

November 22, 2011

Innovation 2011  
Canada's  
R & D  
Partnership  
Conference  
The Value of Patents

# Introduction

Presenting our...

## Panel topic:

- The value of patents to your business, investors, careers and the Canadian economy.

## Moderator:

- Eric Andrade; Vice President – Business Development, Innovation Defense Group

## Panel members:

- Loudon Owen; Chair, i4i
- Micheline Gravelle; Partner, Bereskin &Parr
- Chris Mathis; Executive Director, Springboard Atlantic

# Patent Monetization Defined

Patent monetization is...

...the sale, licensing or trade of patent rights to generate revenue or other form of value for a patent owner.

# Patent Valuation

Q. How do businesses value patents? How can the value of these patents be improved?

Q. How do publicly funded research institutions value patents? How can the value of these patents be improved?

# Patent Management

Q. How do businesses manage decisions to apply for, maintain, license, enforce and/or sell a given patent?

Q. How do publicly funded research institutions manage decisions to apply for, maintain, license, enforce and/or sell a given patent?

# Career Considerations

Q. How are commercial inventors and business managers rewarded for protecting and monetizing I.P.?

Q. How are non-commercial inventors and managers within publicly funded research institutions rewarded for protecting and monetizing I.P.?

# Investor Rewards

Q. How are investors rewarded for financing businesses that monetize I.P.?

Q. How are investors rewarded for financing publicly funded research institutions that monetize I.P.?

# The National Interest

Q. How does the monetization of business patents serve the national interest?

Q. How does the monetization of publicly funded research institution patents serve the national interest?



# Summary

- Patent Valuation
- Patent Management
- Career Considerations
- Investor Rewards
- The National Interest

# Questions and Answers