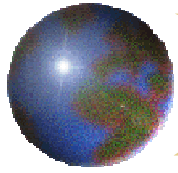




“COMPETITIVE INTELLIGENCE”

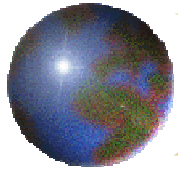
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BY P. KANDIAH



Developing Country Perspective

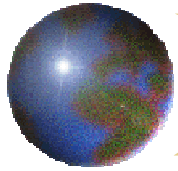




Patent Rights
Design Rights



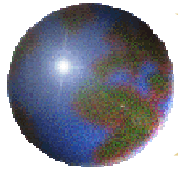
- ✓ Access to Technology
- ✓ Licensing Rights
- ✓ Freedom to Operate
- ✓ Competitor Watch
- ✓ Technology Trends
- ✓ Solving technical problems
- ✓ Developing New Product / Processes



What patent information is available to public?

- All granted patents of any country
 - ✓ Assessable in internet
 - ✓ Not assessable in internet
 - ✓ Electronic / non-electronic database
- All published patent applications


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08-03-2004	Fee Worksheet (PTO-875)	1	<input type="checkbox"/>	<input type="checkbox"/>
08-03-2004	Request for Continued Examination (RCE)	3	<input type="checkbox"/>	<input type="checkbox"/>
08-03-2004	Claim	2	<input type="checkbox"/>	<input type="checkbox"/>
08-03-2004	Applicant Arguments or Remarks Made in an Amendment	2	<input type="checkbox"/>	<input type="checkbox"/>



Access to Technology

Anatomy of a patent document

Utility Patent (Not Design Patent)


 US007275887B2

Country of Grant

(12) **United States Patent**
Kek

Title of Invention

(54) **SECURING MEANS**

Details of Inventor

(76) Inventor: **Chiang See Kek**, 119A Jalan SS 21/37, Damansara Utama, 47400 Petaling Jaya, Selangor (MY)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **10/671,733**

(22) Filed: **Sep. 29, 2003**

First filed in Malaysia

(65) **Prior Publication Data**
US 2005/0031407 A1 Feb. 10, 2005

(30) **Foreign Application Priority Data**
Aug. 8, 2003 (MY) PI 20033018

Classification of field of Technology

(51) **Int. Cl.**
F16B 19/00 (2006.01)

(52) **U.S. Cl.** **403/230; 403/289; 411/509**

(58) **Field of Classification Search** 403/230, 403/231, 289, 290; 411/508, 509, 510, 913
See application file for complete search history.

Close Prior Art. Same field of Technology

(56) **References Cited**
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Start of Patent Rights

(10) **Patent No.:** **US 7,275,887 B2**

(45) **Date of Patent:** **Oct. 2, 2007**

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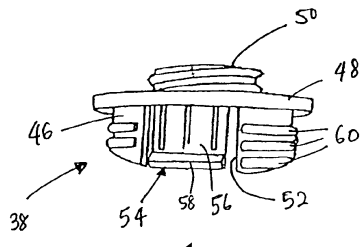
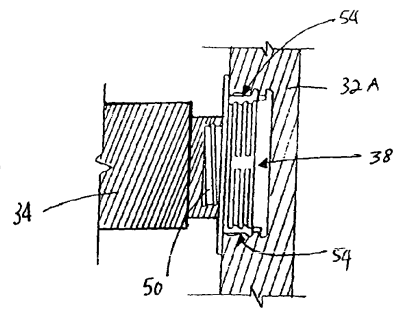
Primary Examiner—Gary S. Hartmann
(74) Attorney, Agent, or Firm—Birch, Stewart, Kolasch & Birch, LLP

Brief of Description

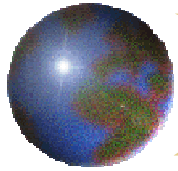
(57) **ABSTRACT**

A means used for securing a first structure (32A) and a second structure (34) of a furniture (30) according to the present invention wherein the means comprises of a tubular receptacle (38) consisting of an internal cylindrical member spaced apart from an external cylindrical member and wherein both are integrally connected to a terminal end, and wherein the external cylinder member includes at least one hinged member (54) and at least one groove (60) on its side perimeter wall (46) and wherein the receptacle (38) is introducible and securable into a bore (40) on the first structure (32A) of the furniture (30) in a tight manner by action of the hinged member (54) and groove (60).

15 Claims, 5 Drawing Sheets

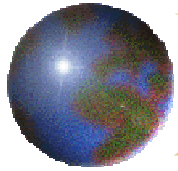



Representative Drawing of Invention



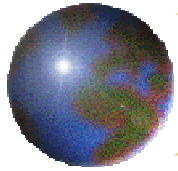
Access to Technology (Cont'd)

- ❑ Strategic use of patent information
 - ✓ Country
 - ✓ Name of Applicant / Assignee
 - ✓ Dates – priority filing, published, grant
 - ✓ Index
 - ✓ Prior art
 - ✓ Name of Inventors
 - ✓ Title of invention
 - ✓ Drawing
 - ✓ Abstract



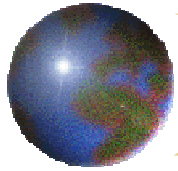
Search of corresponding patents in other countries of interest

✓ is market open to you



Right to use technology in patent document

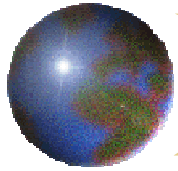
- ✓ Need for licence – royalty payments?
- ✓ No need for licence
- ✓ No need for know-how
- ✓ Need for know-how
 - from patentee
 - from others in same field of technology
 - retired inventors



Licensing Rights
Do you need this
right?



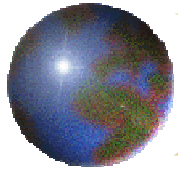
- ✓ Patent
- ✓ Know-how
- ✓ Trademark
- ✓ Copyright (software, marketing materials, manuals, etc)
- ✓ Industrial Design



Freedom to Operate (Manufacture, Market)

- ✓ Will I be sued if I manufacture the product or market the product OR use the process to make a product?





Analyze IP Rights of proposed product or process



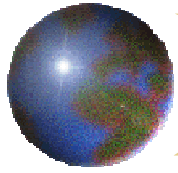
Find out whether IP Right are protected in country of manufacture or market



Analyze patent / design documents which rights are still subsisting and compare against intended product or process

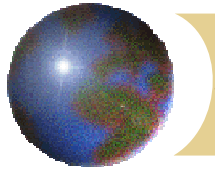


No “infringement” —————> free to operate
If “infringement” —————> stop or negotiate licence



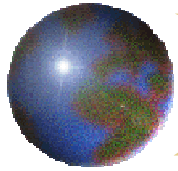
Competitor Watch

- Patent Search – gives information on technology development, R&D activities of competitor.
– who are the inventors?
- Industrial Design – shows competitor is ready to launch a product with new design
– application will have been filed before product launch
- Trademark – shows competitor getting ready to launch new products
– application usually filed just before product launch

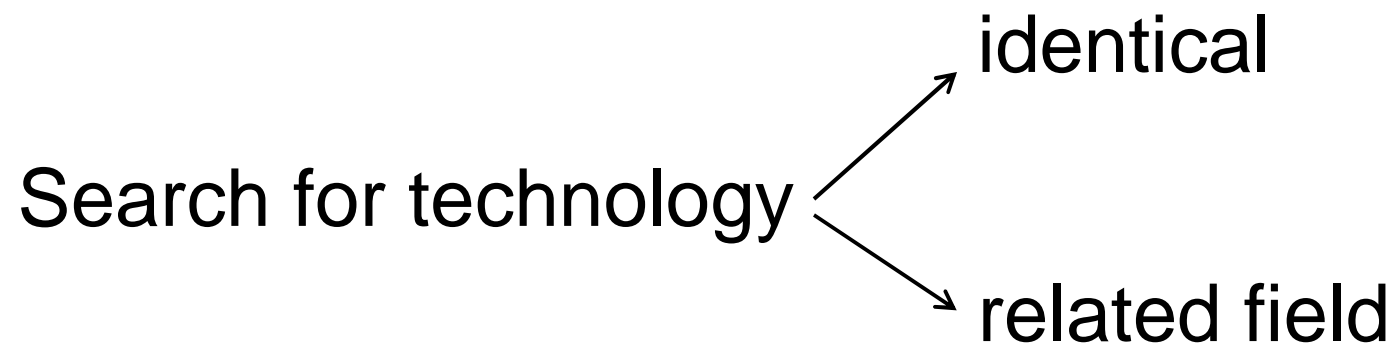


Technology Trends

- ✓ Global trends
- ✓ Specific technology areas
 - growth / decline
 - players in the specific field of technology
- ✓ Collaboration with players?

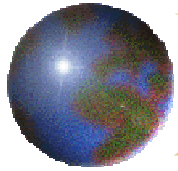


Solving technical problems



Adapt solutions

Not to “reinvent the wheel”.

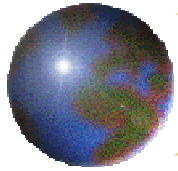


Example : “Baking Bread”

Search on US Patent Database discloses 437 patents

Search on Baking Bread and Wheat Flour discloses 135 patents

Search on Baking Bread and Rice Flour discloses 41 patents



Developing New Products

Analyze IP Rights of proposed product or process



Search on patent database



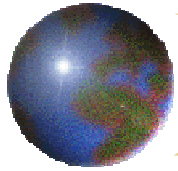
Obtain ideas / principles of working



Brain storm to develop new product

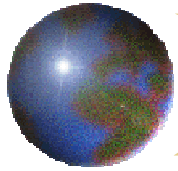


Ensure no infringement / obtain licence



Important patent databases

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THANK YOU

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