

# PATLIB and SMEs a concrete case of global innovation support

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# Patent valuation / Licensing: Start

- AgroTech entrepreneur & inventor Thomas Reiter / RT Engineering
- Very experienced in IP: Inventor (20 x), Applicant & Inventor (14x)
- Good knowledge of market: long time marketing manager / Agro company
- Breakthrough invention: Flexible pick for harvesters etc.
- Innovation now protected by patent portfolio **10 granted patents**
- Interest expressed by potential licensees and investor
- **Reliable, convincing patent portfolio value? How? Who?**
- **Model License Contract? What? Where from?**



- First date with Thomas Reiter: EEN advisory service
- Recommendation of a detailed patent valuation **IPscore**
- Patent valuation **IPscore** + good market insights of client important!
- Model license contract from renown Austrian lawyer provided
- [European IP Helpdesk](#) Commercialising IP: Licence Agreements
- Info on 3 successful license contracts later received from Thomas R
- Success Story elaborated + very good local media coverage



## Pivotal granted patent with breakthrough innovation, “flexible yoke“

★★★★ [EP 2894962 B1](#) (09.09.2013, 22.07.2015, 04.04.2018, 09.09.2033)

HARVESTED CROP PICK-UP

Zusammenfassung

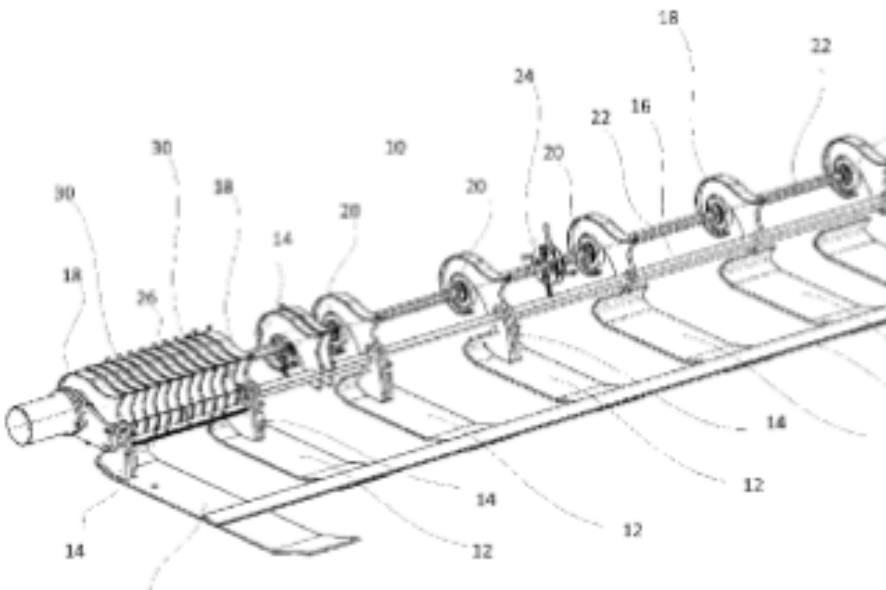
Biblio. info.

zusätzliche Felder

Dokumenten-Links

Netzwerk Kommentar

The invention relates to a collector (10) for harvested material having at least three movement devices (12). Supporting elements (18) are additionally provided which are connected to the yoke (16) and/or the movement shaft (22) is guided on which pick-up tools (24) for picking up harvested material are mounted. At least one of the movement devices (12), the yoke (16) being elastically deformed so as to allow a vertical movement—with respect to said outer movement devices (12).





# Revolutionary technology in trailed version: Respiro R9 profi



The heart of the technology, the flexible pick-up:



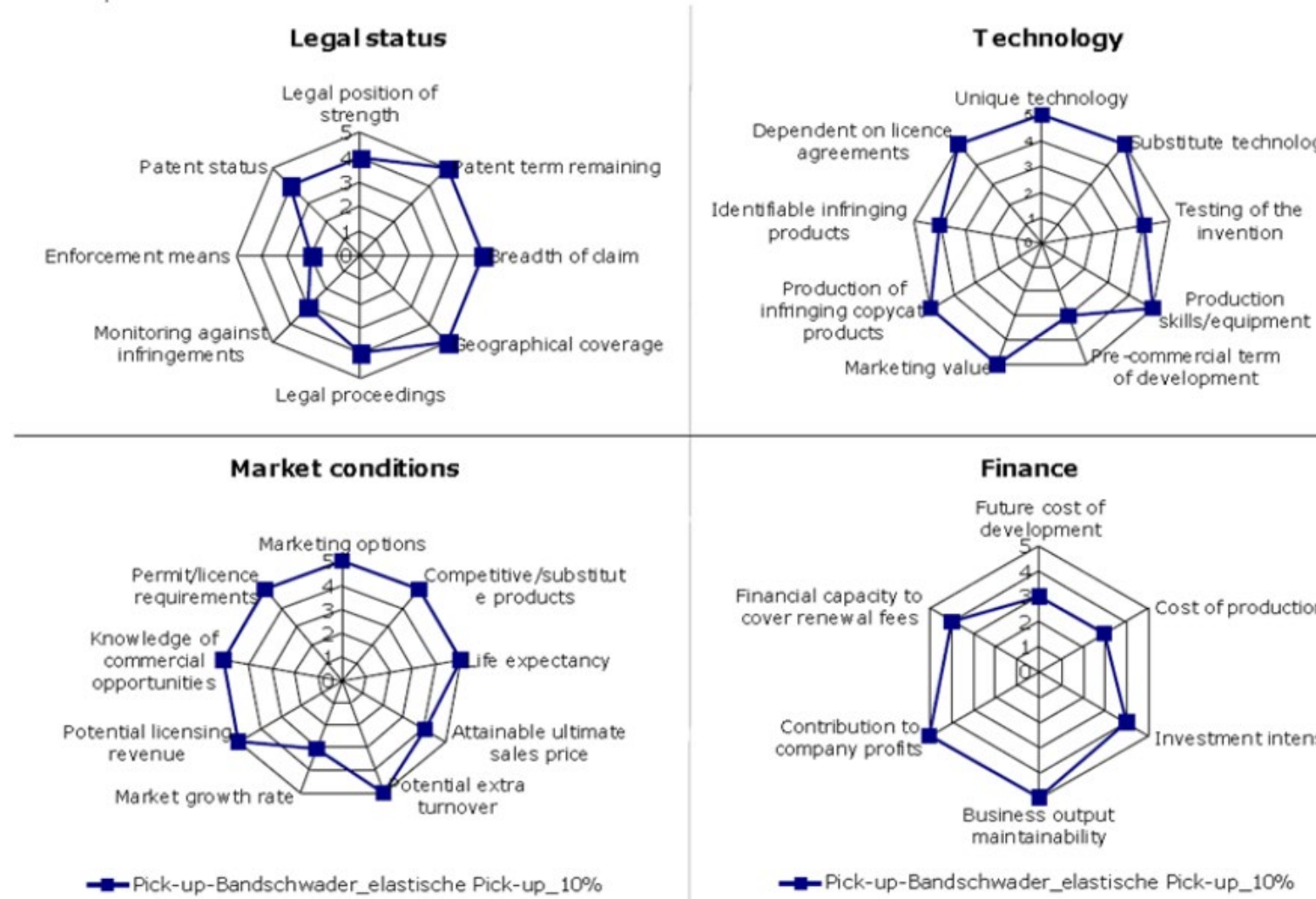




# Qualitative Patent Valuation IPscore

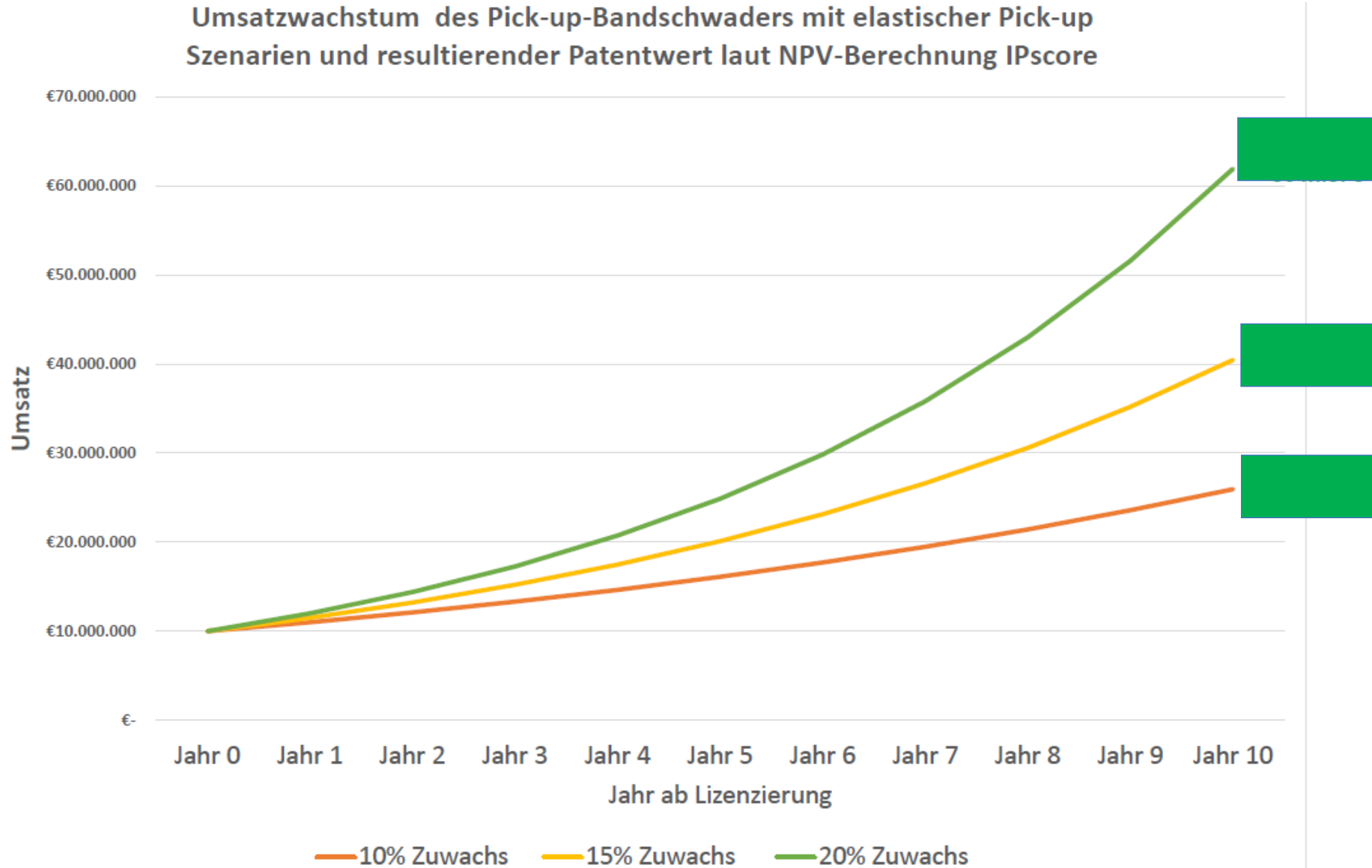
## 7.3→ Standard-Diagramme aus IPscore zur Beschreibung des qualitativen Patent(portfolio)-Profils¶

### Radar profile





# Estimated future sales & NPV





## Main lessons learned:

- One patent is not enough build patent portfolio around innovation
- Broad coverage is important: granted EP patents, granted US patents
- Patent matrix to optimize investment in patents and coverage
- Independent patent portfolio valuation decisive for license contracts
- Good knowledge of markets essential: to address real needs / to sell
- Strong end customer contact at right objectives for R&D priorities





# Feedback from Thomas Reiter

- Very valuable point of reference in phase of patent valuation
- Relevant advice for methods of patent evaluation and license contracts
- Introduction to IPscore valuation method was convincing
- Detailed evaluation with IPscore for Respiro Technology very useful
- Official Patent Valuation was decisive for 1 investor and 3 licensees
- Prominent big licensee has important markets in ~~US~~ patent decisive

#EENCanHelp

# Thank you!



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