

Cours 2019

VALORISATION DE LA RECHERCHE
De la découverte au produit

20 ANS D'INNOVATIONS unitec

Protéger vos idées

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AVEC LE SOUTIEN DE

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Innosuisse – Agence suisse pour l'encouragement de l'innovation

venturelab FAST TRACK FOR START-UPS

VENTURE KICK

GENILEM

Mission des Universités



✓ **Loi fédérale sur la recherche**

Art. 28 Publication et **mise en valeur des résultats de la recherche**

"l'institution prend les mesures propres à encourager la mise en valeur des résultats, notamment leur exploitation commerciale, et garantit aux inventeurs une part équitable des revenus générés par l'exploitation commerciale des résultats."

✓ **Loi sur l'Université et dans les Directives des HUG**

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HUG Hôpitaux Universitaires de Genève

UNIVERSITÉ DE GENÈVE

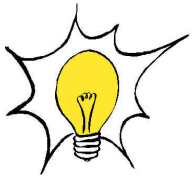
Protection des résultats de la recherche



La recherche est une source d'innovation et peut donc avoir une valeur commerciale







Connaissance, idées

Mais les résultats scientifiques = des biens immatériels

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Caractéristique des biens immatériels



Biens immatériels sont des biens créés par l'esprit humain, de nature non physique, comme un service ou une connaissance. Ils ont été distingués des biens matériels car on ne peut pas nécessairement y appliquer les même logiques de propriété et d'échange.

- Les biens immatériels sont des **biens non excluables**

Quelles protections juridiques pour les biens immatériels?

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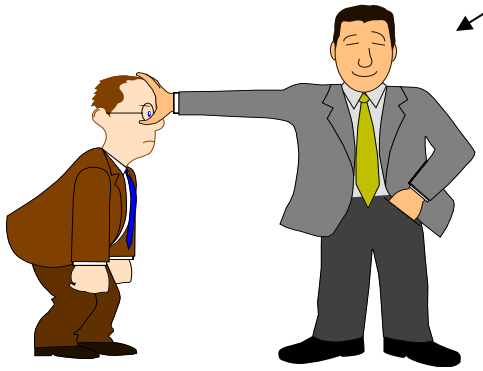
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Octroi de droits exclusifs



Concurrent

Vous



Exclusivité

Confère le droit d'exclure les tiers

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Titularités des droits



Titulaire: personne ayant le pouvoir de disposer du droit en question, ayant-droit économique (≠ inventeur)

Principe: celui qui crée le bien immatériel est titulaire des droits de PI sur ce bien

Exception: titularité d'un tiers sur les droits de PI (ex. employeur; art 332 CO; art 15 Loi Universitaire & Statuts du personnel HUG)

Exploitation commerciale: Institutions publiques doivent garantir aux inventeurs une part équitable des revenus générés par l'exploitation de la PI

Annonce d'invention





unitec

UNITEC
Reçue
Par

No dossier _____
(à remplir par Unitec)

CONFIDENTIEL

Annonce de technologie/invention

Le but de ce formulaire est de répertorier le type de technologie/invention et les circonstances dans lesquelles la technologie/invention a été développée. Ce document est important et doit être rempli avec soin.

Toute communication publique (écrite ou orale) relative à l'invention avant une demande de brevet peut supprimer toute chance de succès quant à son obtention.

Veuillez remplir le formulaire, le faire signer par toutes les personnes qui ont contribué au développement de la technologie/invention, et l'envoyer à Unitec, à l'adresse ci-dessous:

Unitec
Office of Technology Transfer
Uni Dufour
24, rue Général-Dufour
1211 Genève 4

Si vous avez des questions, n'hésitez pas à contacter Unitec
Phone: (022) 379 76 92
E-mail: unitec@unige.ch

Annonce obligatoire

Formulaire disponible sur

Unitec

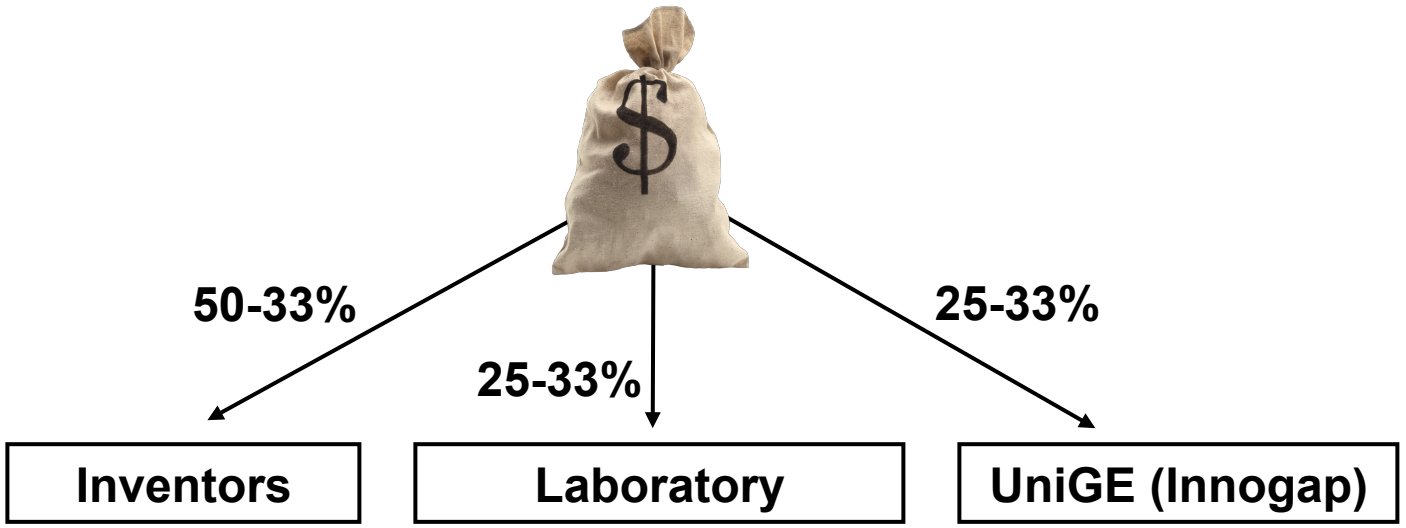
http://www.unige.ch/unitec/Annonce.doc

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Distribution des revenus





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UNITEC – 20 ans d'activité



960
Inventions dont 330 actives

260
Demandes de brevets

150
Brevets accordés

250
Licences dont 109 actives

7.3 CHF Millions
Revenus de licences

43
Spin offs dont 31 en activité

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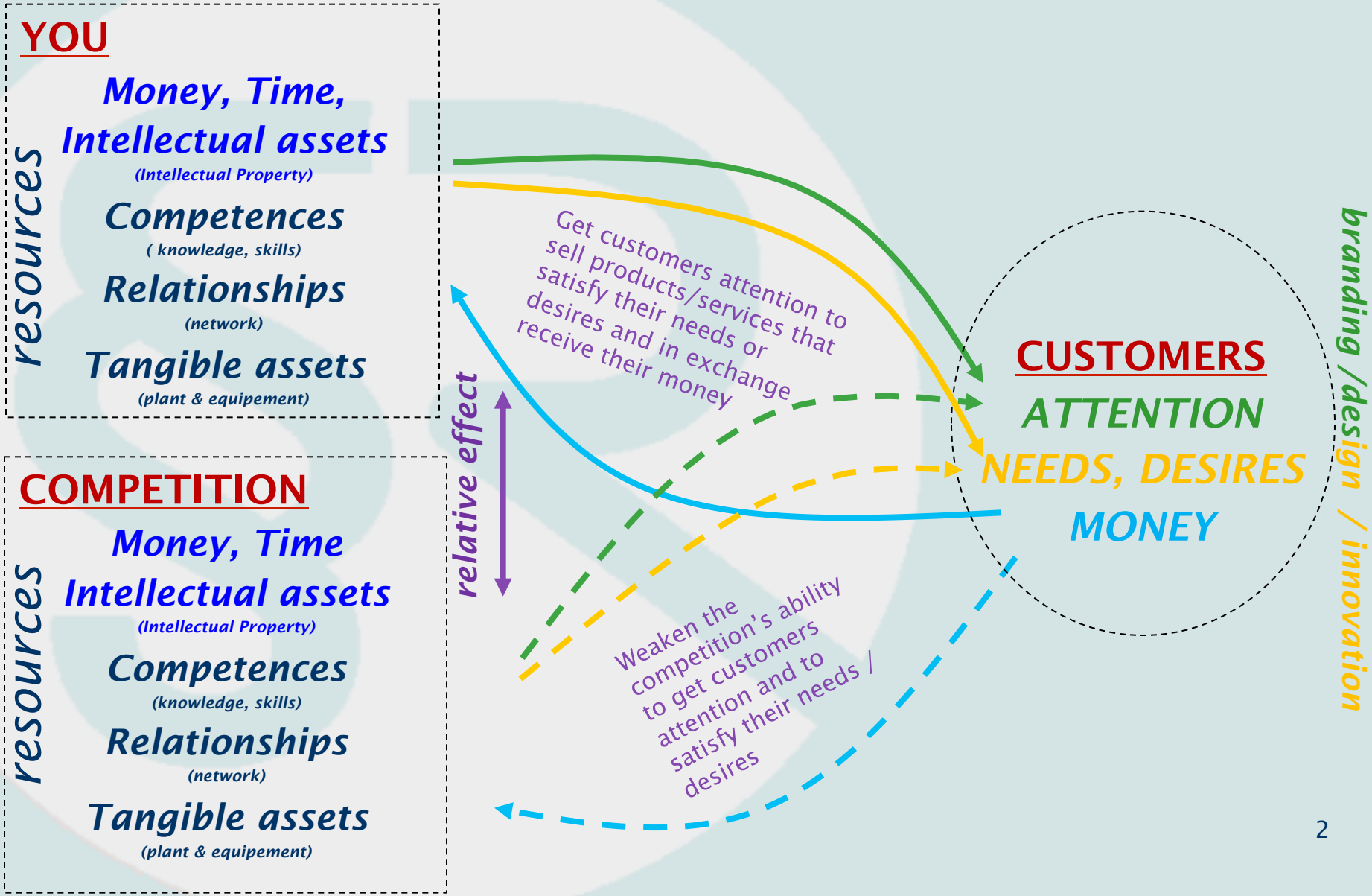
Protection de la Propriété Intellectuelle (PI)

Outils & Stratégies

« Protéger vos idées »

Conférences et Séminaires Unitec
7 mai, 2019

IP Assets- strategic function



IP Assets- strategic function

Responding to CUSTOMERS perceived NEEDS, DESIRES

differentiated products

patents, designs, copyright, know-how

innovating

branding

«The business has two – and only these two – basic functions: marketing and innovation. Marketing and innovation produces results, all the rest are costs.»
Peter Drucker in Management: Tasks, Responsabilities, Practices

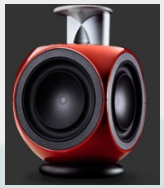
trademarks, company names, domain names

Getting CUSTOMERS ATTENTION

reputation / goodwill / trust

Intellectual Property Rights

Objects of protection



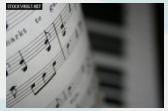
Designs

Visual appearance not dictated solely by functional characteristics



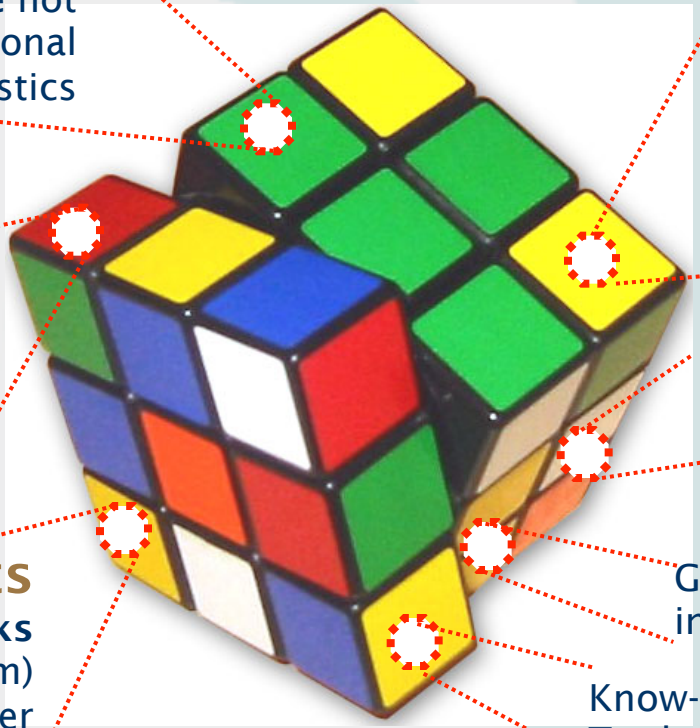
Patents

Invention or technical solution (exception US, AU) to a problem



Copyrights

literary/artistic works (code of computer program) having an individual character (form not content)



Trade Mark

Distinctive sign (name, slogan, logo, sound, colour …) used to distinguish products/ services of its owner compared to others on the market

Other signs

Corporate name, domain names

Geographical indication

Know-How
Trade Secret

Offering

IP – overview

branding innovating

REGISTRATION REQUIRED	NO REGISTRATION REQUIRED
PATENTS → new and non-obvious technical inventions	**COPYRIGHT** →literary/artistic works / computer programs (protects form not content)
DESIGNS → new and original visual appearance of object	**UNREGISTERED DESIGN RIGHTS** → EU (3 years)
	PRIOR USE RIGHTS
TRADEMARKS → distinctive sign distinguishing goods or services of one enterprise from another	UNREGISTERED TRADEMARK/ NAME RIGHTS (through use)
OTHER SIGNS (company name, domain name)	• Passing off (common law countries UK, CA, AU…) • Trade Dress (US) • Unfair competition

IP – overview

branding innovating

NO REGISTERED PROTECTION POSSIBLE (WITH EXCEPTIONS)
KNOW HOW → kept secret through contracts, employment law, and internal policies (secure storage and access, administration of access rights, fragmentation of key information, in house control of key processes and products «divide and rule»)
IDEAS, CONCEPTS → prior to conceiving the technical means to achieve the desiderata, such ideas and concepts are not patentable
BUSINESS & MARKETING METHODS →non patentable (with some exceptions in US, AU)
ODOURS → distinctive smell of goods / design feature (exceptions are olfactory marks allowed in some countries e.g. US)
SOUNDS → as a design feature (exceptions are sound marks allowed in certain forms in many countries)

Nature of intellectual property rights

Patents, Trademarks, Designs, Copyright:

→ exclusive right to prohibit the commercial exploitation of the protected right (**Negative right)**

→ exclusive right to dispose of protected right (license, sell, mortgage) **(Positive right)**

Limitations of protection:

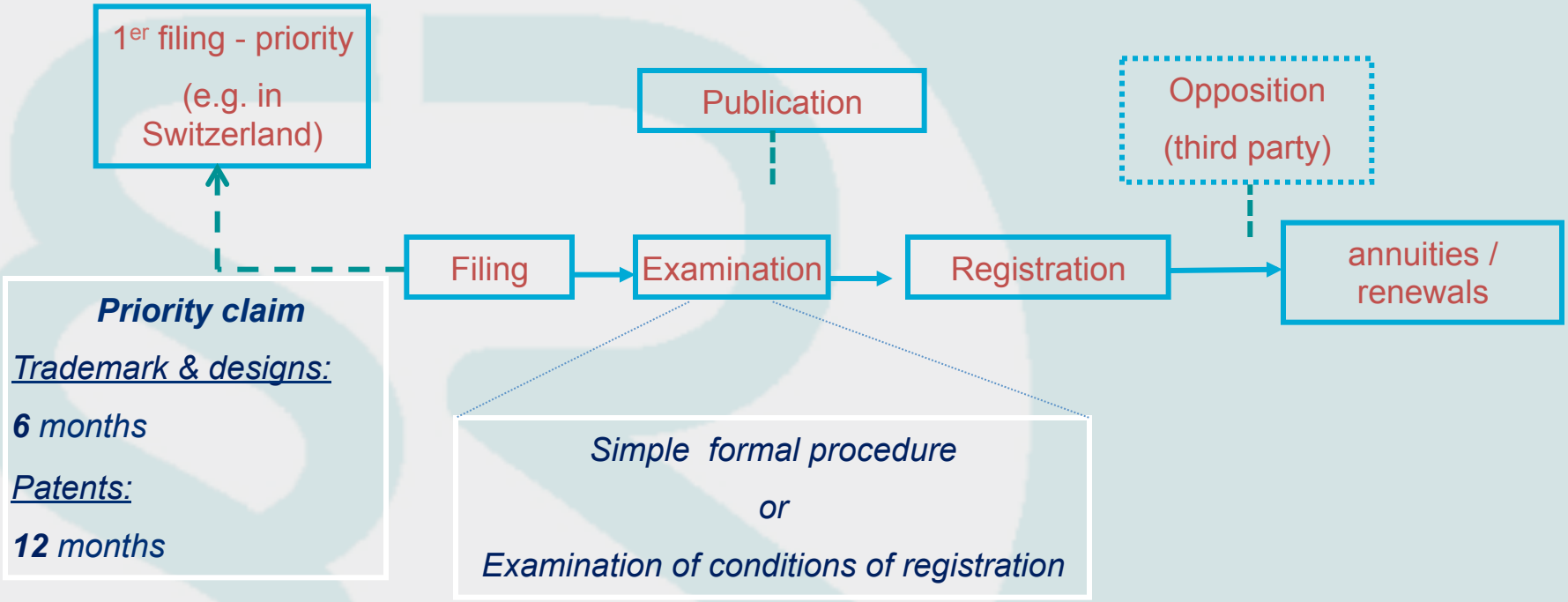
→ **Territoriality**

→ Duration of protection (designs, patents, copyrights)

Design	Trade mark	Patent	Utility Model	Copyright
Max. 10/14/25 years from filing	Renewable every 10 years	20 years from filing	7-10 years from filing	70 years from creator's death (software 50 years)

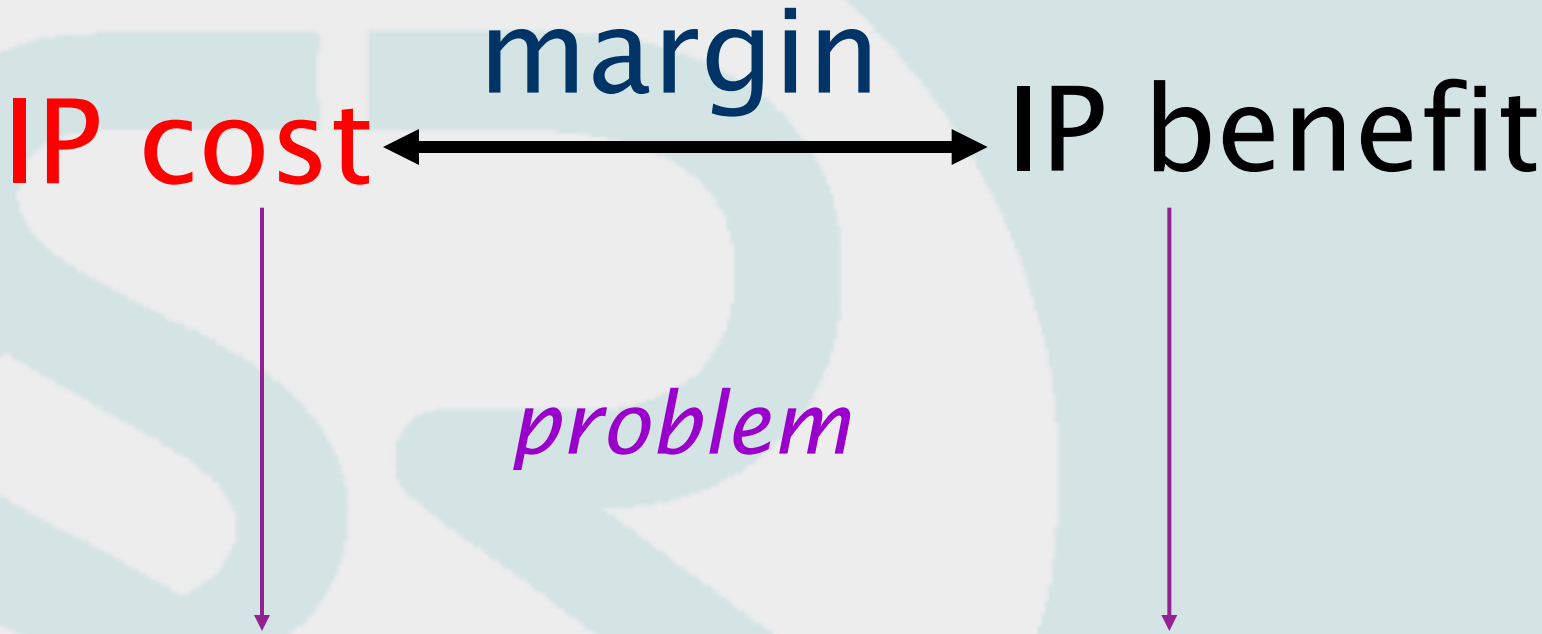
→ **Trademarks: requirement to use**

IP rights – General Procedure of registration



IP – strategy

economic objective = maximise margin



IP – strategy

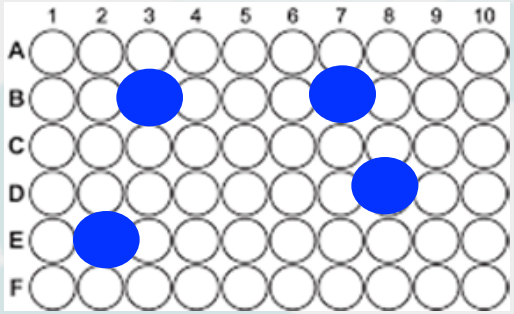
benefit

Effects
➢ Protection against infringement in countries of protection
➢ Positive image (innovation)
➢ Strengthens collaboration with 3rd parties
➢ Enables licensing & allows control and valorisation of created joint IP
➢ Ensures a certain freedom to operate *(e.g. manufacturing/distribution sites)*
➢ Increases intangible assets
➢ Ensuring an entry point of negotiation

Consequences
Increased margin and/or sales ***(i.e. increased sales price and/or market share)***
Direct revenue from IP
Increased company value

Defining objectives

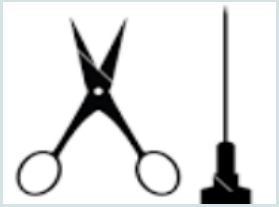
Objectives



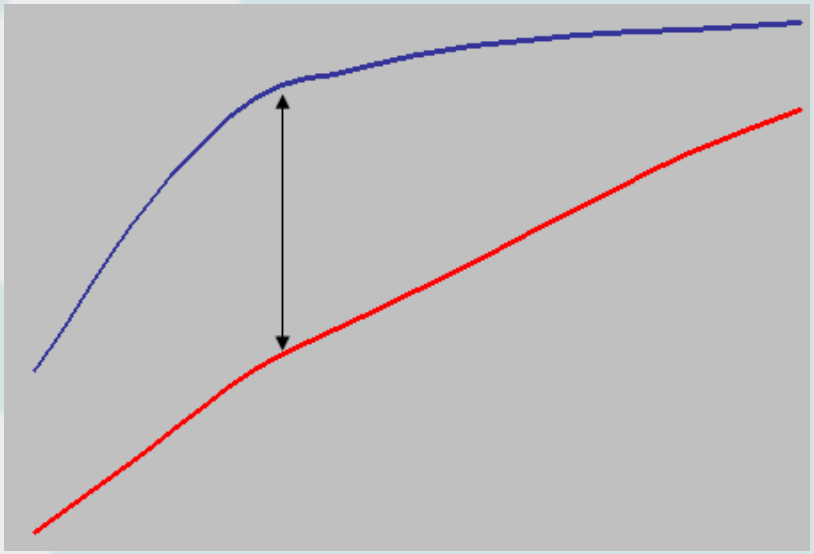
IPRs tools



IP strategy



- *Start-up creation*
- *Raising funds*
- *Protecting of technology platform*
- *Protecting of service offering*
- *Managing collaboration/partnership*
- *Licences (in/out)*
- *Preserving control of sourcing and quality*
- *Controlling Freedom to Operate*
- *Building and maintaining Image…*
- *Mining competition field*
- *…*



Identification of key elements influencing buying decision

What Are You Selling ? (USP)

- *Know-how*
- *Product*
- *Technology to be integrated*
- *Device/Kit*
- *Method*
- *Research tool*
- *Biomarkers*
- *Data set*
- *Goodwill & established reputation in a therapeutic field*
- *…*

Who is Buying ?

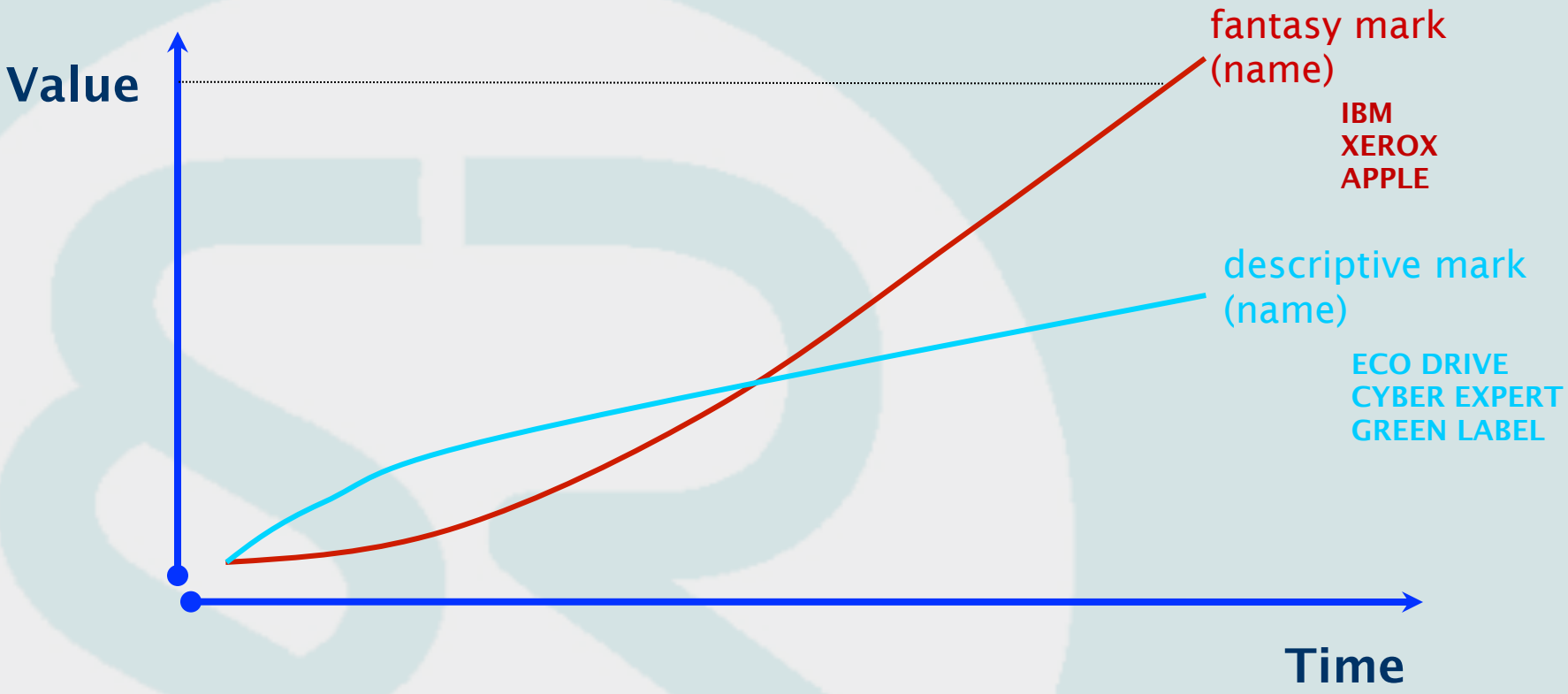
- *Apparatus constructors*
- *Software distributors*
- *Standard consumers*
- *On-line users*
- *Patient*
- *Doctor*
- *Hospital*
- *Heath insurances*
- *Private/academic labs*
- *Pharma companies*
- *…*



What to Protect

When to protect

Successful Brand & Innovation Development



proposal for a start-up:

focus on a single core brand / communicate through multiple channels

→company name = product brand name = domain name

= skype name = facebook = twitter =…

→ therefore important to select a « good » name that is free to use

What could be protected ?

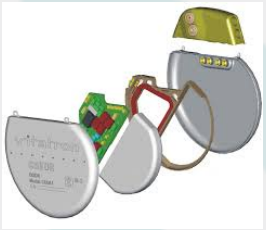
Examples

→ **New technologies** *(novel)*

OR

→ **Known technologies from other fields and adapted for use in new products:** *might be patentable if the technical solution developped for the new use is novel & inventive over prior art.*

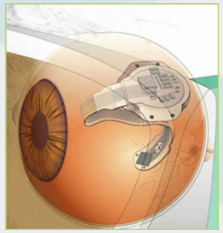
- → *The new function does not make it novel but technical means to achive this new function might be patentable*



Pace makers



Intraocular pressure sensors



Retinal Implants



Wireless brain interface

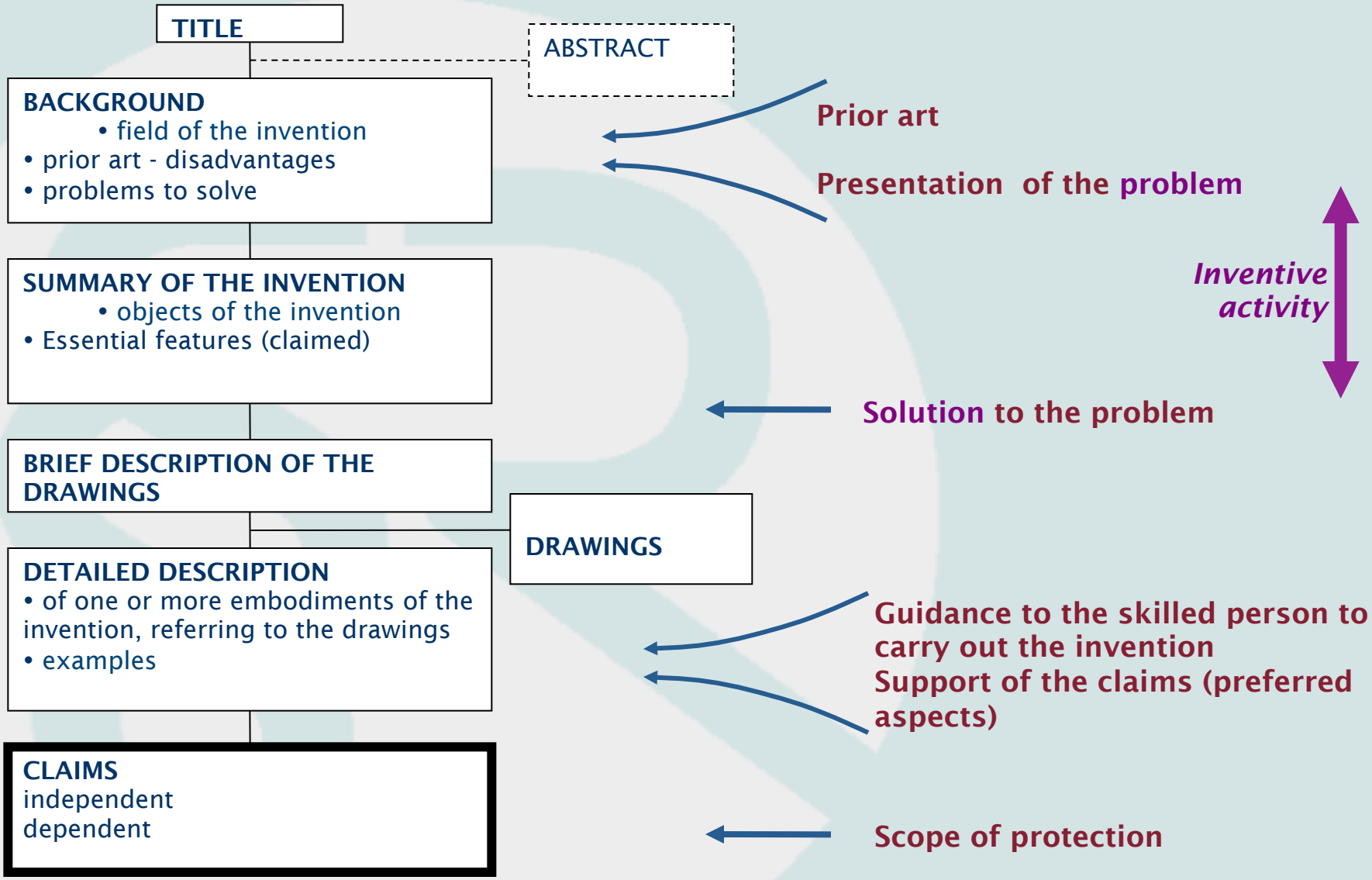


Health monitor



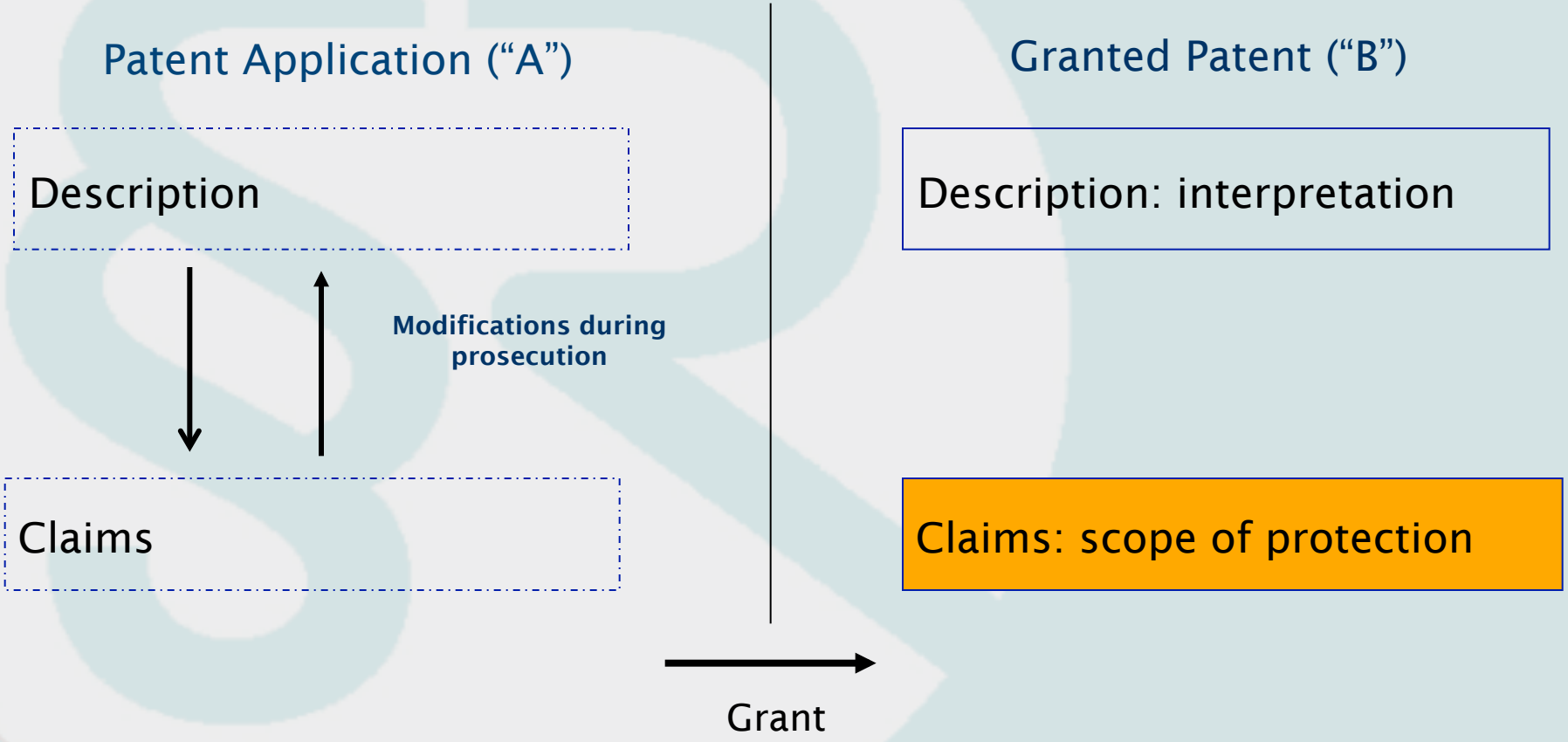
Telemetry cardiac monitor

Patent Structure



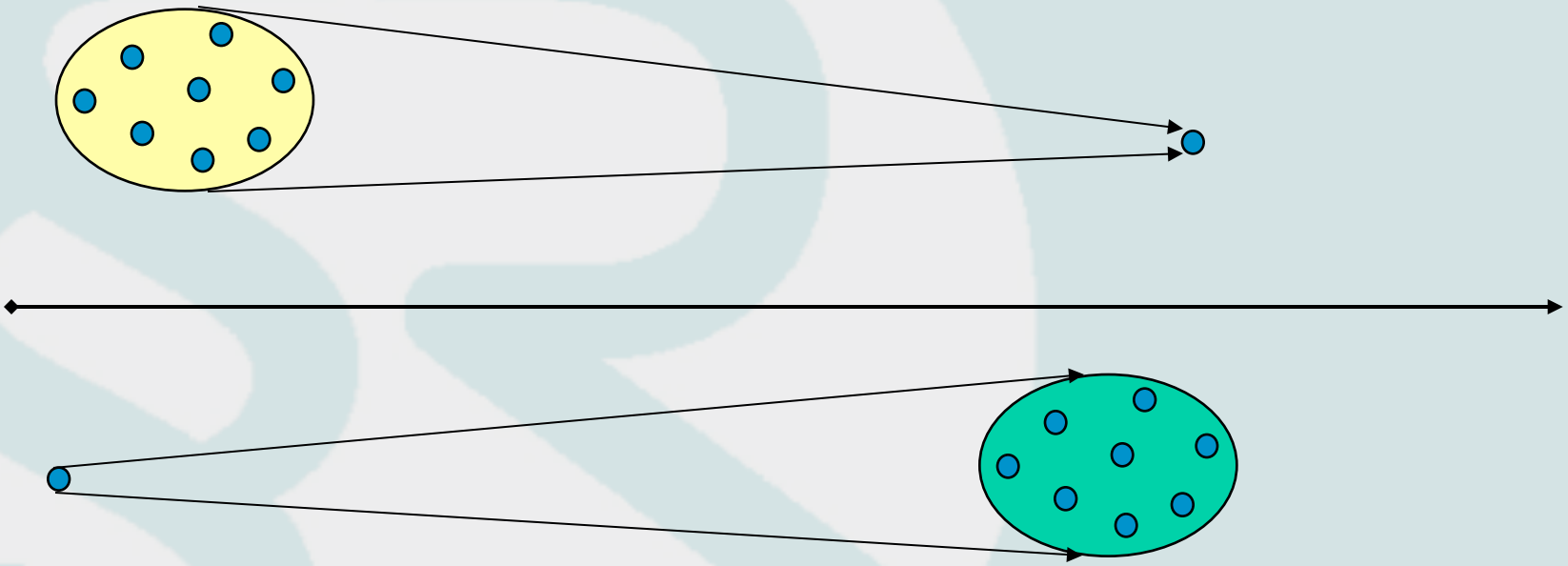
How to read a patent

Patent application and Patent (granted)



Effective Patent Protection

development process: converge to the best solution



patent protection process: expand to include alternative solutions → increase potential scope of protection

Claimed

Examples

Patent Protection - Timing

Importance of Timing

Balance between:

- **A late filing** when you have extensive experimental data (increased risk of being scooped by prior art)

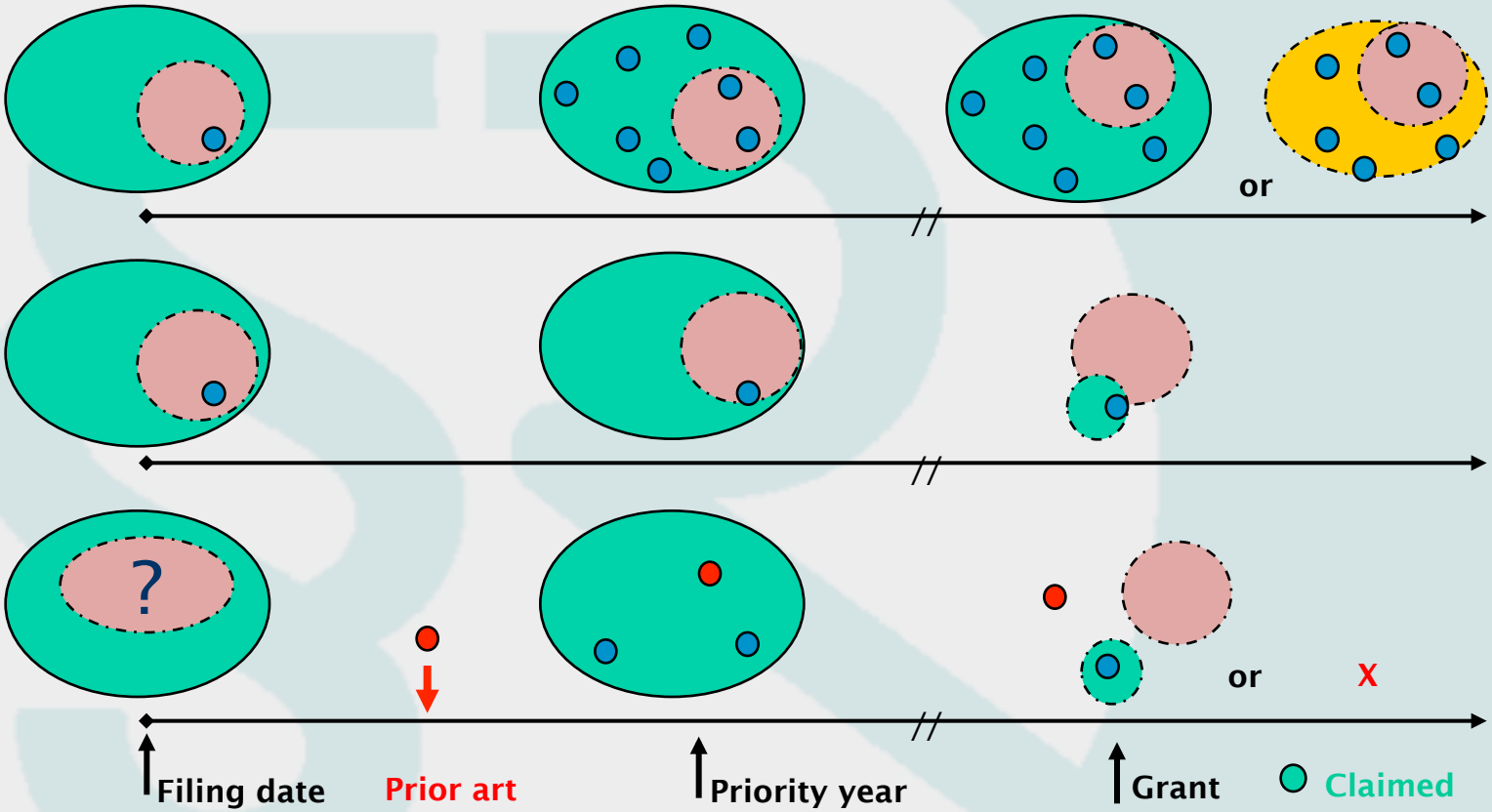
- **A too early filing** which will expose your patent application to enablement and sufficiency objections from Examiners (would lead to impossible or very narrow patent protection) & starts the clock for future patent costs

-> Filing a patent application not earlier than having at least few data supporting the invention & if the applicant believes to be in a position, within a year from this filing date, to provide at least some further data for supporting a scope economically reasonable for the patent application

Effective Patent Protection

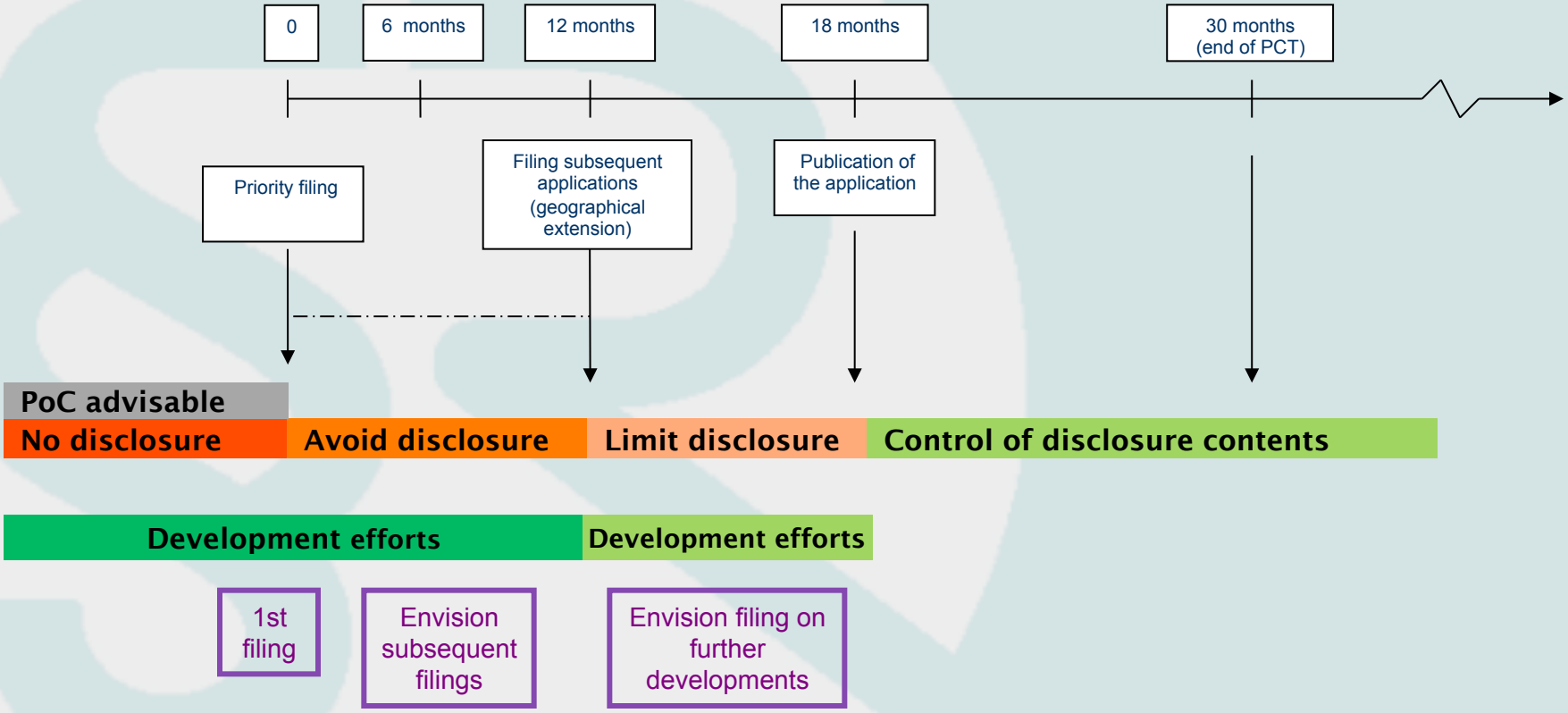
When to file?

Influences scope of protection

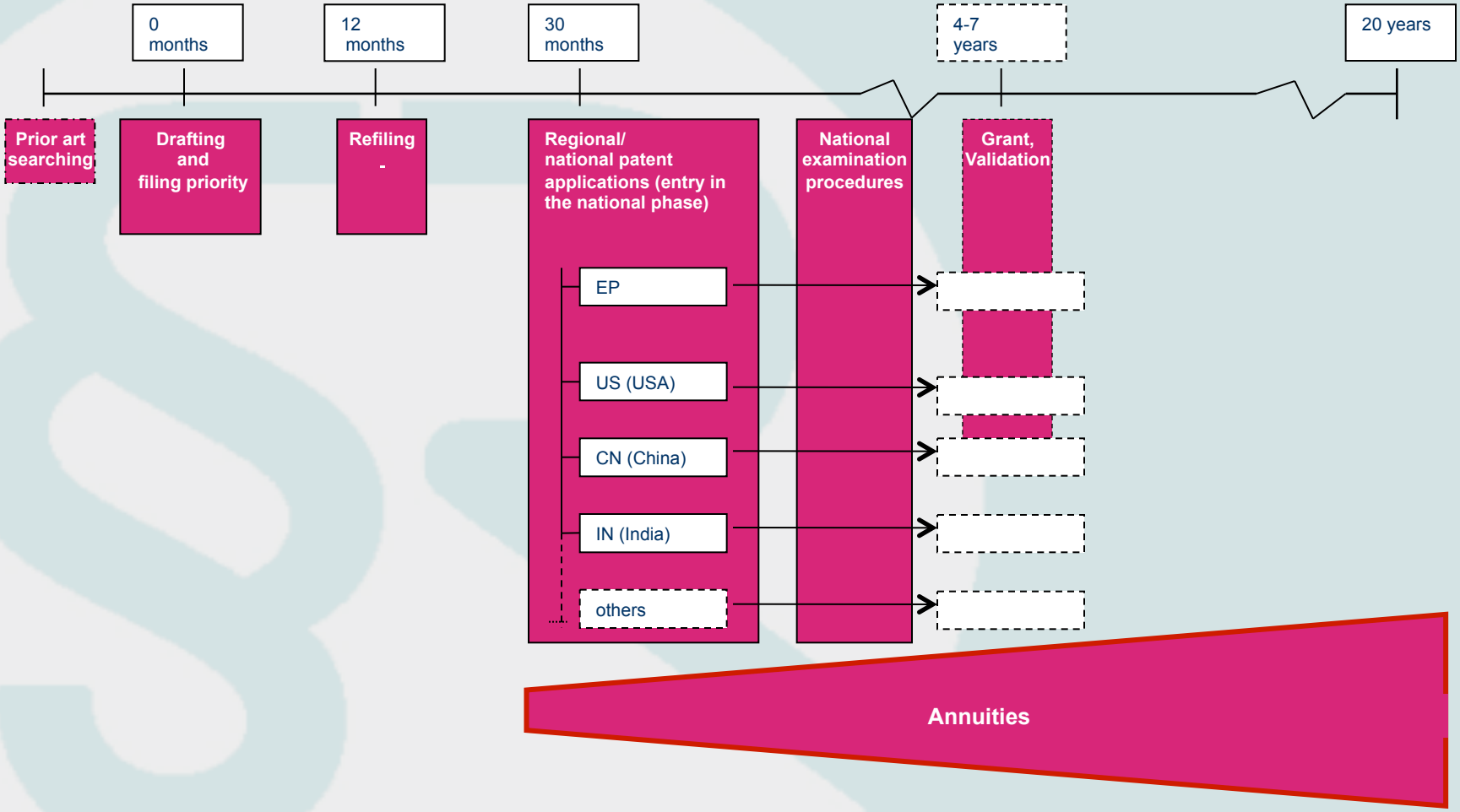


Effective Patent Protection

Development efforts and control of disclosures



IP Cost evolution during patent life



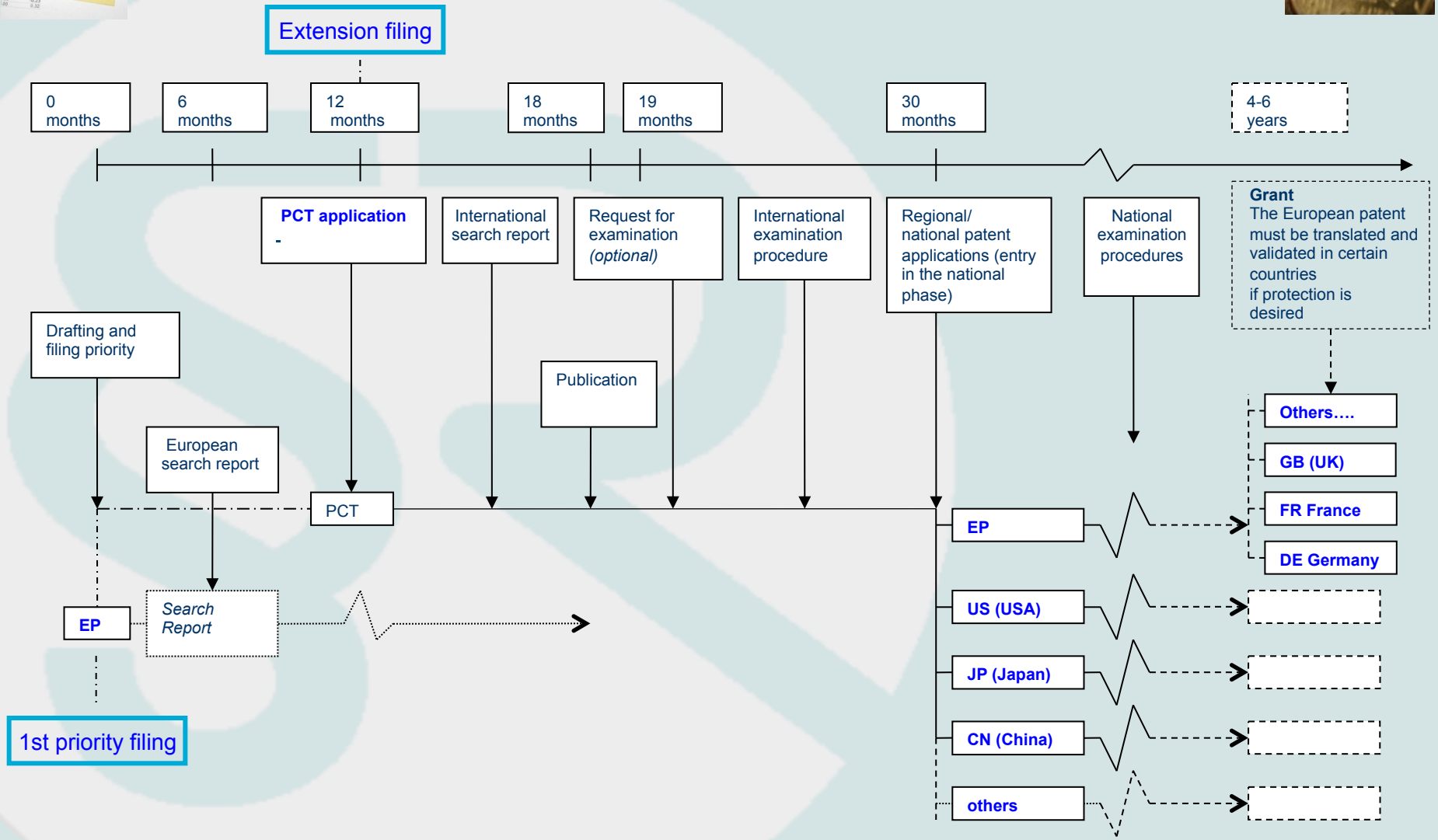
IP Cost drivers

1. **Geographical scope of protection**
2. **IP portfolio management (internal & external)**
3. **filing strategy & filing routes**
4. **Quality of drafting**
5. **prosecution difficulties**
6. **rapidity of examination procedure**
7. **inventiveness, nature & complexity of technology,.....**

Patent filing strategy







Inventorship determines ownership

Inventor ✗ Owner



Inventor

Employee
(service activity)

↓

Employer

Under contrat
(consultant, service provider)

↓

Depending on contract terms

Getting ready for filing a patent application



1. Invention Disclosure

- Description of the invention
- Details on research funding origin – rights ownership
- Potential development and value (applications, various aspects, in/out development)

2. State of the art

- Brief description of the background of the invention or starting point of the invention
- Results of prior art searches (if available) in patent and non-patent literature

CH: ***http://www.swissreg.ch/***
EP: ***https://worldwide.espacenet.com/advancedSearch?locale=en_EP***
US: ***http://patft.uspto.gov/l***
WO: ***https://patentscope.wipo.int/search/fr/search.jsf***
JP: ***https://www.j-platpat.inpit.go.jp/web/all/top/BTmTopEnglishPage***
PubMed, PubChem, Scirus, EBI …

- Identify disclosures (made or planned): reference, dates and copies of content (to be updated as long patent applications are pending)

3. Main differences/advantages/competitive advantage

4. Clearing chain of rights

-Details on research funding origin – rights ownership
-Identity of the inventors & respective contributions *(see record keeping)*
-External collaboration involved (MTA, R&D agreements, visiting scientists, copyright material, use of protected material or processes)

Enhancing protection

Alternative or Complementary protection

- ***Utility model (only available in some countries – DE, AT, JP, ES…)***
  - validity: *generally* same or similar substantive requirements as a patent (novelty, inventive step)
  - often simplified or no substantive examination
  - lower cost
  - shorter duration (usually 10 years or less depending on country)
  - not available in many countries
  - not all technologies (in particular pharmaceutical, chemical & biotech) can be protected via a utility model
  - methods (processes) cannot be claimed
- ***Design***
  - only protects **external appearance**
  - therefore very limited scope of protection (for technical inventions)
  - low cost and easy to enforce
- ***Preserve secret know-how***
  - difficult to implement esp. in view of employee mobility
  - needs a policy and procedures (*need to know basis / divide and rule / information repository /access rules*)

Freedom to Operate ≠ Patentability

Example

Patentable



Fœtal heart rate monitor

FTO?

Third party's rights?
(even from other fields)

- → **Freedom to operate (FTO) search and analysis are crucial before commercialization**
- → **It might be complex and needs to performed once the product is defined**

Various scenarios regarding IP position

1. you can commercialise a product and can protect it

(i.e. your product does not infringe an in-force third party patent and is not disclosed in the prior art and is therefore patentable)

2. you cannot commercialise a product but can protect it

(i.e. your product would infringe an in-force third party patent that covers broadly a technology included in your product, but at the same time the product/part of it is patentable because it is novel and inventive over the prior art)

3. you can commercialise a product but cannot protect it

(i.e. your product does not infringe an in-force third party patent however is disclosed or anticipated in the prior art and is therefore not patentable)

4. you cannot commercialise a product and cannot protect it

(i.e. your product would infringe an in-force third party patent that covers broadly a technology included in your product and at the same time the product is not patentable because it is disclosed or anticipated in the prior art)



Consolidation of assets
Increasing value



Agreements with third parties

Define Objectives (short/mid term) of the Agreement

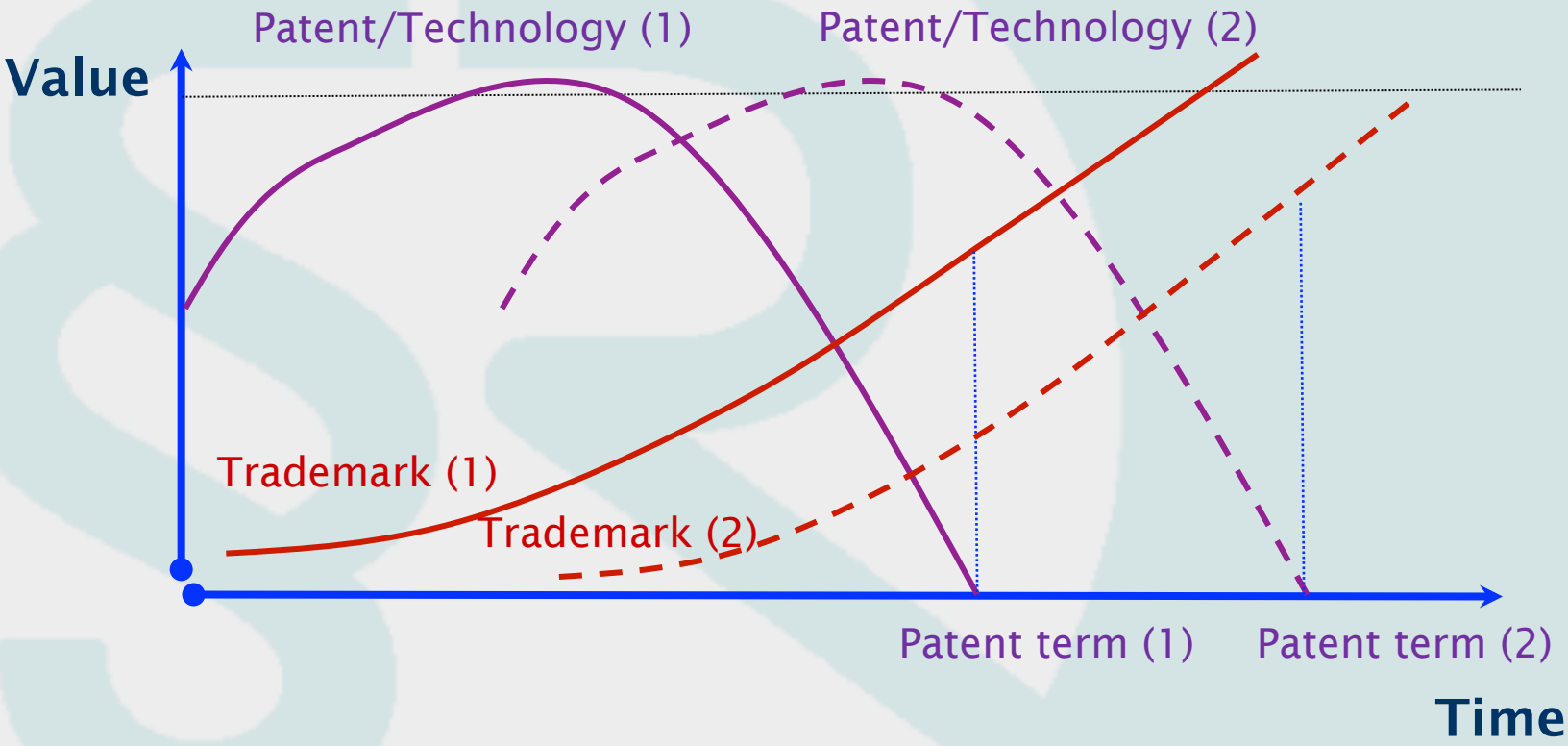
- Aim of the Agreement
- Any back-up strategy if no agreement reached
- Identify likelihood and nature of resulting new IP
- Define internally what you would be ready to accept as compromise & the associated level of risk

Decide the appropriate type of Agreement (Services, Research, co-development, clinical, License…)

- ***Service Agreements:*** aim at filing patent applications before signing, retaining rights on data and to review/amend/authorize publications;

- ***Research/Collaboration Agreements*****:** aim at having own background IP before signing; getting non-exclusive licence on third party background IP/ resulting new IP, try to define conditions of transfer of rights or exclusive license early-on; define carefully the field

IP Assets- value over time, duration





– THE END –

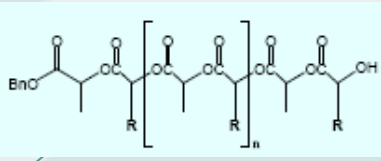
Thanks for your attention!

- Q & A -

Examples

What could be protected ?

Examples



- New Chemical entity (NCE)
- Isolated natural product
- New use
- Delivery systems
- Formulations….



- New sequences (proteins, peptides, nucleotides , etc..)
- Antibodies, chimeric proteins
- New medical use
- Methods of detection….



- Medical devices
- Image processing
- Detection kits…



Medical tools

Example of complementary protection

Galderma

US00D734153S

(12) **United States Design Patent**
Fily

(10) **Patent No.: US D734,153 S**
(45) **Date of Patent: ** Jul. 14, 2015**

(54) **CLOSURE FOR A CONTAINER**

(71) Applicant: **Galderma Research & Development**, Sophia Antipolis (FR)

(72) Inventor: **Sebastien Fily**, Sophia Antipolis (FR)

(73) Assignee: **Galderma R&D**, Sophia Antipolis (FR)

(**) Term: **14 Years**

(21) Appl. No.: **29/468,264**

(22) Filed: **Sep. 27, 2013**

(51) **LOC (10) Cl.** **09-99**

(52) **U.S. Cl.**
USPC **D9/499**; D9/449; D9/905

(58) **Field of Classification Search**
USPC D9/434, 435, 440, 447, 449, 499, 705, D9/708, 709, 905; D3/323; 383/69
CPC B65D 33/1666; B65D 33/1658; B65D 33/165; B65D 33/16
See application file for complete search history.

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Office Action issued Apr. 23, 2015 in U.S. Appl. No. 13/729,208 by Fily.

Primary Examiner — Robert M Spear
(74) *Attorney, Agent, or Firm* — Panitch Schwarze Belisario & Nadel LLP

(57) **CLAIM**

The ornamental design for a closure for a container, as shown and described.

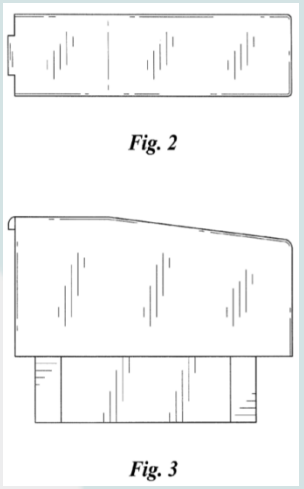


Fig. 2

Fig. 3

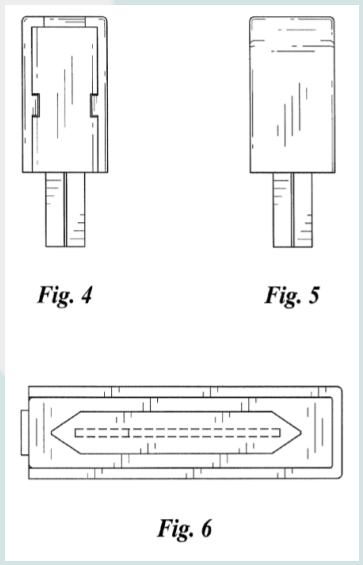


Fig. 4

Fig. 5

Fig. 6

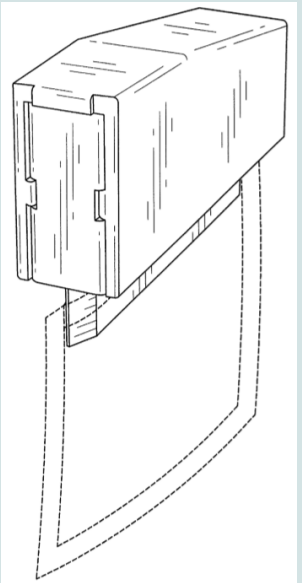


Fig. 1

Medical tools

Example of complementary protection

Galderma

(12) **United States Patent**
Fily

(10) **Patent No.: US 9,643,759 B2**
(45) **Date of Patent: May 9, 2017**

(54) **CLOSURE FOR CONTAINER, COMBINATION THEREOF, AND METHOD OF USING SAME**

(71) Applicant: **Galderma R&D**, Sophia Antipolis (FR)

(72) Inventor: **Sebastien Fily**, Sophia Antipolis (FR)

(73) Assignee: **Galderma R&D**, Sophia Antipolis (FR)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 277 days.

(21) Appl. No.: **13/729,208**

(22) Filed: **Dec. 28, 2012**

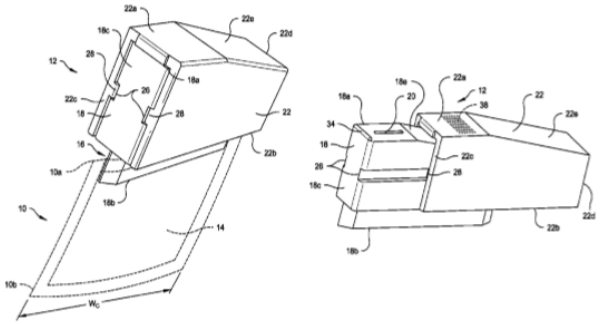
(65) **Prior Publication Data**

(57) **ABSTRACT**

A closure for a container including a base having a passageway extending therethrough. At least a portion of the base is configured to attach to at least a portion of an opening of a container such that the passageway is in registry with at least a portion of the opening. A cap is movably attached to the base. The cap is movable between a first position in which at least a portion of the cap blocks at least a portion of the passageway and a second position in which the cap is spaced-apart from at least a portion of the passageway to allow contents from within the container to pass therethrough. A seal is positioned on one of the cap and the base.

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(Continued)



1 claim:

1. A closure for a container, the closure comprising:

a base having a first portion and an underlying second portion fixedly attached thereto and defining a longitudinal axis extending in a direction from the first portion to the underlying second portion, a passageway extending through the first and second portions in a direction generally parallel to the longitudinal axis of the base, a width of the passageway in the first portion, as measured generally perpendicularly to the longitudinal axis, being smaller than a width of the passageway in the second portion, as measured generally perpendicularly to the longitudinal axis, at least a portion of the second portion being configured to be attached to at least a portion of an opening of a container such that the passageway is in registry with at least a portion of the opening;

a cap movably attached to the first portion of the base, the cap being movable between a first position in which at least a portion of the cap blocks at least a portion of the passageway and a second position in which the cap is spaced-apart from at least a portion of the passageway to allow contents from within the container to pass therethrough;

a seal on one of the cap and the base, at least a portion of the seal being positioned and at least partially compressed between the cap and the base when the cap is in the first position to seal the passageway; and

at least one first fastening member positioned on or in the first portion of the base, and at least one complementary second fastening member positioned on or in the cap, wherein the second fastening member engages the first fastening member to align the cap with the base.

IP protection strategies for Medical Devices

Example of complementary protection

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

(10) **Patent No.: US 8,095,199 B2**
(45) **Date of Patent: Jan. 10, 2012**

(54) **PORTABLE ELECTROCARDIOGRAPH WITH A NEUTRAL ELECTRODE**

(75) Inventors: **Weihu Wang**, Beijing (CN); **Lei Chen**, Beijing (CN); **Peng Wu**, Beijing (CN)

(73) Assignee: **Beijing Choice Electronic Technology Co., Ltd.**, Beijing (CN)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 561 days.

(21) Appl. No.: **12/159,548**

(56) **References Cited**

U.S. PATENT DOCUMENTS

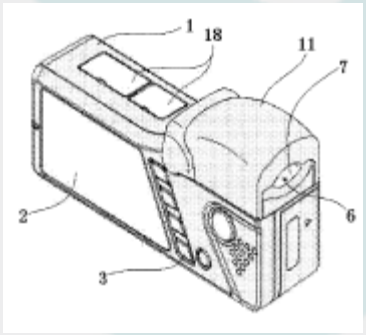
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(Continued)

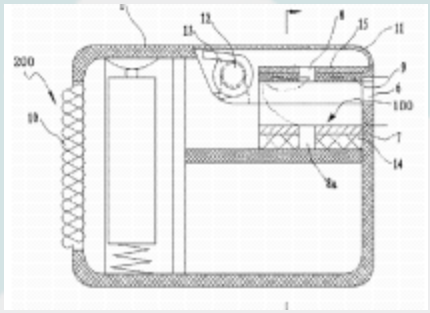
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Bays, Pamela M., Office Communication, Mar. 29, 2011, United States Patent and Trademark Office.





The invention claimed is:

1. A portable electrocardiograph, comprising:

a housing having a first end, a second end, and a back face;

a clamping cover configured to automatically close provided on the first end of the housing (**1**);

a finger hole provided between the clamping cover and the housing, the finger hole defined by an inner wall including a lower half defined on the housing and an upper half defined on the clamping cover;

a first electrode provided on the lower half of the inner wall;

a second electrode provided on the second end of the housing; and

a third electrode provided on the back face of the housing, in which the first electrode or the third electrode is a neutral electrode, and the third electrode is configured in a bending shape.

IP protection strategies for Medical Devices

Example of complementary protection

- International Registration n° 1028434 (US, EM), Chinese priority



- International Registration n° 1035737 (US, EM), Chinese priority



- **Class 10:**

Nursing appliances; surgical apparatus and instruments; instrument cases for use by surgeons and doctors; anesthetic apparatus; pumps for medical purposes; hematimeters; injectors for medical purposes; medical apparatus and instruments; cases fitted for medical instruments; arterial blood pressure measuring apparatus; sphygmomanometers; sphygmotensiometers; respirators for artificial respiration; apparatus for artificial respiration; stethoscopes; cases fitted for use by surgeons and doctors; veterinary apparatus and instruments; syringes for medical purposes; physical exercise apparatus, for medical purposes; apparatus for use in medical analysis; testing apparatus for medical purposes; thermometers for medical purposes; diagnostic apparatus for medical purposes; electrocardiographs; electrodes for medical use; physiotherapy apparatus; medical treatment ultrasonic instruments and parts; electronic hearing aids; hearing aids for the deaf; ambulance stretchers; furniture especially made for medical purposes; medical guide wires

- **Owner:** Beijing Choice Electronic Technology Co., Ltd. 100039 Beijing (CN)

Patent protection in the field of IT

Examples

Apple Inc

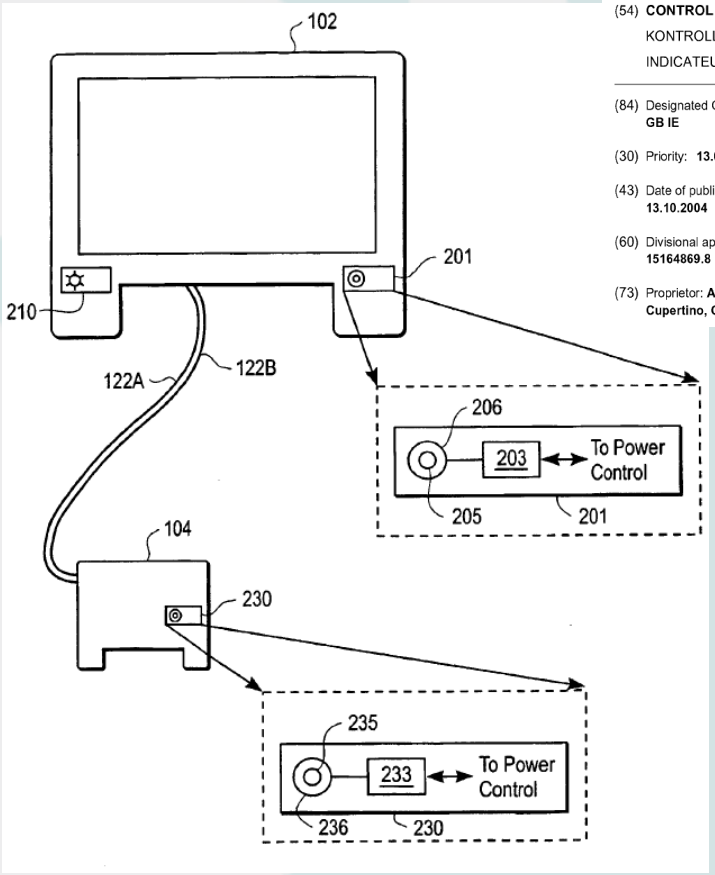
1. A data processing system comprising:

a computer (104);
a display device (102); and
an indication assembly for the data processing system, the indication assembly comprising:

a first control assembly (230, 530, 1010) mounted on a surface of the computer (104), comprising a first sensor (236, 536, 1022) and a first indicator (235, 535), the first sensor and the first indicator being coupled to a first sensing circuit (233,533), wherein the first sensing circuit is arranged to send an electrical signal to the first indicator for controlling its presentation and a power control signal (1026) to the computer when a user-touch occurs to said first sensor; and

a second control assembly (201, 501, 1011) mounted on a surface of the display device (102) coupled to said computer, comprising a second sensor (206, 506, 1031) and a second indicator (205, 505), the second sensor and second indicator being coupled to a second sensing circuit (203, 503), wherein the second sensing circuit is arranged to send an electrical signal to the second indicator for controlling its presentation and a power control signal (1028) to the computer when a user-touch occurs to said second sensor;

wherein said first control assembly and said second control assembly are configured to share a signal source (1020) to synchronise the behaviours of said first indicator and said second indicator when said user-touch occurs to either one of said first control assembly and said second control assembly.



Patent Office
Office européen des brevets

(11) EP 1 466 236 B1

(12) EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention of the grant of the patent:
10.06.2015 Bulletin 2015/24

(21) Application number: **02752122.8**

(22) Date of filing: **28.06.2002**

(51) Int Cl.:
G06F 1/26 *(2006.01)* ***H03K 17/96*** *(2006.01)*

(86) International application number:
PCT/US2002/020692

(87) International publication number:
WO 2003/007139 (23.01.2003 Gazette 2003/04)

(54) **CONTROL INDICATORS FOR DATA PROCESSING SYSTEMS**
KONTROLLINDIKATOREN FÜR DATENVERARBEITUNGSSYSTEME
INDICATEURS DE COMMANDES POUR SYSTEMES DE TRAITEMENT DE DONNEES

(84) Designated Contracting States:
GB IE

(30) Priority: **13.07.2001 US 905632**

(43) Date of publication of application:
13.10.2004 Bulletin 2004/42

(60) Divisional application:
15164869.8

(73) Proprietor: **APPLE INC.**
Cupertino, CA 95014 (US)

- **CAPPELS, Richard, D.**
  Mesa, AZ 85212 (US)
- **KERR, Duncan, R.**
  San Francisco, CA 94114 (US)
- **CULBERT, Michael**
  Monte Sereno, CA 95030 (US)

(74) Representative: **Gillard, Matthew Paul**
Withers & Rogers LLP
4 More London Riverside
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SE1 2AU (GB)

Patent protection in the field of IT

Examples

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

(10) **Patent No.: US 9,603,123 B1**
(45) **Date of Patent: Mar. 21, 2017**

(54) **SENDING SMART ALERTS ON A DEVICE AT OPPORTUNE MOMENTS USING SENSORS**

(71) Applicant: **Apple Inc.**, Cupertino, CA (US)

(72) Inventors: **Stephen P. Jackson**, San Francisco, CA (US); **Anil K. Kandangath**, San Francisco, CA (US); **Ronald K. Huang**, San Jose, CA (US)

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)

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Apple Inc

1. A computer-implemented method of providing alerts using a device, the computer-implemented method comprising, at the device:

receiving a notification;

outputting a first alert in response to receiving the notification;

obtaining one or more measurements from one or more sensors of the device;

determining the device is not accessible to a user based on the one or more measurements from the one or more sensors of the device;

suppressing a second alert at a specified time after providing the first alert when the device is not accessible to the user;

monitoring subsequent measurements from the one or more sensors of the device at a plurality of times after suppressing the second alert;

detecting, by a state engine executing on the device, a change in a state of the device based on one or more of the subsequent measurements from the one or more sensors at one or more of the plurality of times;

determining that the device is accessible to the user based on the change in the state of the device; and

outputting the second alert based on determining that the device is accessible to the user.

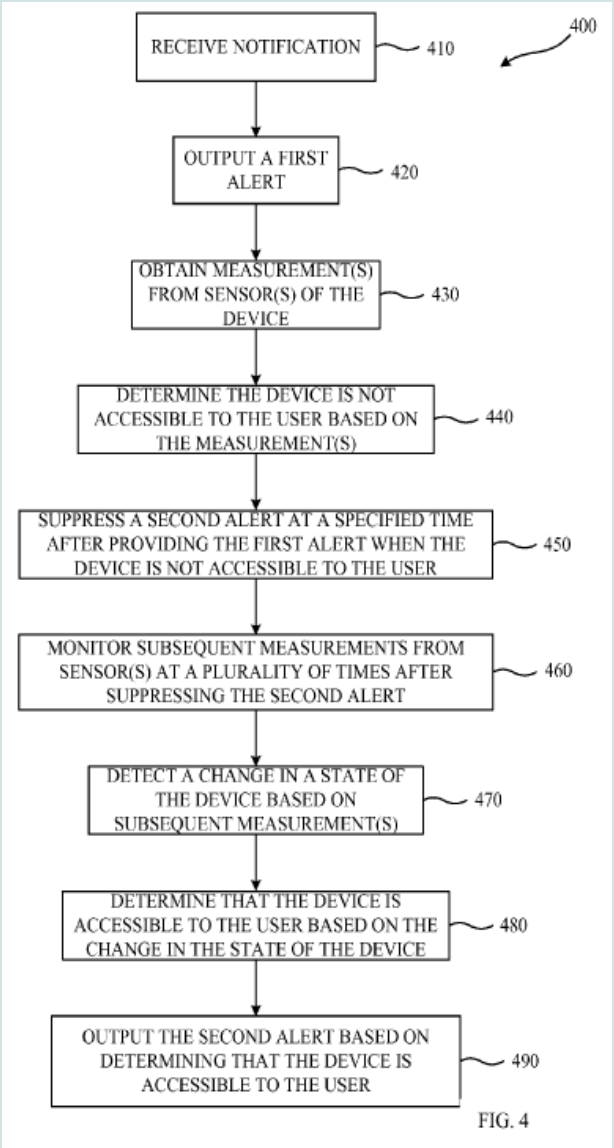
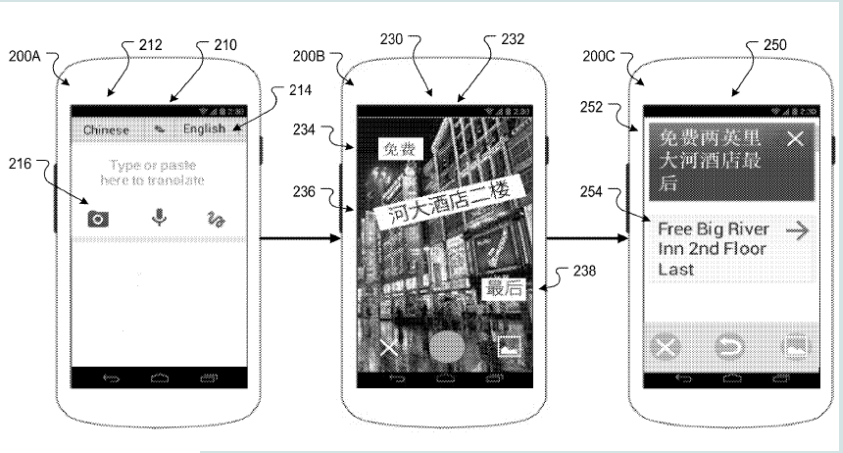


FIG. 4

Patent protection in the field of IT

Examples

Google Technology



8. A system, comprising:

a data processing apparatus; and

a memory storage apparatus in data communication with the data processing apparatus, the memory storage apparatus storing instructions executable by the data processing apparatus and that upon such execution cause the data processing apparatus to perform operations comprising:

receiving an image from a camera of a user device;

identifying text depicted in the image, the identified text being in two or more text blocks identified in the image, the two or more text blocks including a first text block and a second text block distinct from the first text block, the identified text being in a first language;

processing, by the data processing apparatus, the image to determine a relative prominence between the two or more text blocks and to determine, from a plurality of different prominence presentation contexts, a prominence presentation context for presenting a translation of text depicted in the image based on the relative prominence, wherein each prominence presentation context corresponds to a relative prominence of each text block in which text is presented within images to other text blocks identified in the images, and each prominence presentation context has a corresponding graphical user interface for presenting a translation of a different portion of the identified text than each other prominence presentation context;

determining, based on the selected prominence presentation context, that a translation of a single text block, of the two or more text blocks, will be presented using the graphical user interface corresponding to the selected prominence presentation context;

in response to determining that a translation of a single block of text will be presented using the graphical user interface corresponding to the selected prominence presentation context, selecting, between the first text block and the second text block and based on a size of the text in the first text block and a location of the first text block within the image relative to a size of the text in the second text block and a location of the second text block within the image, first text block as the single text block for which a translation will be presented using the graphical user interface corresponding to the selected prominence presentation context;

presenting, at a display of the user device, the translation of the text in the first text block in an overlay over the image using the graphical user interface corresponding to the selected prominence presentation context, while presenting the text in the second text block in the first language and in the image.

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

(10) **Patent No.: US 9,547,644 B2**
(45) **Date of Patent: *Jan. 17, 2017**

(54) **PRESENTING TRANSLATIONS OF TEXT DEPICTED IN IMAGES**

(71) Applicant: **Google Inc.**, Mountain View, CA (US)

(72) Inventors: **Alexander J. Cuthbert**, Oakland, CA (US); **Joshua J. Estelle**, San Francisco, CA (US)

(73) Assignee: **Google Inc.**, Mountain View, CA (US)

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(Continued)

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WO WO 01/04790 1/2001
WO WO 2012/158047 11/2012

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IP – strategy

Case study overview – Apple design filing strategy



1-Basic shape
(flat box, round edges)
D558,757

2- features
(screen, connectors, buttons)
D558,756

3- surface finish
(glass-like)
D580387

4. Color
(black, silver)
D558,758

Color designs for 193 screenshots

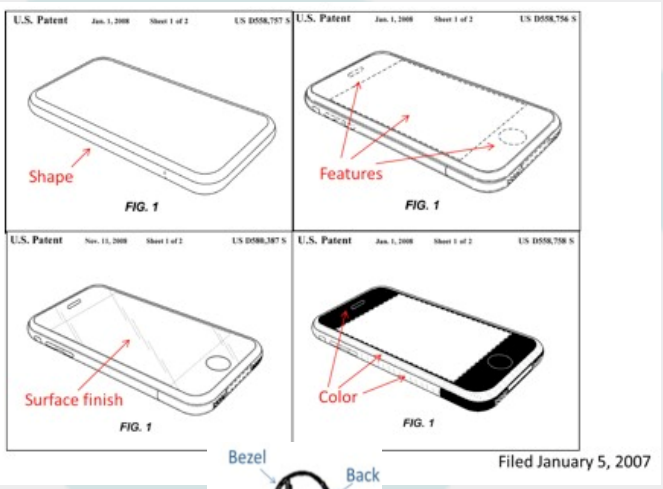
Designs with dotted lines

Third generation filings

IP – strategy

Case study overview – Apple design filing strategy

Design filings — **Jan. 5th, 2007**



Filed January 5, 2007

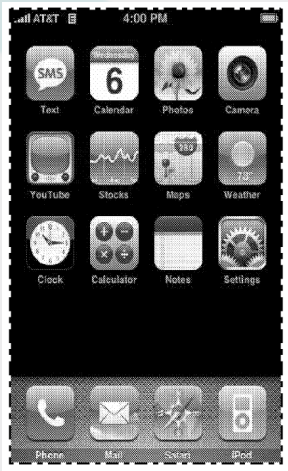


Original filing

i-phone intoduction to public — **Jan. 9th,**

Design filings — **June 23rd**

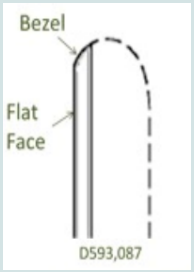
Color designs for 193 screenshots



i-phone sales — **June 29th**

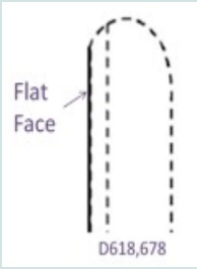
Design filings — **July 30th, 2007**

Designs with dotted lines



Design filings — **Feb. 2nd, 2009**

Third generation filings



Source: http://www.ipwatchdog.com/2013/08/23/the-power-of-portfolio-strong-design-patents/id=44774/

Patent filing strategy & Costs





Extension filing

0 months | 6 months | 12 months | 18 months | 19 months | 30 months | 4-6 years

PCT application -

International search report

Request for examination *(optional)*

International examination procedure

Regional/ national patent applications (entry in the national phase)

National examination procedures

Grant
The European patent must be translated and validated in certain countries if protection is desired

Drafting and filing priority

Publication

European search report

PCT

EP

Search Report

1st priority filing

Others….

GB (UK)

FR France

DE Germany

EP

US (USA)

JP (Japan)

CN (China)

others

CHF Accrued 6'000-10'000

13'000-18'000

36'000-42'000

42'000-60'000

60'000-100'000

– THE END –

Thanks for your attention!

