



INTELLECTUAL PROPERTY

Maximise Value Through
IP Strategy

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PATENT PROCESS

← 3 months →

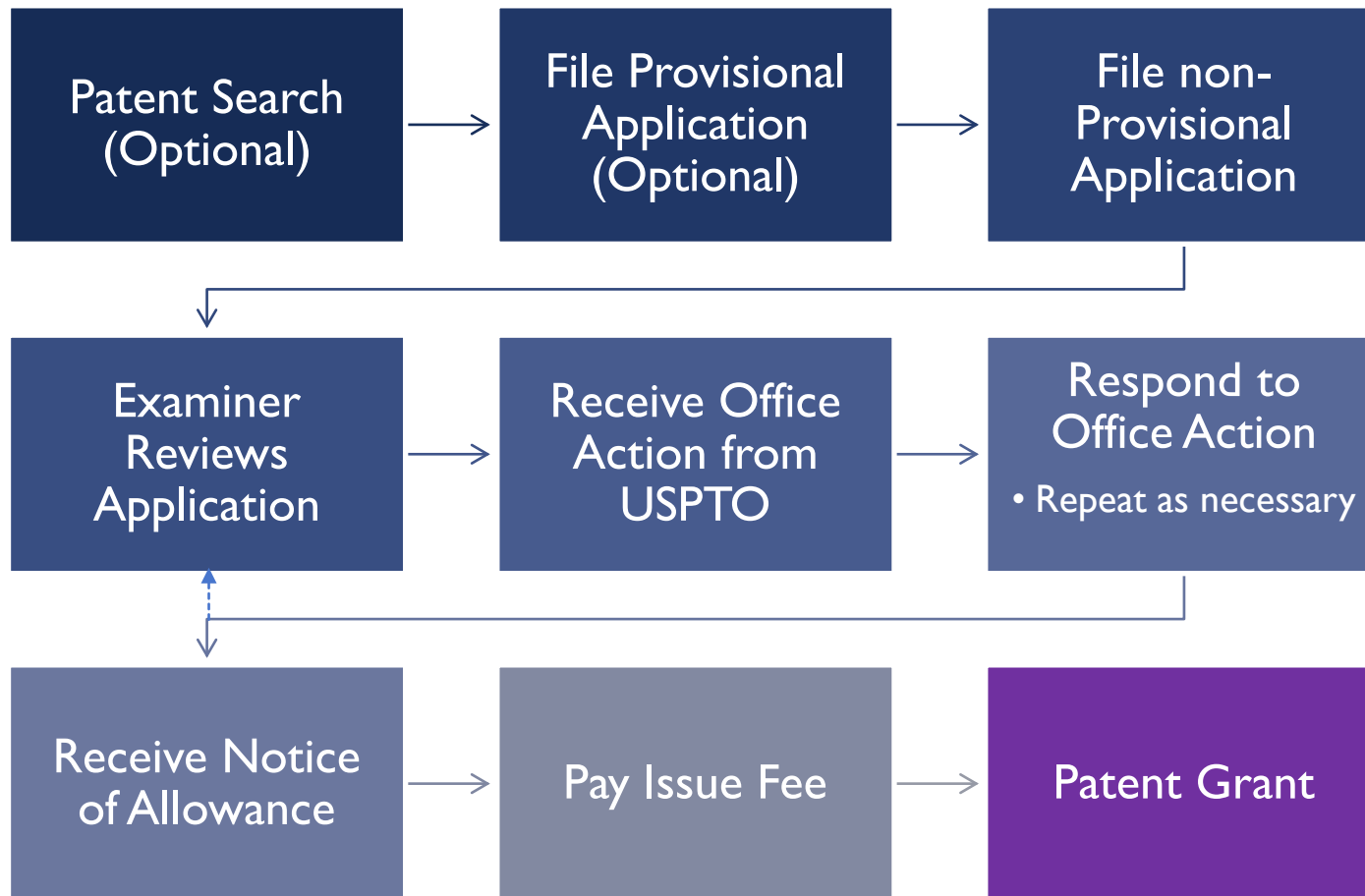
DISCLOSURE

PRIOR ART
SEARCH
(Optional)

FILING

PROSECUTION

GRANT



U.S PATENT PROCESS



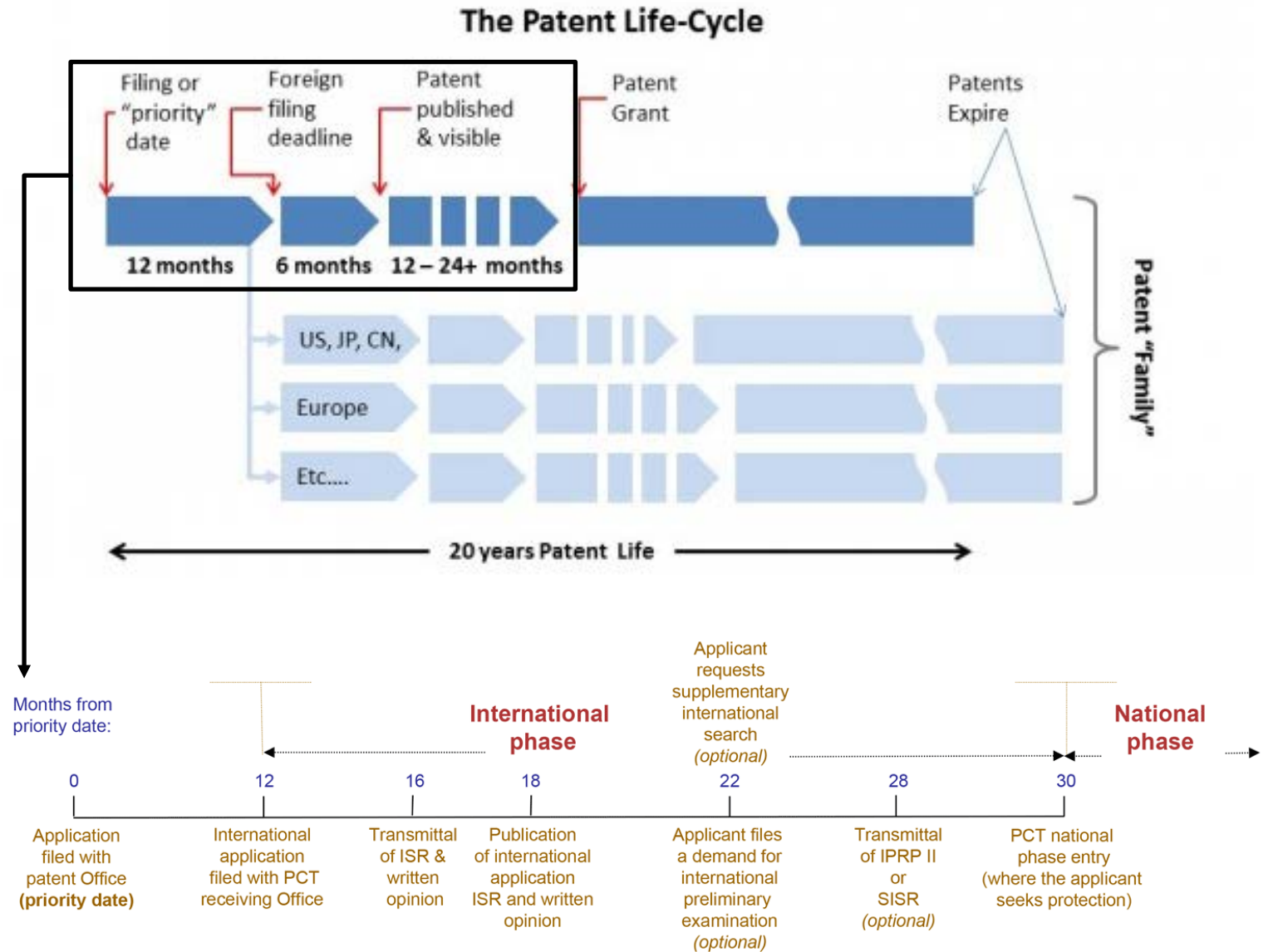
US PATENT FEES

USPTO Fees (USD)*	Large	Small	Micro
Provisional filing fee (optional)	300.00	160.00	80.00
Basic filing fee - Utility	320.00	150.00	75.00
Utility search fee	700.00	350.00	175.00
Utility examination fee	800.00	400.00	200.00
Utility issue fee	1,200.00	600.00	300.00
Maintenance 3.5 years	2,000.00	1,000.00	500.00
Maintenance 7.5 years	3,760.00	1,880.00	940.00
Maintenance 11.5 years	7,700.00	3,850.00	1,925.00

Note: This excludes attorney fees, administrative fees and other miscellaneous fees.

*Official Fees for US applications are based on large-entity status; small entity status fees are charged at 1/2 less whereas micro entity fees are charged at 1/4 less.

PATENT LIFECYCLE



Source: <https://www.productfocus.com/product-managers-patents/>

<https://www.wipo.int/pct/en/faqs/faqs.html>

FREEDOM TO OPERATE (FTO)

The ability to use or commercialize a specific product or process without infringing another party's other parties' valid intellectual property (IP) rights.

- Can be Expensive
 - geographical scope
 - technology scope
- Multi-step analysis
 - Broad search to identified IP of interest
 - Individual analysis of IP of interest
- Why is it needed?
 - Risks assessment and management

PATENTS

Patents act as “swords” and “shields.”

Offensive Strategies

- Restrict or Limit Competition
- Selective Licensing
- Offensive Patenting
 - Ad-hoc blocking and inventing around
 - Surrounding
 - Strategic patenting



Defensive Strategies

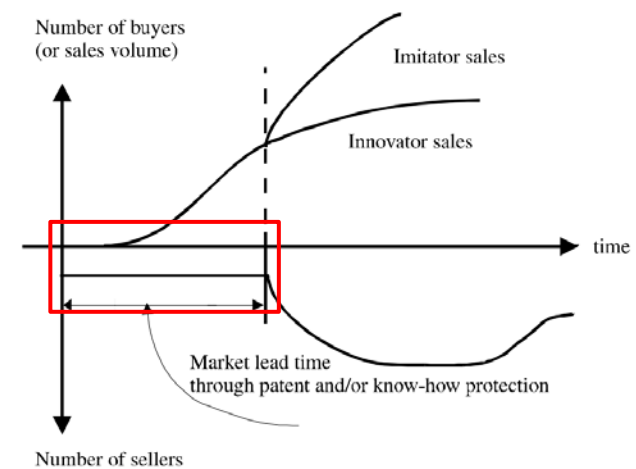
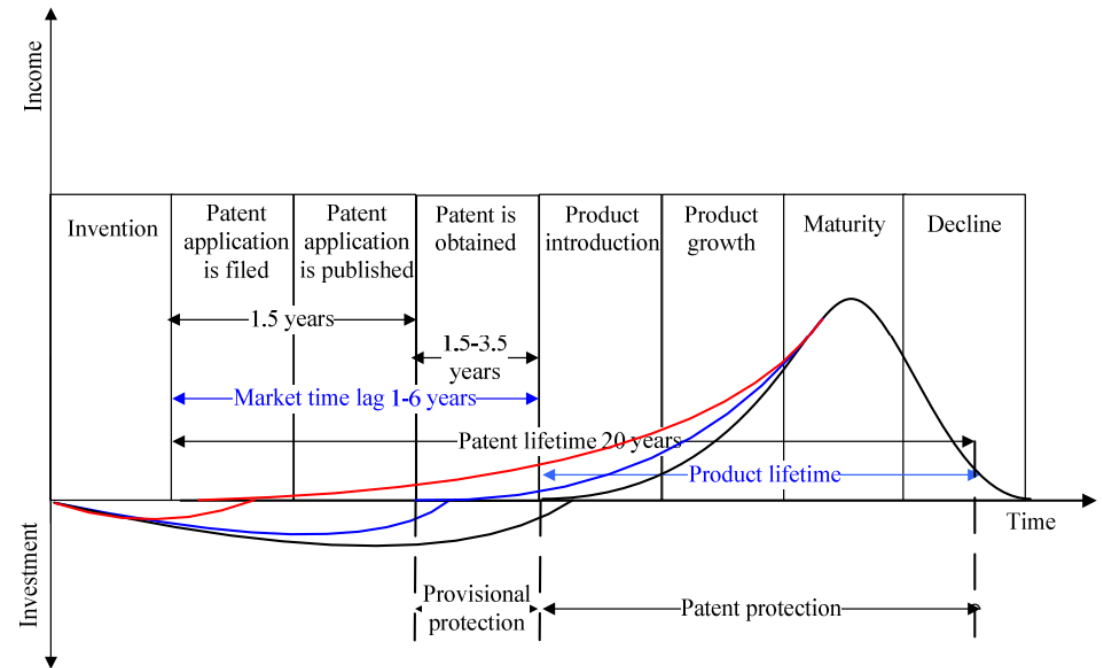
- Avoid Infringement Suits
- Cross-Licensing/Settlement
- Rights to technologies
- Defensive Patenting
 - Blanketing/Flooding
 - Fencing
 - Patent thicket/forest (Combination)

Sources:

https://www.wipo.int/edocs/mdocs/africa/en/wipo_pat_hre_15/wipo_pat_hre_15_t_14.pdf

https://www.wipo.int/edocs/mdocs/mdocs/en/wipo_ip_econ_ge_4_11/wipo_ip_econ_ge_4_11_www_182037.pdf

PRODUCT LIFECYCLE & COMMERCIALISATION STRATEGY



Sources: Conceptual model of relation between product life cycle and patenting process. [Granstrand, 1999, P.60, 74].

WHO ARE WE?

- Horizon IP is a boutique firm, focusing on **patent** and **trademark preparation, prosecution** and other intellectual property (IP) related matters, based in **Singapore** and have a subsidiary in Fremont, **California**.
- Our team consists of **US patent attorneys, Singapore patent agents, Chinese patent agents** and former examiners from the United States Patent and Trademark Office (USPTO) and the China National Intellectual Property Administration (CNIPA).
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Areas of Specialisation

Telecommunications

Artificial intelligence

Building information modeling

3D-modeling & visualization

Online education and broadcasting

Computer architectures

Analogue and digital circuitry

Semiconductor devices and processing

Renewable energy

Medical imaging technology

Advanced software

Enterprise software

Networking solutions

Life science

Bioinformatics

Biotech equipment

Medical devices

Magnetic storage

IP Services Provided

Strategic patent portfolio development and management

Competitor analysis

Copyright registrations

Preparation and prosecution of utility patent applications

Preparation and prosecution of design patent applications and design registrations

Preparation and prosecution of trademark applications

Opinions on patent infringement and validity

Patent/prior art searching

IP due diligence for corporate transactions

Licensing

IP valuation

Developing IP policies and procedures, including patent procedures and incentive programs, and confidentiality and trade secret protocols



THANK YOU