



Sibanda & Zantwijk

Case Studies: Effective use of IP Assets by SMEs in their Business Strategies

– Topic 16 –

McLean Sibanda

Partner: Sibanda & Zantwijk Attorneys, South Africa

Training of the Trainers Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises (SMEs)

Organised by the World Intellectual Property Organisation (WIPO) and the Business and Property Registration Agency (BPRA), Revolutionary Government of Zanzibar

17th June 2014

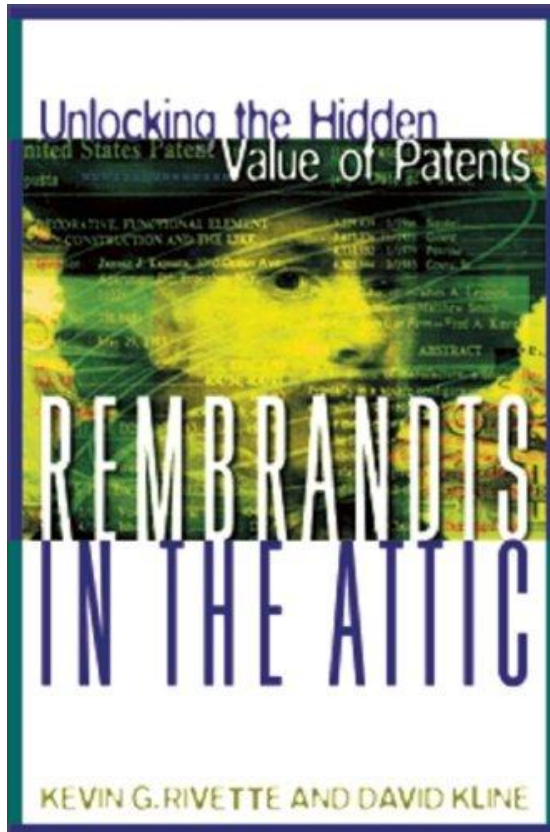


☐ Introduction

☐ Case Studies : Justick
: Jo'M
: Geratech
: Safe Eggs
: Photovoltaic Technology
: Joule
: Curtain hanger

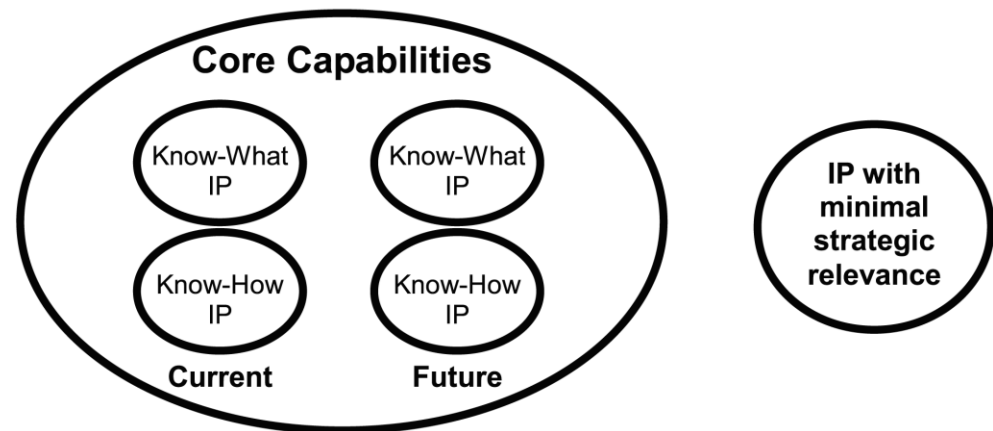
☐ Concluding Remarks

Introduction



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

Total firm assets

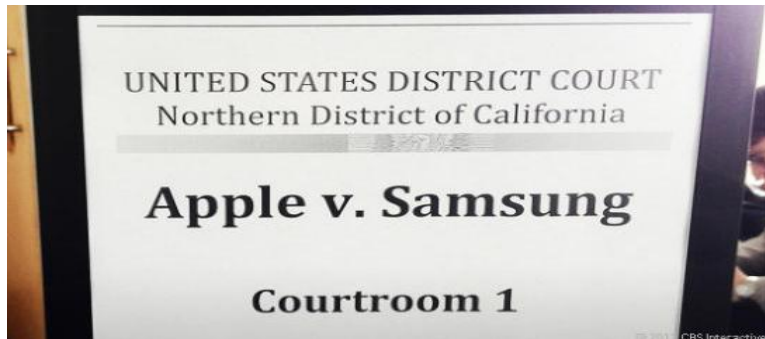


Intellectual Property and Innovation

Apple vs Samsung August 2012 Verdict

Jury awards Apple more than \$1B, finds Samsung infringed

Verdict overwhelmingly favors Apple, in landmark patent decision likely to reverberate throughout tech industry.



Apple iPad / iPhone

- Design
- Manufactured by Chinese company - Foxconn

Samsung manufactures:

- memory chip and other components for Apple
- Its own range - Galaxy

Apple alleges infringement of design patents and patents

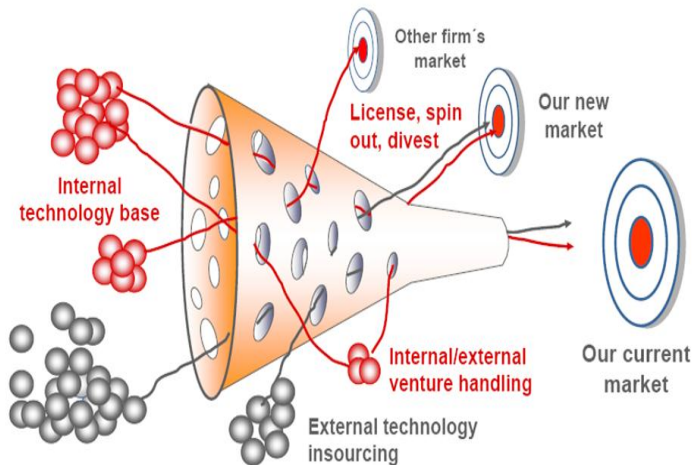
Samsung counterclaim Apple infringes 3G patents

Introduction

Lessons from Apple vs Samsung



- ❑ Know your business – should you diversity, be ware of risks
- ❑ Territoriality of intellectual property (UK vs USA decisions)
- ❑ IP an asset – puts you in the game
- ❑ IP **new currency** in the knowledge economy
- ❑ IP Bundle – right mix of IP rights
- ❑ You don't need to own everything



Case Studies

Justick

- *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)

(21) Application number: 01952999.9

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



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)

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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) has a sinusoidal border on one side and a sinusoidal border on the other side so that the width of each electrode (18) 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**

8 571 (c)(1),

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

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

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

(65) **Prior Publication Data**

US 2003/0184731 A1 Oct. 2, 2003

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

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

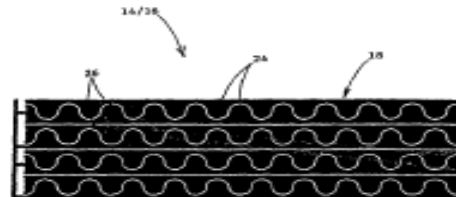
(58) Field of Search **361/230, 233, 361/234; 279/128**

(56) **References Cited**

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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

Geratech



No patents – trade secrets and know-how

- ❑ Produce wide range of high quality, cost effective, value added zirconium chemicals and zirconium oxides
- ❑ Specialized zirconia products from dissociated zircon
- ❑ Products marketed and sold to a diverse industry in more than 60 countries across the world
- ❑ Only zircon chemical beneficiation plant in Africa



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

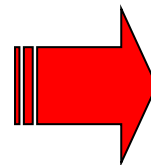
PTIP - Photovoltaic Technology



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

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)

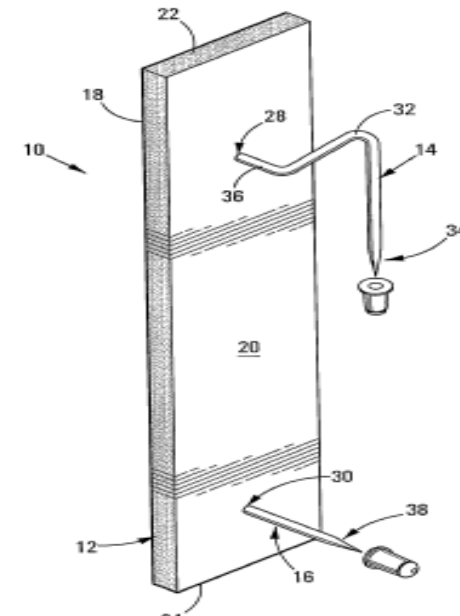
Inventors: MATHUNYANE, Mamorwana, Florah, Meladi; (ZA)

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

❑ Other key factors for successful businesses:

- team / management
- sound business case that clearly identifies need and solution
- market size
- understanding of competition
- competitive advantage

INNOVATION PRIZE FOR AFRICA (IPA)

- ❑ **IPA is an initiative of the African Innovation Foundation**
 - Mobilize and acknowledge the best African innovators
 - Build a strong African Innovation Ecosystem
- ❑ Each year, IPA provides \$150,000 total prize money for African innovators who develop solutions to African challenges
- ❑ Recognition there is no shortage of good ideas to develop the African continent
 - Lack of resources (financial and non-financial) to support them
- ❑ **IPA is a call to action:** investors, governments, and other stakeholders to join hands and fund African innovators

OPENING - JULY 2014

<http://innovationprizeforafrica.org/>

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CELEBRATING AFRICAN INGENUITY



AFRICAN INNOVATION FOUNDATION



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Design and render by Willem Gombrock

mclean@ideanav.co.za

