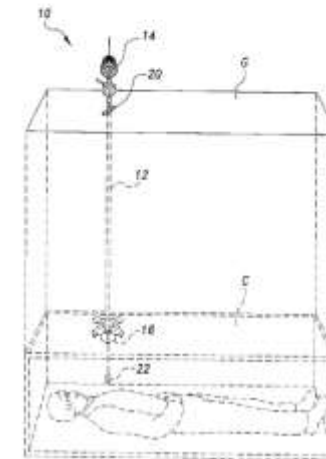
Does not contain:
in which the “lower face is a protective cover welded onto the perimeter of the lower edge of the dish and consists of an oxygen-impermeable flexible material“

Interesting patents

Amazon – single click patent – Was worth few billion \$

<p>(12) United States Patent Bezos et al.</p>	<p>(10) Patent No.: US 7,222,087 B1 (45) Date of Patent: May 22, 2007</p>
<p>(54) METHOD AND SYSTEM FOR PLACING A PURCHASE ORDER VIA A COMMUNICATIONS NETWORK</p>	<p>5,200,999 A 11/1993 Wyman 705/59 (Continued)</p>
<p>(75) Inventors: Jeffrey P. Bezos, Seattle, WA (US); Maryam Mohit, Seattle, WA (US); James Prudente, Seattle, WA (US); Colleen McQueen, Seattle, WA (US); Gene Pope, Issaquah, WA (US); Sheldon J. Kaphan, Seattle, WA (US)</p>	<p>EP WO 95/30961 11/1995 (Continued)</p>
<p>(73) Assignee: Amazon.com, Inc., Seattle, WA (US)</p>	<p>OTHER PUBLICATIONS Business Wire p04281561-Apr. 28, 1998-“Modcomp Provides ViewMax Most to Web Integration Solution for VWR Scientific Products: Internet Electronic Commerce System”.* (Continued)</p>
<p>(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.</p>	<p>FOREIGN PATENT DOCUMENTS Primary Examiner—Nicholas D. Rosen (74) Attorney, Agent, or Firm—Perkins Coie LLP</p>
<p>(21) Appl. No.: 09/151,617</p>	<p>(57) ABSTRACT A method and system for placing an order to purchase an item via the Internet. The order is placed by a purchaser at a client system and received by a server system. The server system receives purchaser information including identification of the purchaser, payment information, and shipment information from the client system. The server system then assigns a client identifier to the client system and associates the assigned client identifier with the received purchaser information. The server system sends to the client system the assigned client identifier and an HTML document identifying the item and including an order button. The client system receives and stores the assigned client identifier and receives and displays the HTML document. In response to the selection of the order button, the client system sends to the server system a request to purchase the identified item. The server system receives the request and combines the purchaser information associated with the client identifier of the client system to generate an order to purchase the item in accordance with the billing and shipment information whereby the purchaser effects the ordering of the product by selection of the order button.</p>
<p>(22) Filed: Sep. 11, 1998</p>	<p>(58) Field of Classification Search 705/26, 705/27</p>
<p>Related U.S. Application Data</p>	<p>See application file for complete search history.</p>
<p>(63) Continuation-in-part of application No. 09/046,503, filed on Mar. 23, 1998, now abandoned, and a continuation-in-part of application No. 08/928,951, filed on Sep. 12, 1997, now Pat. No. 5,960,411.</p>	<p>55 Claims, 23 Drawing Sheets</p>
<p>(51) Int. Cl. G06Q 30/00 (2006.01)</p>	<p>References Cited U.S. PATENT DOCUMENTS 4,937,863 A 6/1990 Robert et al. 710/200 5,204,897 A 4/1993 Wyman 710/200</p>

<p>(12) United States Patent Alsaffar</p>	<p>(10) Patent No.: US 8,884,768 B2 (45) Date of Patent: Nov. 11, 2014</p>
<p>(54) PORTABLE ALARM SYSTEM FOR COFFINS</p>	<p>(56) References Cited U.S. PATENT DOCUMENTS 706,171 A 8/1994 Crosby et al. 925,200 A * 6/1999 Zimmermann 27/31 4,367,461 A * 1/1983 Gauchard 340/573.1 7,765,636 B2 * 8/2010 Danzenberg 27/31 2003/0208890 A1 * 11/2003 Kim 27/31 2012/0105237 A1 * 5/2012 Kwong 340/635</p>
<p>(71) Applicant: Abdulreidha Abdulrasoul Alsaffar, Mubarak Alkabeer (KW)</p>	<p>FOREIGN PATENT DOCUMENTS GB 2 113 439 A 8/1983 WO WO 85-03235 8/1985 * cited by examiner</p>
<p>(72) Inventor: Abdulreidha Abdulrasoul Alsaffar, Mubarak Alkabeer (KW)</p>	<p>Primary Examiner—Anh V Lu (74) Attorney, Agent, or Firm—Richard C. Litman</p>
<p>(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 13 days.</p>	<p>(57) ABSTRACT The portable alarm system for coffins is a system that enables a person who has been mistakenly interred to transmit a signal that indicates that he/she is alive. The system includes a signal transmitting structure removably secured in the coffin or tomb. A lamp or light source provides illumination for the tomb or coffin to alert the effect of panic for the entombed person. A receiving device is located in a prominent place, whereby the transmitted signal may be readily and quickly observed by security or other personnel. After a predetermined period, the system can be easily removed from the coffin for reuse.</p>
<p>(21) Appl. No.: 13/736,010</p>	<p>10 Claims, 7 Drawing Sheets</p>
<p>(22) Filed: Jan. 7, 2013</p>	<p>ABSTRACT</p>
<p>(65) Prior Publication Data US 2014/0189988 A1 Jul. 10, 2014</p>	<p>(58) Field of Classification Search CPC G08B 33/00 (2013.01); G08B 21/00 (2013.01) USPC 340/573.1; 340/575; 340/539.1; 27/31</p>
<p>(51) Int. Cl. G08B 33/00 (2006.01) G08B 21/00 (2006.01) A62B 33/00 (2006.01)</p>	<p>See application file for complete search history.</p>



The present invention generally relates to alarm systems, and particularly to a portable alarm system for coffins that provides an alarm system for emitting a signal to indicate that a person has been mistakenly presumed dead and has been buried while alive.

[54] FRESH-AIR BREATHING DEVICE AND METHOD

[76] Inventor: William O. Holmes, 1331 Old Country Rd., Belmont, Calif. 94402

[21] Appl. No.: 237,869

[22] Filed: Feb. 25, 1981

[51] Int. Cl.³ A62B 7/10; A62B 7/12

[52] U.S. Cl. 128/206.12; 128/207.14; 128/207.12; 128/200.24

[58] Field of Search 128/200.24, 201.11, 128/205.25, 205.12, 205.27, 205.28, 205.29, 206.12, 206.15, 206.21, 206.28, 207.12, 207.14

[56] References Cited

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1473382	3/1967	France	128/201.11
949141	9/1956	Fed. Rep. of Germany	128/207.12

Primary Examiner—Henry J. Recla
 Attorney, Agent, or Firm—Phillips, Moore, Weissenberger, Lempio & Majestic

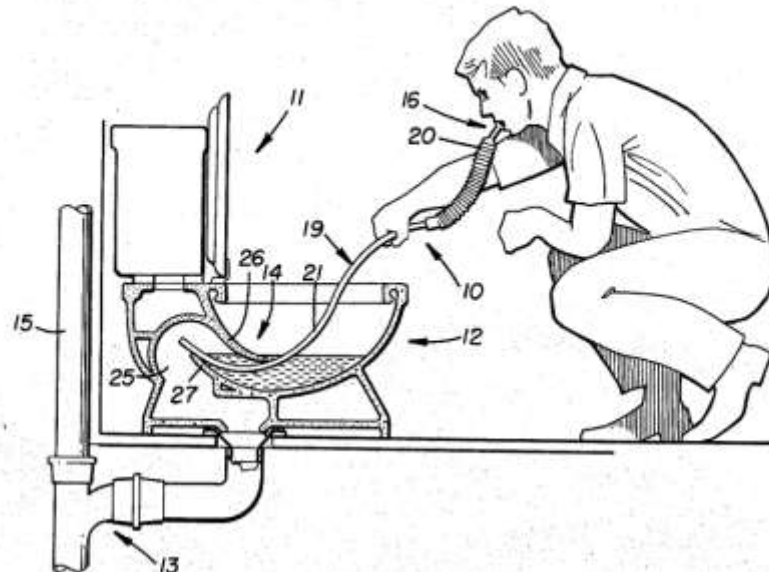
[57] ABSTRACT

The recent rash of fires in high-rise hotels and deaths occasioned thereby has given rise to the need for a breathing device and method for supplying a hotel guest and/or fireman with fresh air until he can be rescued. The device and method of this invention provide for the insertion of a breathing tube through the water trap of a toilet to expose an open end thereof to fresh air from a vent pipe connected to a sewer line of the toilet, to enable the user to breathe fresh air through the tube.

4 Claims, 5 Drawing Figures

Device for breathing fresh air while entrapped in a room filled with toxic smoke, and more particularly to a breathing tube adapted to have an open end thereof inserted through a water-trap of a toilet to enable the user, exposed to toxic smoke inhalation, to breathe fresh air until he is rescued.

In the description, it is highly recommended to flush first (not a joke !).





Thank you



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