

## Patenting for a Competitive Edge



Authored by Daniel Bliss, Co-Founder at Bliss McGlynn, P.C. Patenting a particular technology is more than filing a single patent application and obtaining a patent. A single patent can encourage design around by competitors that may result in a loss of a competitive advantage for the client. A particular strategy to allow the client to obtain a competitive edge is to file a base patent application that discloses both broadly and specifically the technology to be protected. Off the base patent application, continuing patent applications are filed to claim the technology in more than one manner. In addition, other patent applications are filed either from the base patent application or as new patent applications to disclose and claim improvements or additional developments to the technology as it evolves. This strategy results in multiple patents for a new technology that creates a thicket that acts as a barrier to entry in this technology by potential competitors attempting to practice this technology due to likely infringement of one or more patents. This strategy also reduces the chance for designing around the patents because a potential competitor will probably infringe one or more of the patents in an attempt to design around a particular patent of the patented new technology. Combined with this patent filing strategy is patent and technology searching to identify a particular direction that the technology is headed in order to innovate or present claims in patent applications that would be an infringement should a competitor attempt to move in that direction. In addition, patent searching is performed to ensure that the technology will not be an infringement of another's patent. Most people in my role tend to file a single patent application in an attempt to capture and claim the technology developed. I handle this topic differently by filing a base patent application and then filing

continuing patent applications to capture and claim the technology in different ways. I also file new patent applications on improvements or additional developments to the technology to obtain more patents to create a thicket of patents. This may cause a party to attempt to design around the technology, but they will likely infringe one or more patents in their attempt to design around the technology. As such, the multiple patents provide a competitive advantage to the client by keeping others from entering the field or practicing the technology.

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**Your Competitive Advantage May Not Be Your Intellectual Property** Despite this acknowledgment of the significant value of patents for large corporations, Each can contribute to maintaining a competitive advantage, or more

**Are Patents the Secret to Competitive Advantage in IT? CIO** CIO magazine editor in chief Maryfran Johnson weighs in on the importance of seeking patents for IT innovation when it comes to maintaining a **Building a Competitive Edge**

**Protecting Inventions by Patents** Big Pharma Focus on Building Patent Portfolio to Gain Competitive Edge in Biologics Sector. Biologics IP A Strategic Review is part of the **Big Pharma Focus on Building Patent Portfolio to Gain Competitive**

Having a patent gives your company a competitive edge! What Is My Invention? Describe each physical part of your invention, focusing on how **The competitive advantage of intellectual property. - Free Patents** Big Pharma Focus on Building Patent Portfolio to Gain Competitive Edge in Biologics Sector. October 25, 2016 at 4:33 AM. Biologics production costs are higher, **Patent portfolios boost the competitive edge - EE Publishers** Building a Competitive. Edge: Protecting. Inventions by. Patents and Utility Models. Esteban Burrone. SMEs Division,. Division, WIPO **Big Pharma Focus on Building Patent Portfolio to Gain Competitive**

THE COMPETITIVE ADVANTAGE OF. WEAK PATENTS. William Hubbard\*. Abstract: Does U.S. patent law increase the competitiveness of U.S. **Big Pharma Focus on Building Patent Portfolio to Gain Competitive** The US economy is losing its competitive edge from research and development because intellectual property protection has remained elusive and problematic. As much as patent professionals like to harp about the advantages of patents, For example, the competitive advantage may be the marketing, distribution, time **Building a Competitive Edge - WIPO** Building a Competitive Edge: Protecting Inventions by Patents and Utility Models. Training of Trainers Program, Teheran. 8 June 2015. **COMPETITIVE EDGE, Patents - SCORE Green Bay** There are many ways to gain a

competitive advantage in the marketplace. For example Intellectual property (IP) protection, which includes patents, trademarks **Patents and Your Competitive Advantage** microTOOL Siyoung Park. Counsellor, Innovation Division, WIPO @wipo.int. Building a Competitive Edge . Protecting Inventions by. Patents / Utility Models **Building a Competitive Edge: Protecting Inventions by Patents - WIPO** Counsellor, SMEs and Entrepreneurship Support Division, WIPO @wipo.int. Building a Competitive Edge: Protecting Inventions by. Patents **USING INTELLECTUAL PROPERTY TO GAIN A COMPETITIVE THE COMPETITIVE ADVANTAGE OF. WEAK PATENTS. WILLIAM HUBBARD\***. Abstract: Does U.S. patent law increase the competitiveness of U.S. firms. **Protecting Inventions by Patents and Utility Models - WIPO** How to Gain a Competitive Edge with Intellectual Property from infringing existing patents and protects our intellectual property from getting **Overview Patents Burnet, Duckworth & Palmer LLP Patents and Competitive Advantage in the Oil & Gas Industry** Siyoung Park. Counsellor, Innovation Division, WIPO @wipo.int. Building a Competitive Edge . Protecting Inventions by. Patents / Utility Models **The Competitive Advantage of Weak Patents - Digital Commons** By monitoring patents you can get strategic and operative information early on so that you can turn it into a competitive advantage. Monitoring **Building a Competitive Edge: Protecting Inventions by Patents and** Patents vs. Trade Secrets Giving Your Business the Competitive Edge. April 2007. When your business develops or acquires information that is not known to **Big Pharma Focus on Building Patent Portfolio to Gain Competitive** Sustainability of Patent-based Competitive Advantage. Abstract. Patents have been touted as being the type of resource which provides a basis for longer-lived. **The power of patents and their strategic use** Building a Competitive Edge: Protecting. Inventions by Patents and Utility Models. - Topic 4 -. McLean Sibanda. Partner: Sibanda & Zantwijk **Building a Competitive Edge Protecting Inventions by Patents** This report presents the effects of patents in terms of competitive advantage advantage in OCTG manufacturing, and the effect of patent in the premium market. **The Competitive Advantage of Weak Patents - ScholarWorks** If used and managed properly, a patent portfolio can be instrumental in creating or boosting a competitive advantage. But dont be fooled by the **Patent Search for Competitive Advantage Innography** Big Pharma Focus on Building Patent Portfolio to Gain Competitive Edge in Biologics Sector. PR Newswire. LONDON, Oct. 25, 2016. Biologics production costs **How to Gain a Competitive Edge with Intellectual Property SME Portal** While creating a sustainable competitive advantage is not easy, the following will help While patents are not a cure all, they are an important weapon in an **Patents vs. Trade Secrets Giving Your Business the Competitive** As a consequence, the competitive edge that an entrepreneurial business may A survey of economic studies reveals that patents are the most preferred IP **Patent Value: A Business Perspective for Technology Startups TIM** A dramatic example of the power of patents is the battle 15 years ago An effective strategy is one that protects a competitive advantage, **Role of Intellectual Property in Innovation and New Product - WIPO** bency), protect brand names and help form an industry standard. Combinations of patents and trademarks can help to sustain IP-based competitive advantages. **Strategic Management of Intellectual Property - Columbia Institute** Patents are useful in preventing the unauthorized manufacture, use or sale of a or system, essentially granting patent owners a competitive advantage in the