

PRODUCT COMMERCIALISATION

Branding and Scaling Your Business

(Case Studies: Licensing, Start-up, Business Incubator)

McLean Sibanda

**Young African Innovators, Creators and Entrepreneurs
Workshop**

**Intellectual Property (IP), Innovation, Creativity for
Entrepreneurship and Job Creation**

*Organised by the World Intellectual Property Organisation (WIPO) and
the Japan Patent Office (JPO) in cooperation with the Government of the
Republic of Senegal and the African Union*

Dakar, Senegal, November 2, 2015

Introduction

Trademark: Building a Brand / Don't kill your own brand



- Consistency
- TM
- ®



Case Studies

Justick



(19)  **Europäisches Patentamt**
European Patent Office
Office européen des brevets


(11) **EP 1 295 385 B1**

(12) **EUROPEAN PATENT SPECIFICATION**

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of the grant of the patent:

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H02N 13/00 (2008.01)

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WO 2001/096219 (20.12.2001 Gazette 2001/51)



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

(12) **United States Patent**
Allison et al.

(54) **ELECTRO ADHESION DEVICE**

(76) Inventors: **Herman Allison**, 21 Bodorvic Avenue, Roselandsknaal, 0154 Pretoria (ZA); **Ronald Kevin Fricker**, 854A Corbine Street, Garsfontein, 0042 Pretoria (ZA); **Marthinus Christoffel Smit**, 793A Platland Street, Faerie Glen, 0003 Pretoria (ZA)

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

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) has a linear border on one side and a sinusoidal border on an opposite side so that the width of each electrode (18) varies sinusoidally 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.: **100311516**

(22) PCT Filed: **Jun. 13, 2001**

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

8 571 (c)(1),
(2), (4) Date: **Dec. 13, 2002**

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

PCT Pub. Date: **Dec. 20, 2001**

(65) **Prior Publication Data**

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

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

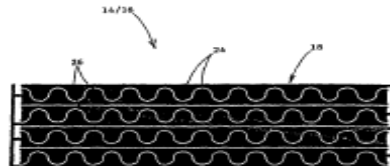
(58) Field of Search: **361/234, 235, 361/234; 279/128**

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20 Claims, 3 Drawing Sheets



**HTUNG
ION**

RIE IT LI LU

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(74) Representative: **Turi, Michael et al**
Samson & Partner
Widenmayerstrasse 5

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

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

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

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

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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)

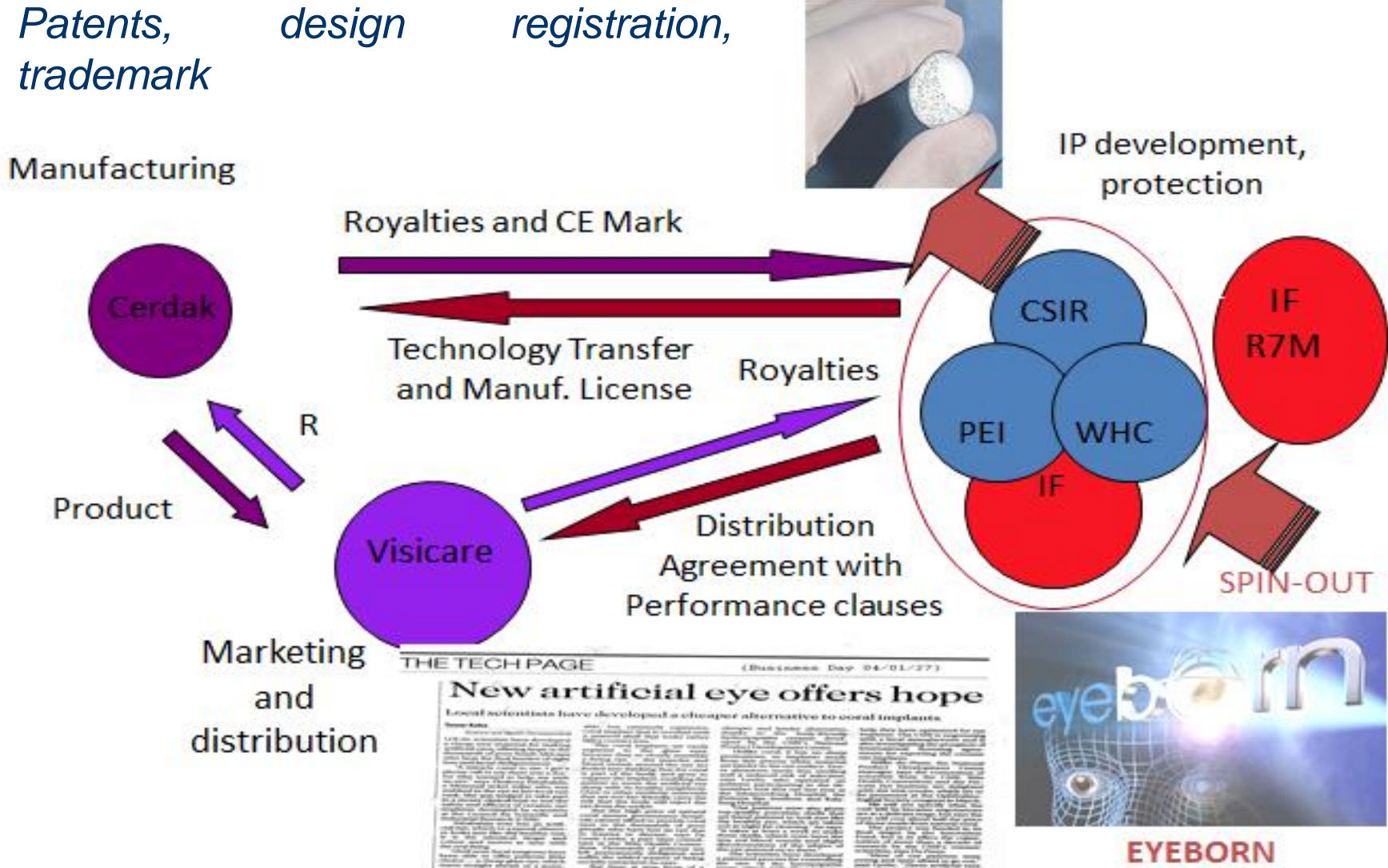


(b)

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

d[-_-]b

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**

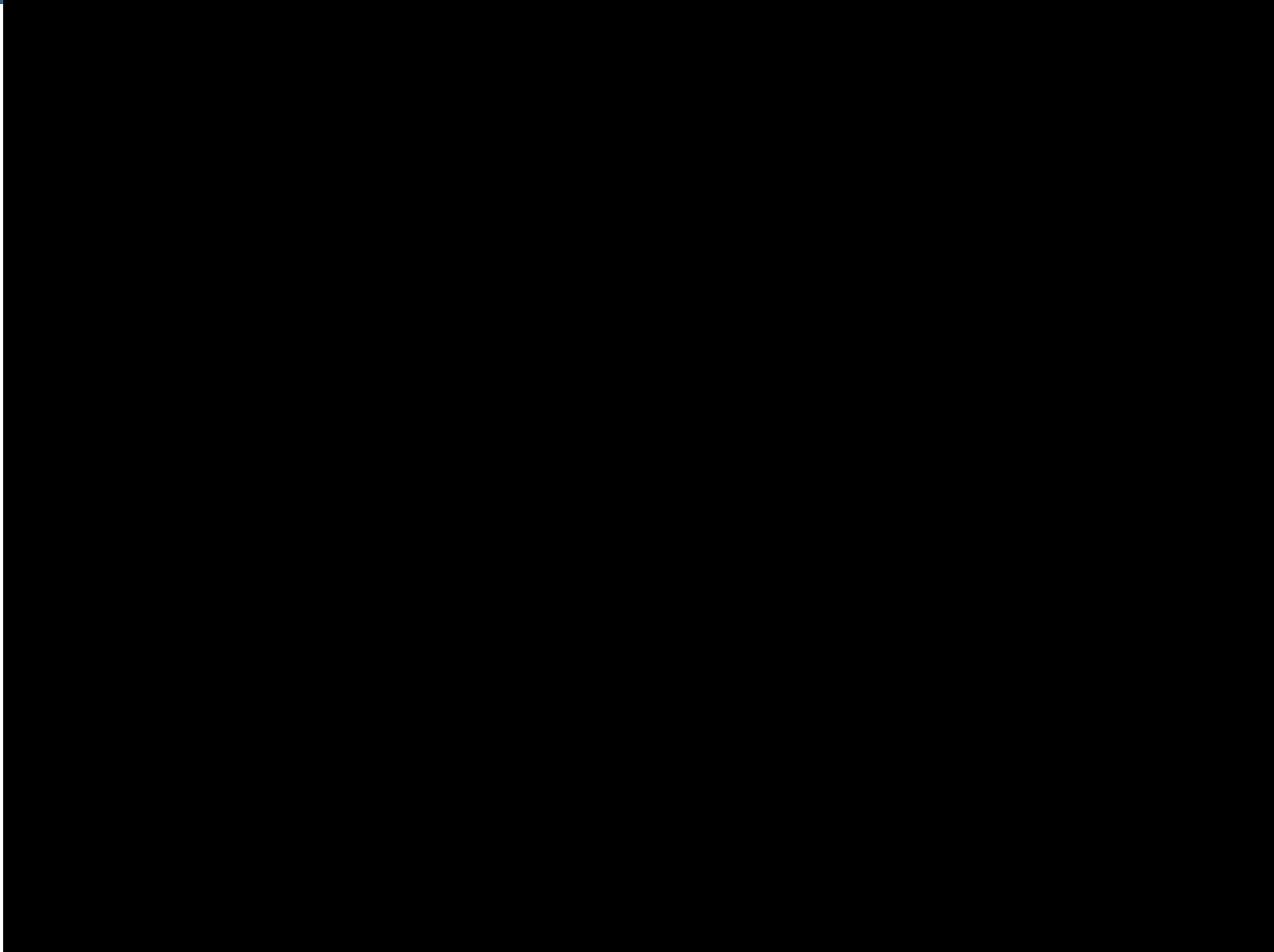


DryBath® Morning Madness Pack (25 bathes at ~~\$2.4 each~~) [FREE SHIPPING]

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

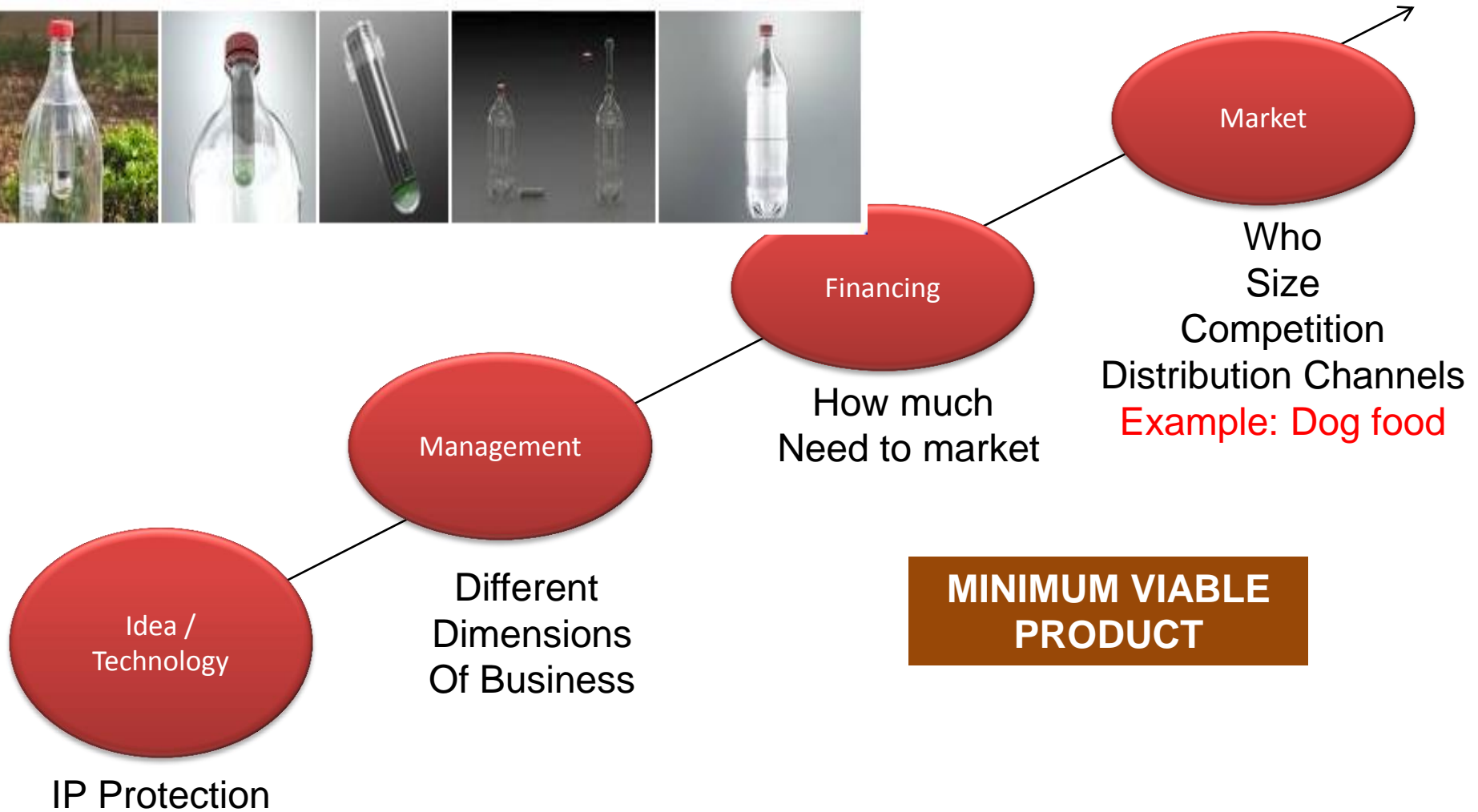
Case Studies

Dry Bath – Head Boys



Commercialisation Considerations

Beyond the Idea ...Critical Success Factors



Concluding Remarks

Africa's Huge Market Opportunity



Africa's Huge Market Opportunity

Its scale, population, and discretionary spending power is one of seven reasons the continent's time is now.

SOURCE KAI KRAUSE

HBR.ORG

Innovating to:

- Address Africa's challenges
- Accelerate Africa's development
- Position Africa globally as a key contributor to global knowledge pool
- Reduce poverty

Through products and services that add value.

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