

USE OF THE IP SYSTEM FOR BUSINESS DEVELOPMENT, MARKETING AND COMPETITIVENESS: CASE STUDY OF SUCCESS STORIES

- Theme 6 -

McLean Sibanda

Regional Workshop on the use of Utility Models and Industrial Designs for Small and Medium-sized Enterprises (SMEs) in ARIPO Member States

*Organised by the World Intellectual Property Organisation (WIPO) in
cooperation with the Japan Patent Office (JPO) and with the assistance
of the African Regional Intellectual Property Organization (ARIPO)*

Harare, Zimbabwe, 25 June 2015

☐ Introduction

☐ Case Studies

: Justick

: Jo'M

: Safe Eggs

: Photovoltaic Technology

: Joule

: Altis Biologics

: Eyeborn

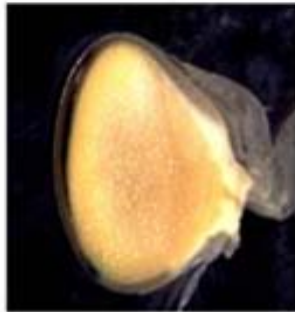
: Sasol

: Curtain hanger

: Dry Bath

Introduction

Value Proposition



Seed / IP



Maize / Products



Food

Biofuel

**Chemicals /
medicines**

**Maize as a
commodity**

Opportunity

**Patents
Copyright
Design Registration
New Plant Varieties
Trade Secrets
Trademarks**



NEW / IMPROVED

Products

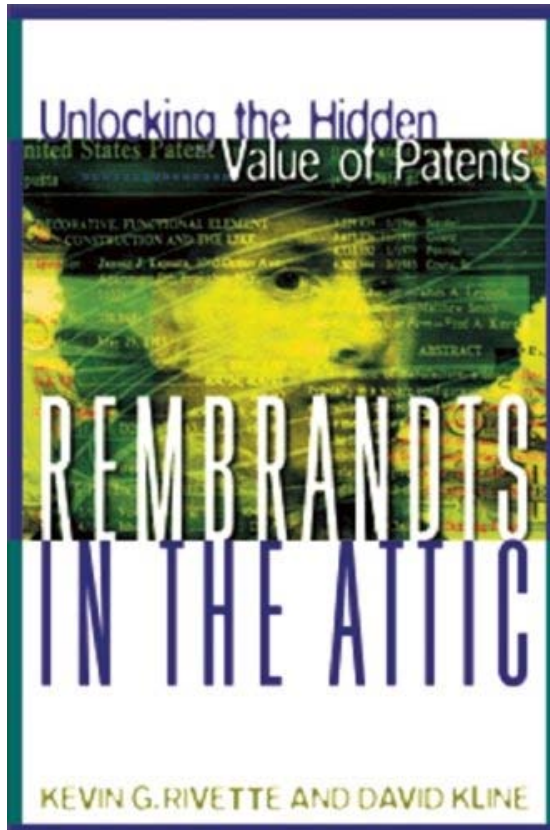
Services



**Socio-economic
Returns**

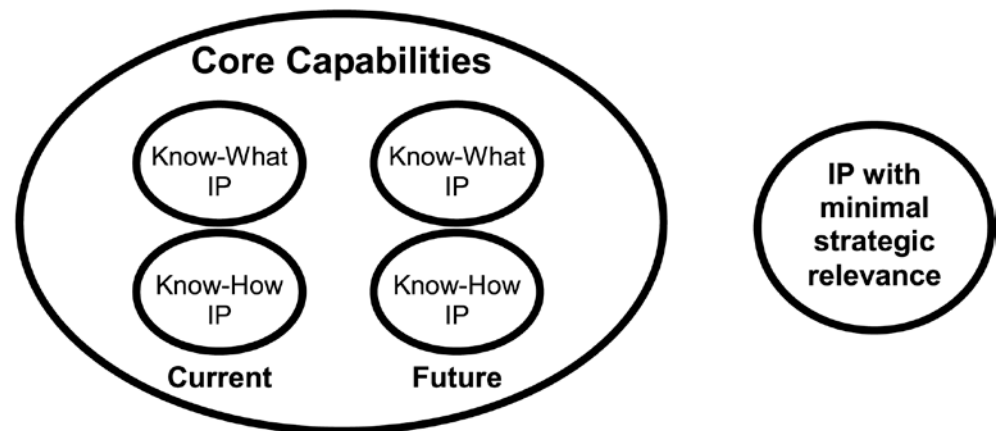
Introduction

Unlocking Value



- Value adding IP identified
- Ease of transaction / due diligence
- Core / Non-core Assets

Total firm assets



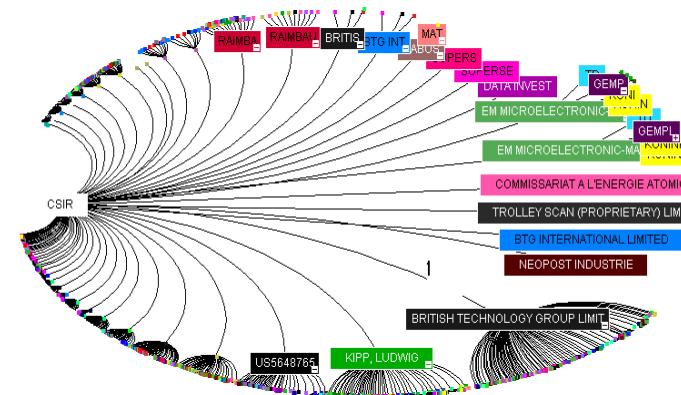
Introduction

Patent Information: Basis for Competitiveness

- A source of most up to date technology
 - State of art before filing a patent application
 - Avoid duplication in the innovation process
 - Jump-start own innovation process and ride on back of others developments

- Source of market intelligence

- citation analysis
- assignee analysis
- filing rates
- inventors and hence resources to be acquired



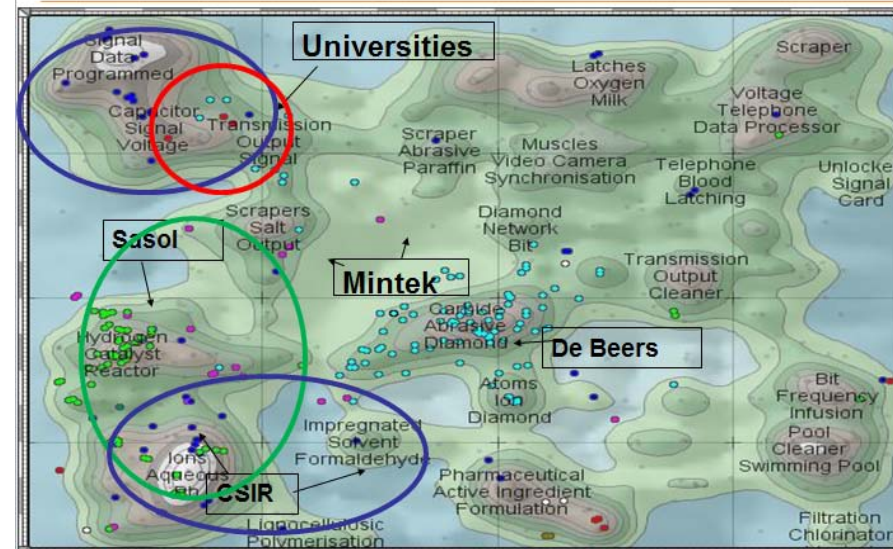
Introduction

Patent Information: Basis for Competitiveness

□ Patent document more than just a document

- Source of state of art before embarking on R&D
- Potential commercialisation partners
- Suppliers
- Competitor developments
- Patents validity and scope
- Search reports

Patent Clusters – South African Patent Landscape



Introduction

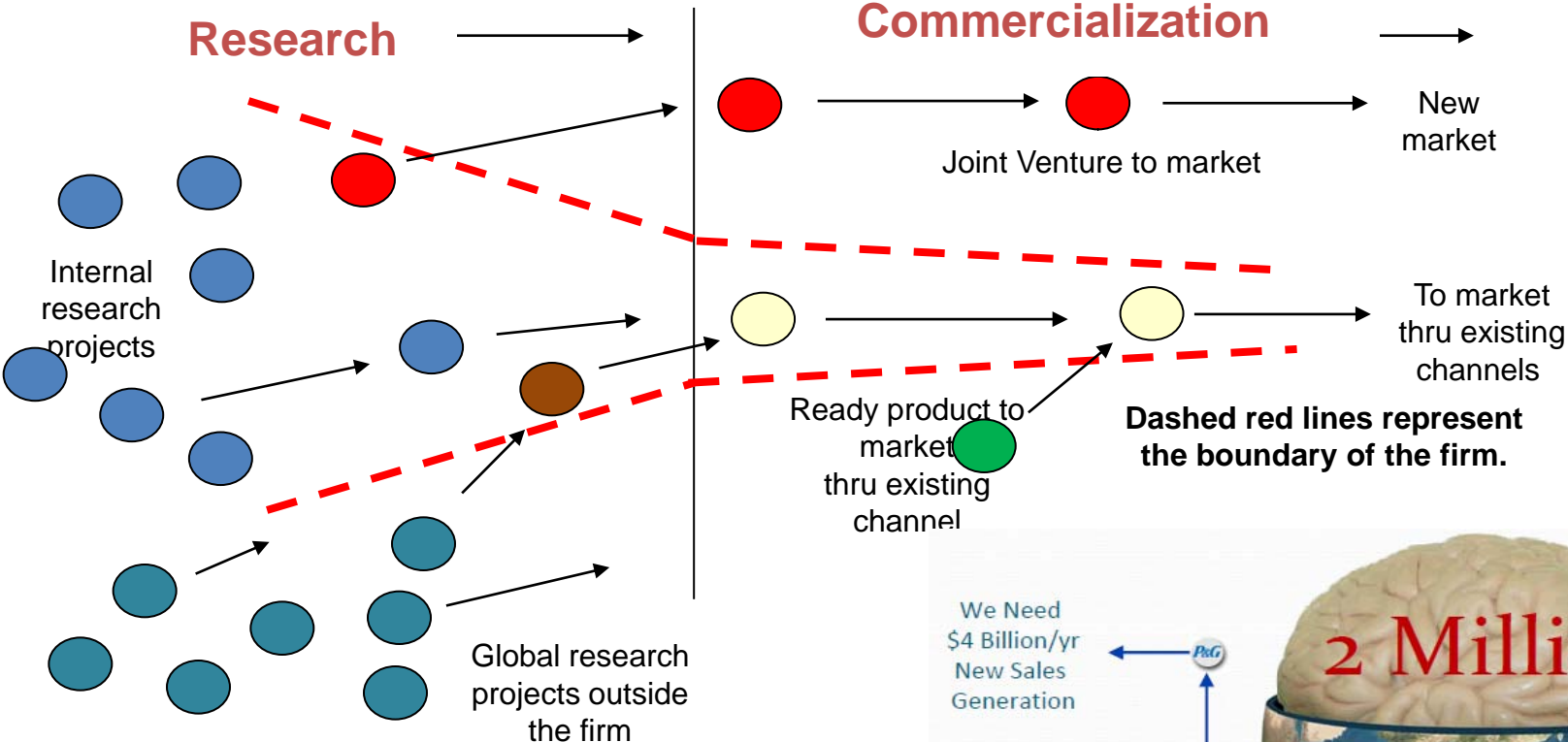
Trademark: Building the Brand



- Consistency
- TM
- ®

Introduction

Open Innovation and Intellectual Property



Source: Open Innovation; Henry Chesbrough; 2003



We Need
\$4 Billion/yr
New Sales
Generation



P&G R&D=
9,000 People



- *Justick Light noticeboard, Justick Exhibition Board system*
- *Electron-adhesion devices*



“South African market was used as a base to pilot production, gauge market perceptions, and establish world-class quality products. Justick products have been extensively tested in the market and the success has led to an international expansion strategy with distributors across the globe.”

<http://www.youtube.com/watch?v=zVeE1j5cdPw>

justick™
ELECTRO ADHESION PRODUCTS



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) EP 1 295 385 B1

(12) EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention
of the grant of the patent:
13.09.2006 Bulletin 2006/37

(51) Int Cl.:
H02N 13/00 (2008.01)

(86) International application number:
PCT/ZA2001/000079

(21) Application number: 01952999.9



US006791817B2

(12) United States Patent
Allison et al.

(16) Patent No.: US 6,791,817 B2
(45) Date of Patent: Sep. 14, 2004

(54) ELECTRO ADHESION DEVICE

(76) Inventors: Herman Allison, 21 Bosloerie Avenue,
Rooiboskraal, 0154 Pretoria (ZA);
Ronald Kevin Fricker, 454A Corrine
Street, Garfontein, 0042 Pretoria (ZA);
Marthinus Christoffel Smit, 795A
Plattand Street, Faerie Glen, 0043
Pretoria (ZA)

4,354,918 A	5/1983	Abu	361/234
4,724,510 A	2/1988	Wicker et al.	361/234
5,090,643 A *	2/1992	Sporns	244/163
5,838,529 A	11/1998	Shafiqulabidin et al.	361/234
5,858,069 A	1/1999	Sam et al.	118/623
2003/0189807 A1 *	10/2003	Chiu et al.	

FOREIGN PATENT DOCUMENTS

EP	0 701 319 A1	3/1996	302N/13/00
GB	1352715	5/1974	302N/13/00

* cited by examiner

Primary Examiner—Ronald Leja
(74) Attorney, Agent, or Firm—Zielkowski Patent
Solutions Group, LLC

(57) ABSTRACT

The invention provides an electro-adhesion device (10) including a base (12) and first (14) and second (16) banks of thin electrically conductive electrodes (18) located apart from each other on a side of the base (12). The electro-adhesion device (10) also includes an insulating cover (20) over the first (14) and second (16) banks so that the outer side of the insulating cover (20) defines an electro-adhesion surface so that, in use, when the electrodes (18) are energized and an object to be attracted is placed adjacent the insulating cover (20), the object is attracted to the insulating cover (20) by a suitably high adhesion force. An outer surface (24) of each of the electrodes (18) is formed on one side and a sinusoidal border (22) is formed on the other side of each electrode (18) such that the width of each electrode (18) is constant lengthwise along the electrode (18).

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 111 days.

(21) Appl. No.: 10/311,516

(22) PCT Filed: Jun. 13, 2001

(86) PCT No.: PCT/ZA01/00079

8 371 (c)(1),

(2), (4) Date: Dec. 13, 2002

(87) PCT Pub. No.: WO01/96219

PCT Pub. Date: Dec. 20, 2001

(65) Prior Publication Data

US 2003/0184731 A1 Oct. 2, 2003

(51) Int. Cl.7 H02N 13/00

(52) U.S. Cl. 361/234

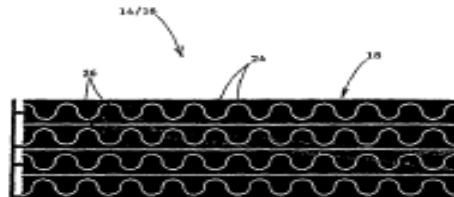
(58) Field of Search 361/230, 233,
361/234; 279/128

(56) References Cited

U.S. PATENT DOCUMENTS

3,970,905 A * 7/1976 Dok et al. 361/233

20 Claims, 3 Drawings



- Trademark – Justick
- Patents
 - PCT application
 - US, EPO patents

Case Studies

Jo'M Cosmetics



Welcome to JOM

Jo M Cosmetics was established in 2005 to provide Herbal or Natural cosmetic range to the market place at an affordable price.

We currently offer a Skin Care range and Hair Care range under the brand name Jo M. Carefully produced plant extracts combined with 100% Natural Essential Oils form the basis of soothing and refreshing Jo M Hair and Skin products.



Click here for list
of stores that stock
JOM cosmetics



Case Studies

Jo'M Cosmetics



Jo M Cosmetics: est. 2005

Herbal or natural cosmetic range

Trade marks

- *Jo'M*
- *Jo'M Cosmetics*
- *South African patent*
- *Copyright – packaging / insert*



Case Studies

Safe Eggs



Patents, know how and trademarks – Consortium licensed to Safe Eggs (Pty) Ltd

- Eggs prone to contamination by Salmonella
- Pasteurize shell eggs without cooking them - Reduced levels of pathogens
- Extended shelf life of > six weeks at ambient temperature

Case Studies

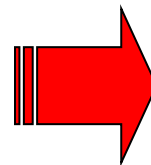
PTIP - Photovoltaic Technology



Johanna Solar Technology and IFE are awarded the contract to build an ultra modern thin film solar module plant in China



Consortium of University of Johannesburg, University of Pretoria & University of Port Elizabeth



Patent Portfolio licensed to German, Chinese and RSA companies

Case Studies

Optimal Energy – the Joule

*IP – battery management system;
design registrations, trademarks*

- Six-seater urban vehicle
- South Africa's first electric motor vehicle
- Advances in lithium ion battery technology
- Practicality, performance and design

Optimal Energy

*The Joule on display at Geneva Motor Show
2010*



Case Studies

Altis Biologics

Patents

- *South Africa*
- *USA*
- *Claims*

Trademarks

- *Altis OBM*



Altis Osteogenic Bone Matrix (Altis OBM™) - Dr. Nicolaas Duneas & Nuno Pires (South Africa)

Dr Nicolaas Duneas and Nuno Pires, from South Africa, are the winners of the Innovation Prize for Africa (IPA) 2014 Grand Prize. They received USD 100'000.00 for their Osteogenic Bone Matrix (OBM) innovation. This is the first injectable porcine derived BMP (bone morphogenetic proteins) medical device in the world - an innovative product for the treatment of bone injuries that voids through the use of a regenerative biological implant.

Case Studies

Eyeborn – Orbital implant

Eyeborn – Restored Quality of Life for the Visually Impaired

by

W B du Preez¹, P W Richter¹, D Hope¹ and C Kotze²

1: CSIR Materials Science & Manufacturing, e-mail: wdupreez@csir.co.za, Tel: 012 841 4955

2: Cerdak (Pty) Ltd, Mtunzini, Kwa-Zulu Natal

Abstract

Eyeborn[®] is an innovative hydroxyapatite orbital implant used to replace the eyeball of a patient who has lost an eye. A prosthetic eye cap is fitted in front of the Eyeborn[®] implant, restoring the patient's appearance and improving his quality of life. The product was developed with funding from the South African Innovation Fund.



(a)

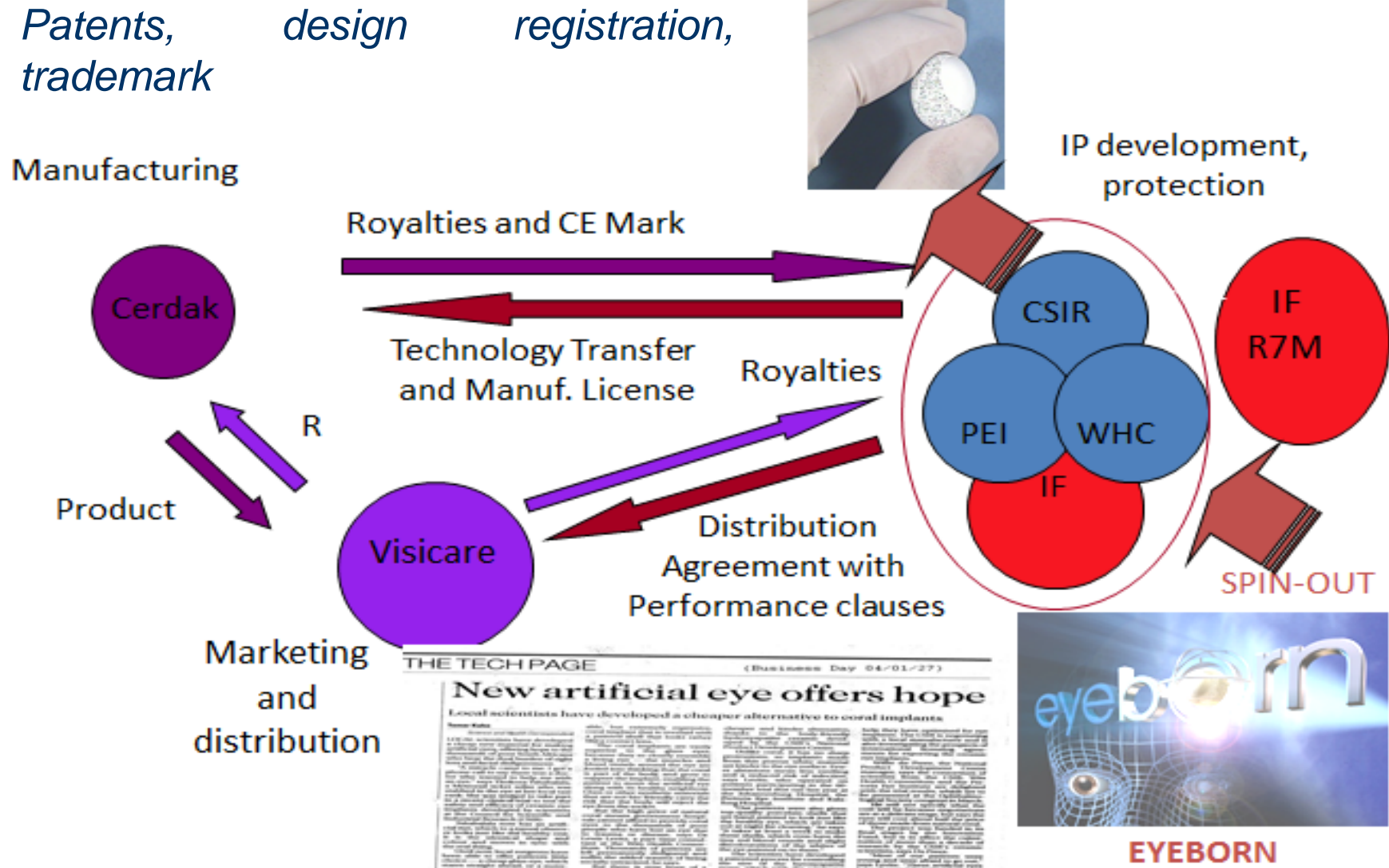


(b)

Fig. 5: A patient before (a) and after (b) having received an Eyeborn[®] implant

Case Studies

Eyeborn – Orbital implant



Case Studies

Dry Bath – Head Boys



“It didn’t work as well as I thought,” he explained, adding that it would remove the body odour but would flake on the skin after the gel dried, looking unsightly.

Marishane then brought in Dr Hennie du Plessis, a chemical engineer with experience in developing personal care products, who improved the formula and resolved the problems. Du Plessis is now a shareholder and product manager of Headboy Industries, Marishane’s company behind DryBath.

Ludwick Marishane

Founder & Inventor of DryBath



Headboy Industries Inc.

[Ahead of the Class]



DryBath® Premium Sachet Pack (10 Sachets/Bathes) [\$3 per bathe] [FREE SHIPPING]

~~\$39.00~~ **\$30.00**



250ml DryBath® Premium Bottle [15 bathes @ \$2.5 each] [FREE SHIPPING]

~~\$49.00~~ **\$37.50**

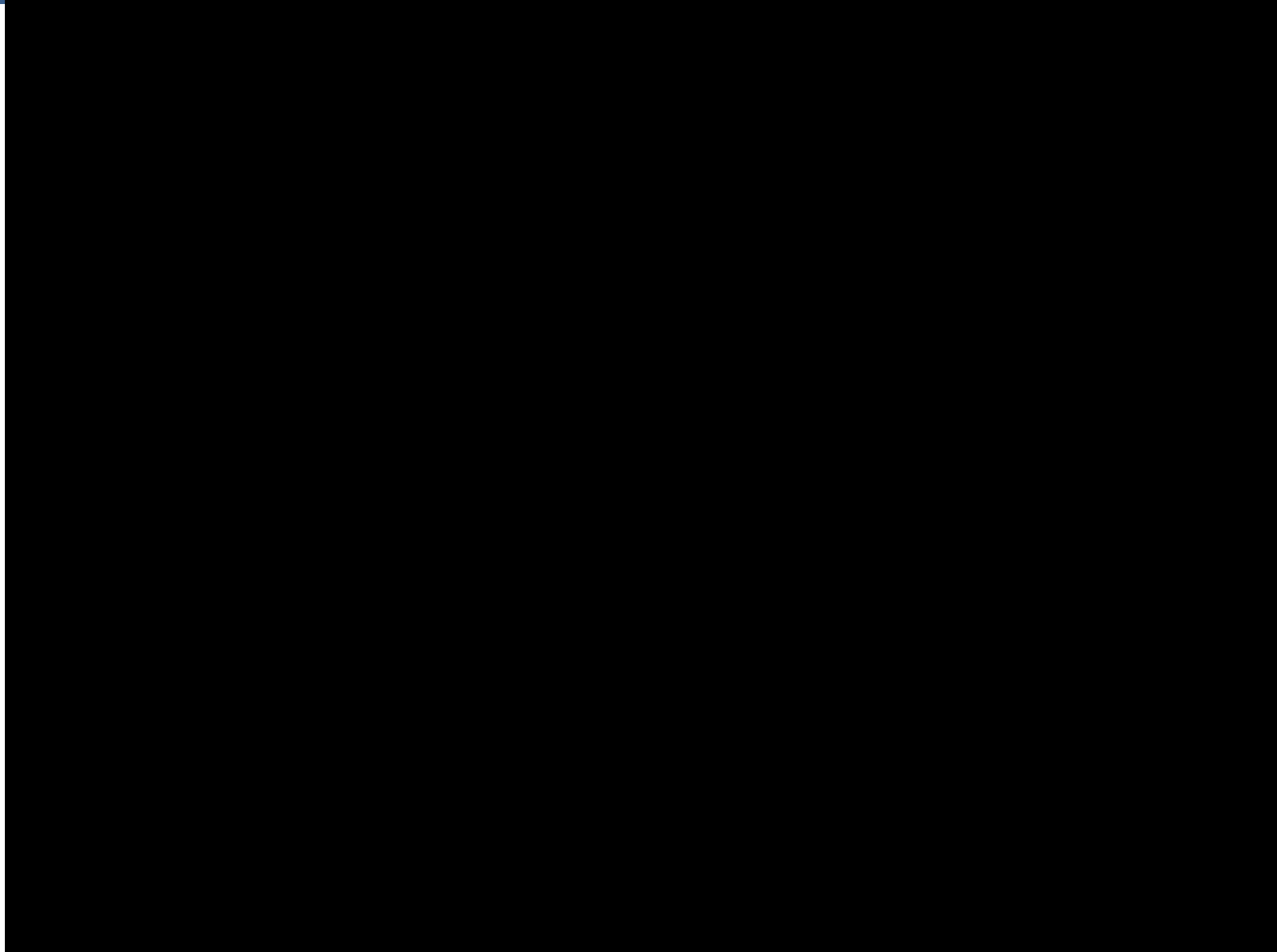


DryBath® Morning Madness Pack (25 bathes at \$2.4 each) [FREE SHIPPING]

~~\$75.00~~ **\$59.95**

Case Studies

Dry Bath – Head Boys



Case Studies

Technology Transfer and New IP Development – Sasol

- 1927: White Paper tabled in Parliament to investigate the establishment of a South African oil-from-coal industry
- After World War 2, Anglovaal bought the rights to a method of using the **Fischer-Tropsch process patented** by M W Kellogg Corporation

Government

- **1950: government incorporated a State-owned company** under the name South African Coal, Oil and gas Corporation
- Initial reactors from Kellogg and Lurgi gasifiers were tricky and expensive to operate.
- Sasol improved these reactors (**new intellectual property and patents created**) to eventually yield about 6500 barrels per day.

Sasol Limited



Trading name	Sasol
Type	Public company
Traded as	NYSE: SSL ↗ JSE: SOL ↗
Industry	Oil and gas Chemical
Founded	1950
Headquarters	Johannesburg, South Africa
Key people	David Constable (CEO)
Revenue	▲ US\$21.78 billion ^[1]
Operating income	▲ US\$4.72 billion ^[1]
Net income	▲ US\$3.11 billion ^[1]
Number of employees	34,000
Website	www.sasol.com ↗

Case Studies

Curtain Accessory

Pub. No.: WO/2005/110171 International Application No.: PCT/ZA2005/000066
Publication Date: 24.11.2005 International Filing Date: 16.05.2005

IPC:

A47H 3/06 (2006.01) 

Applicants: MATHUNYANE, Mamorwana, Florah, Meladi [ZA/ZA]; (ZA)

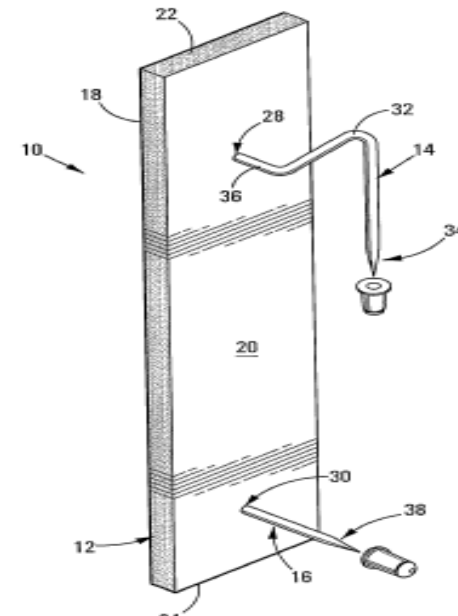
Inventors: MATHUNYANE, Mamorwana, Florah, Meladi; (ZA)

Priority Data: 2004/03836 19.05.2004 ZA

Title (EN) CURTAIN ACCESSORY
(FR) ACCESSOIRE DE RIDEAU

Abstract: (EN) The invention relates to a device for hanging a curtain on an elongate support member, such as a rod. The device includes a support body member having an operatively front face and an operatively rear face and a hook-like hanging arrangement for supporting a curtain in use, fast with and projecting from the rear face of the body member, the hanging arrangement being spaced inwardly from an operatively upper edge of the body member, and comprising a curved end portion projecting away from the upper edge, for engagingly supporting the device on the elongate support member. The invention also extends to a kit for a curtain, which includes a plurality of devices accordance with the invention, a length of flexible material for use as a curtain and an elongate support member such as a rod, on which, in use, the devices are to be supported to extend and retract the flexible material along the elongate support member.

(FR) La présente invention concerne un dispositif permettant de pendre un rideau sur un support effilé, tel qu'une tringle. Ce dispositif comprend un corps de support possédant une face avant opérationnelle, une face arrière opérationnelle et un agencement de pendaison de type crochet permettant de supporter un rideau en utilisation, rapide et faisant saillie à partir de la face arrière du corps, cet agencement de pendaison étant espacé vers l'intérieur d'un bord supérieur opérationnel de ce corps et, comprenant une partie extrémité incurvée faisant saillie à distance de ce bord supérieur de façon à entrer en contact avec le dispositif de support sur le support effilé. Cette invention concerne aussi un kit pour



Concluding Remarks

- ❑ Intellectual property an important element

 - ❑ IP protection is a business decision

 - ❑ Other essential factors for successful business:
 - team / management
 - sound business case that clearly identifies need and solution
 - market size
 - understanding of competition
 - competitive advantage
-

THANK YOU

Let your ideas take flight.



www.ideanav.co.za

Design and render by Willem Gombetruk