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If you really want to **harness** the value and power of your company's intellectual assets to optimize its returns, consider which of my 70+ tactics for exploiting those intellectual assets currently align best with your company's directions, and then vigorously pursue them.

### ***What you'll learn***

- ▶ How can a powerful IP portfolio attract the most desirable investors, employees, and customers?
- ▶ What are the best techniques for earning money with IP?
- ▶ When can an IP portfolio attract desired business relationships?
- ▶ How can IP discourage competitors from entering a market?
- ▶ How can a small company leverage its intellectual assets to out-manuever much larger companies?
- ▶ What are the best ways to extract value from unwanted IP?
- ▶ How can your IP reduce risks from infringing other's IP?

### **Background**

Harnessing the value and power of your company's IP portfolio (along with its intellectual assets not protected by property rights) can take many forms, such as earning enhanced profits or licensing revenues, discouraging infringers, and/or raising other's perception of your company's value.

Some harnessing opportunities might provide valuable market exclusivity, with the attendant extraordinary profits and the power to obtain injunctions, exclusion orders, seizures, and monetary damages against proven infringers





## STEP 7 - HARNESS

Other opportunities might involve negotiating the license or sale of intellectual assets combined with lucrative supply agreements, technical consulting, and/or know-how sharing.

Less visible, but equally important possibilities can include divesting under-utilized assets, declining poor return on investment opportunities, and avoiding risks, such as preventing, mitigating, and resolving disputes, lawsuits, and related liabilities.

On occasion, it can be worthwhile for a company to harness the value and power of its IP portfolio by:

- using IP as collateral to fund other projects;
- donating IP to a charitable organization; or
- placing IP into the public domain to prevent others from obtaining exclusive control of simple improvements to it.

Beyond measurable financial returns, the growing strength of your company's IP portfolio can highlight your company's innovativeness and skills, encourage investors and early adopters, deter aggressive competitors, attract cooperative business relationships, and provide further leverage in licensing negotiations.

Relying on my helpful expertise, your IP Team will vigorously pursue the most promising of the available opportunities while applying resources consistently with your company's mission, core values, and strategic directions.

### **A Sampling of My 70+ Tactics for Exploiting Your IP**

To highlight some of the ways I can help you harness, extract, and exploit the value and power of your company's intellectual properties, I have compiled **70+ tactics**, and here is a sampling of a dozen of them.

Contact me to learn more tactics, to learn more about implementing these tactics, and to hone your chosen tactics to meet your particular needs.





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### **1. Get instant protection.**

By properly exploiting trade secrets, marks, and copyrights, your company can obtain enforceable rights immediately, inexpensively, and informally. When the potential risk-adjusted returns justify the costs, your company can seek to supplement and complement those rights via patenting, mark registration, and copyright registration.

### **2. Discover opportunities.**

When your company stays aware of other's innovations and technical developments, it can spot opportunities for improvement more easily, and then quickly move to fill those opportunities by creating valuable innovations of its own.

### **3. Improve time to market.**

By identifying those innovations having the highest RARE values, your company will know which innovations deserve the most resources, thereby shortening their R&D timeline and accelerating their market introduction.

### **4. Inspire investments, mergers, and/or acquisitions.**

The strength of your company's IP portfolio can help convince investors and potential collaborators that your company is managed and staffed appropriately to succeed in profitably commercializing its innovations, thereby encouraging favorable investments and business collaborations.

### **5. Extend competitive advantage indefinitely.**

For each of its publicized innovations, your company can discover and develop dozens of related and extremely valuable implementation details after patent protection is timely sought. If carefully managed, your company can indefinitely maintain that valuable know-how via trade secrecy, potentially even if patent protection is denied, or long after patent protection has expired.





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### **6. Grow market share, revenues, and/or profits.**

The better your company's innovations solve substantial real-world problems, the better the company's ability to attract customers who are willing to pay more for those innovative solutions.

### **7. Control exploitation.**

By properly protecting its intellectual assets, your company will secure court-enforceable rights to exclude others from implementing the company's innovations, and can then license chosen others to practice those rights when, where, and how the company desires, or even completely refuse to license anyone if that better fits your strategic directions.

### **8. Break competitors' strangleholds.**

Via carefully analyzing a competitor's patent, your company might be able to show that your planned implementations don't infringe that patent, or that the patent's claims are invalid. This knowledge can allow your company to comfortably enter the market, knowing that it can successfully defend against any infringement allegations raised by the competitor. In some cases, your company might even benefit from challenging the competitor's patent, such as by initiating re-examination seeking to convince the USPTO to cancel the patent.

### **9. Conquer competitor's technologies.**

In some situations, your company might be able to convince a proven infringing competitor to license or trade-away some of its valuable core technologies to avoid being forced out of business while attempting to pay court-ordered damages for infringing your company's intellectual property rights.

### **10. Land favorable business deals.**

Your company can combine the license and/or sale of its IP rights or assets with lucrative supply agreements, technical consulting contracts, and/or know-how sharing arrangements.





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### **11. Detect intruders rapidly.**

By employing patent and trademark surveillance or “watch” services, your company can rapidly detect the emergence of competitive threats, including potentially infringing activities, before those competitors can firmly establish themselves in your hard-won markets.

### **12. Halt thieves in their tracks.**

When your company’s trade secrets have been misappropriated, you can rapidly obtain a court-issued injunction that prevents the thief, and anyone who obtained your trade secrets as a result of the misappropriation, from disclosing or using your trade secrets until the court has had ample time to sort out the matter.

## **Summary**

Via my 7 free Guides, I have provided an overview of how you can strongly position your company to extract the maximum value from its intellectual property portfolio, avoid wasting thousands of dollars and hundreds of hours, and bypass unnecessary risks that can destroy that value.

In particular, I have shown how you can take these 7 steps to empower your company’s intellectual property portfolio:

1. **Understand** why your company’s sustained profitability almost inevitably depends on its successful exploitation of the intellectual properties that protect its most valuable innovations, know-how, and brands.
2. **Strategize** the best ways to align and manage your company’s innovation process, intellectual assets, and IP, so that you can continually identify, enhance, and extract their full value.
3. **Survey** potential customer needs, market and technology trends, innovation opportunities, under-protected assets, threatening activities, infringements, and strategic relationships.
4. **Innovate** valuable solutions that can meaningfully differentiate your company from its competitors and lead to sustained profitability.





# MICHAEL HAYNES

## EMPOWERING INTELLECTUAL PROPERTY

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5. **Secure** your company's distinctive market position, such as by capturing and strongly protecting its intellectual assets, acquiring valuable intellectual properties, and avoiding infringements.
6. **Enhance** your company's intellectual assets, such as via careful analysis, valuation, and filtering, to optimize their value, and prepare your company to extract all of that value.
7. **Harness** the full value of each of your company's intellectual assets, applying any of my 70+ strategies and tactics.

Even if you read every word of these Guides, undoubtedly questions, concerns, or suggestions will remain, and others will arise from time to time. When they do, please feel free to contact me, such as via any of the mechanisms listed on my website, [www.MichaelHaynes.com](http://www.MichaelHaynes.com).

#### Free Tips

Like my free Guides? Then [click this link](#) to sign-up to periodically receive, via e-mail, my free Tips for empowering your intellectual property.

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