

Ideation IP services

Table 1: Typical problems addressed by Ideation IP services

A tactical analysis of patent disclosures and patents in different areas has led to important conclusions about why innovation activities do not always bring real success, and how they can be improved (see the table below).

Typical problems associated with innovation activities	Possible ways to correct the situation	Services/tools that can help
Selected R&D direction has no commercial potential	Change the direction	Directed Evolution (DE)
Selected task (problem) has no commercial potential	Select other, more promising tasks	Express DE and patterns/lines of technological evolution
Selected task (problem) is promising but the available solution is incomplete or insufficient	Enhance the solution at hand, reveal and resolve secondary problems (side effects)	<ul style="list-style-type: none"> • Idea evaluation and improvement • Inventive Problem Solving • Concept integration
Solution is very good from a technological point of view, but has limited market value	Reveal new applications for the solution at hand	Techniques for revealing new applications for available ideas (solutions)
Developed idea has substantial evolutionary potential but the authors do not recognize this and claim limited coverage	Develop the idea to its full potential to provide: <ul style="list-style-type: none"> • Complete IP protection • Invention of new commercial applications 	<ul style="list-style-type: none"> • Problem Formulator diagram technology • Patterns/lines of technological evolution • Techniques for revealing new applications for available ideas (solutions) • Concept integration
Obtained idea has strong competitors (alternatives)	Enhance the idea to make it stronger than any alternative	<ul style="list-style-type: none"> • Technique for hybridization of alternative systems • Patterns/lines of technological evolution
Mistakes made in converting a patent disclosure into a patent (loss of important information, presenting the wrong idea, etc.)	Develop rigorous algorithms and process automation	Utilize Problem Formulator for automatic formulation of “pre-claims”
Patent application has one of the following drawbacks: <ul style="list-style-type: none"> • Can possibly be easily circumvented • Can possibly be invalidated • Coverage is too narrow (incomplete protection) 	Reveal and eliminate drawbacks in the patent application	Techniques for: <ul style="list-style-type: none"> • patent circumvention • patent invalidation • building patent fences based on obtaining an exhaustive set of solutions

Patent application denied due to insufficient novelty or because it is too close to prior art	Circumvent or invalidate the prior art; prove sufficient novelty	Techniques for: <ul style="list-style-type: none"> • patent circumvention • patent invalidation • hybridization of alternative systems
Obtained patent has not been utilized due to: <ul style="list-style-type: none"> • Insufficient useful effect • Drawbacks and/or unresolved secondary problems • Strong competition from other systems (solutions) 	Increase usefulness; eliminate drawbacks; reveal new useful applications	<ul style="list-style-type: none"> • Inventive Problem Solving • Techniques for revealing new applications for available ideas (solutions) • Technique for hybridization of alternative systems
Patent is old, near expiration	Develop and patent ideas and concepts for a next-generation product, service or technology	<ul style="list-style-type: none"> • Patterns/lines of technological evolution • Inventive Problem Solving • Concept integration Techniques for: <ul style="list-style-type: none"> • revealing new applications for available ideas (solutions) • hybridization of alternative systems • building patent fences based on obtaining an exhaustive set of solutions

Table 2: Ideation IP services – description and deliverables

#	Work content	Deliverables
1.	Disclosure analysis; building PF diagrams describing the main idea(s).	<ul style="list-style-type: none"> • Graphical representation of the invention and automatic formulation of “pre-claims” that can be used for patent application • Preparation for completing other work related to the disclosed invention
2.	Patent analysis; building PF diagrams describing the independent claims.	<ul style="list-style-type: none"> • Graphical representation of independent claims and preliminary check on the possibility of circumvention and/or invalidation • Preparation for completing other work related to the invention
3.	Evaluation of the invention (from technological, scientific and marketing point of views)	Recommendations helpful in making a decision if a patent should be filed and the work in this direction should be continued. Using for evaluation 34 main parameters, see appendix 1
4.	Checking the marketing value of invention as it is claimed	Recommendations helpful in defining the possibilities and directions for further enhancement of the given

		idea(s)
5.	Revealing basic resources utilized in the given invention and its evolutionary resources for further development	Recommendations helpful in defining the possibilities and directions for further enhancement of the given idea(s)
6.	Revealing basic patterns/lines of evolution utilized in the given invention and directions for its further development	Recommendations helpful in defining the possibilities and directions for further enhancement of the given idea(s)
7.	Coming up with next inventions capable to enhance and further develop the given invention	New technological possibilities
8.	Inventing new applications for the given invention and expansion of the potential market	New business and marketing possibilities
9.	Investigation of the possibility and directions for circumvention of a given patent	Recommendations useful in making a decision to buy a license
10	Investigation of the possibility of a given patent invalidation	Recommendations useful in making a decision to start the patent invalidation process
11	Litigation process support	Reducing cost and increasing the probability of winning the process
12	Patent circumvention (for a patent or a group of patents)	Recommendations on blocking patent circumvention or protection from circumvention
13	Conducting Directed Evolution on the technology related to the given invention	Recommendations helpful for building a strategic plan

Item 1 (or 2) is an inherent part of any project. Other services can be selected by a customer from table 2.