



JOURNEY OF AN IDEA FROM LABORATORY TO MARKET

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A LITTLE ABOUT ME

TRAINING



PhD in
chemistry



Analysis of trends in
patenting in Estonian
chemistry sector



BA in law

Interpretation of patent
claims in Europe on the
example of chemistry patents



MSc in law



Patent attorney in
training

2012

2015

2018

2020

2022

2023



Estonian Center of
Analytical Chemistry



REPUBLIC OF ESTONIA
MINISTRY OF JUSTICE



ASTP
A World of
Knowledge
Transfer



WORK EXPERIENCE



CPCI SUMMER SCHOOL



UNIVERSITY
OF TARTU

BASIC RESEARCH



Stockholm
University



Massachusetts
Institute of
Technology



UNIVERSITY OF
OXFORD



29/06/2024



CPCI SUMMER SCHOOL

29/06/2024

INNOVATIONS, DISCOVERIES

Google

WHAT IS TECHNOLOGY TRANSFER?

- Take inventions and basic research to the market.
- Analyze marketplace, understand the technology's "use case" and patent/licensing issues.
- Help the inventor to carve out the best strategy for the invention.
- Figure out how to maximize an invention.
- Learn about the market and find the best fit for the invention.
- But also build a technology transfer ecosystem in an institution.

PROCESS OF TECHNOLOGY TRANSFER

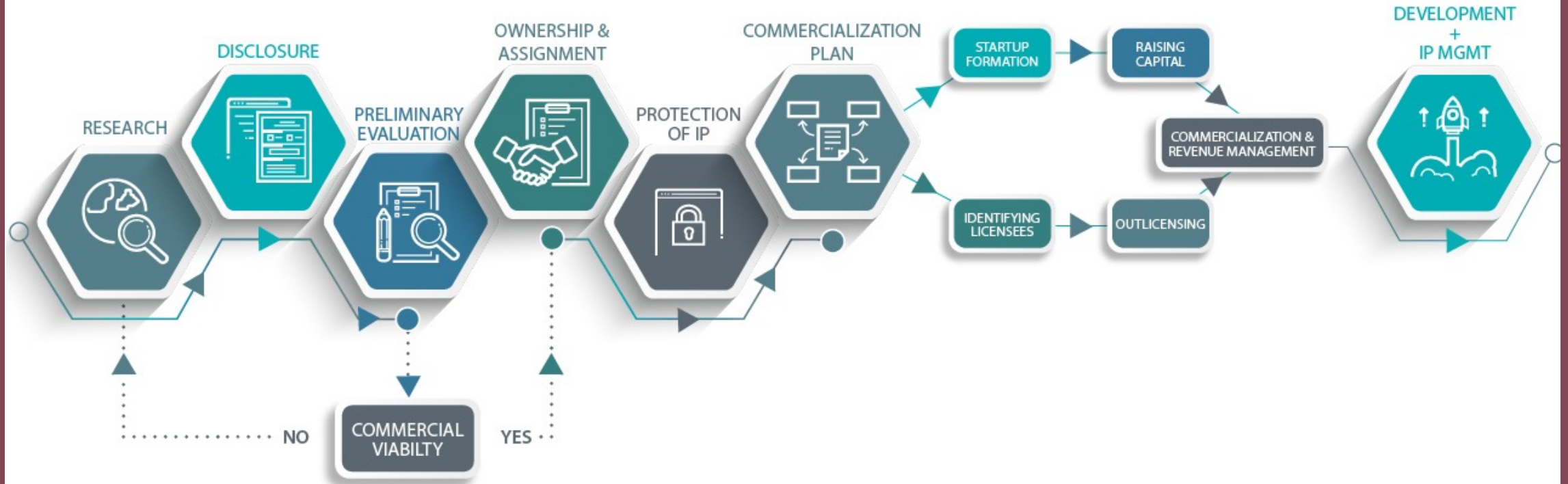


Image from nova.edu

HOW TO PROTECT YOUR INVENTION?

INTELLECTUAL PROPERTY

- “Intellectual Property” is any product of the human intellect that the law protects from unauthorized use by others.
- Rewards Inventor
 - The inventor can secure exclusive rights, so innovating gives the inventor a higher probability of financial rewards in the market place.
- Rewards the Public
 - Publishing the invention, rather than keeping it a trade secret allows others to build upon the technology.

BENEFIT OF IP

- You can decide what and when to use it.
 - Ensures company status
 - Ensures business operations
- Advantages include:
 - Monetary value
 - Competitive advantage
 - Protects your investments
 - A tool to stop others from doing what you are doing

INTELLECTUAL PROPERTY

NOT ONLY

PATENTS

- Types of IP:
 - Patents protect inventions
 - Copyrights protect expression
 - Trademarks protect designation of source of goods
 - Trade secrets are trade secrets
- IP strategies often involve a combination of patents, copyrights, trademarks and trade secrets.





SYMBOL



i'm lovin' it®

SLOGAN

COLOR



LOGO TYPE



Volkswagen

TYPES OF TRADEMARK

TRADEMARKS



Photos
Stories
Illustrations
Cartoons
Advertsiments

COPYRIGHTS

- The work must be original.
- The author must have shown at least a small spark of creativity when she made the work.
- The work must be "fixed in any tangible medium of expression."
- Exists from the moment work is created.

PATENTS

A patent is a form of right granted by the government to an inventor, giving the owner the right to exclude others from making, using, selling, offering to sell, and importing an invention for a limited period of time, in exchange for the public disclosure of the invention.

INVENTION IS PATENTABLE IF IT:

- [1] is new
- [2] involves an 'inventive step'
- [3] and is susceptible to industrial application

1

NOVELTY

- This means that it must be different from what is known i.e. different from the ‘prior art’
- Prior art is any information which is available to the public, for instance information published in a patent document, book, journal, newspaper, technical manual, website etc.

TIP:
KEEP
QUIET

- ...until you know what you are doing with your invention...
- Once you have published something, there is now way back!
- NDA – non-disclosure agreement
- Seminar presentations...

2

INVENTIVE
STEP

- It must represent a sufficient advance in relation to the state of the art before it was made to be considered worth patenting.
- The term "**non-obvious**" is also used:
 - if it were obvious to a person of ordinary skill in the field concerned, it would not progress to the stage qualifying for patent protection.

3

INDUSTRIALLY APPLICABLE

- It has to be susceptible of use in some way.
- This is a very broad criterion.
- Almost anything can be used, even if it's in the research stage.

„FUN“ FACT

80% OF THE
INFORMATION
IN PATENTS IS
PUBLISHED
NOWHERE
ELSE

- Searching only from the scientific publications might not be enough if you plan to patent your ideas!
 - Use **free** resources available:
 - <https://patents.google.com> - simplest
 - <https://worldwide.espacenet.com>
 - <https://www.lens.org>
 - Patent databases are specifically designed and have a lot of useful information.
 - Do the search at the different points during your research.
- ...Needs a course on its own how to do patent research 😊

5 TIPS FOR A SUCCESSFUL JOURNEY*

**These are things I have learned on my own and represent my
views at this current point in time*

1.
KNOW
YOUR IP
AND
PATENTING
STRATEGY

- How do you plan to protect your IP?
- Where to protect your patent?
- How to draft a patent, what are the claims?
 - Patenting is expensive and to keep a patent is expensive.
 - Are you claims independent or dependable on each other?
- Do you plan to produce yourself or license or sell?

2.

REALITY OF
PATENTING

- Patent claims define the subject matter for which the protection is sought and the scope of patent protection.
- Keep in mind that a patent is a legal document. In case of infringement (someone uses your invention) your rights are protected.
- Hence, patent drafting is extremely important!
- Patents are not forever, you have to pay to renew them.

3.

PATENTS

vs

MONEY

- Patents only give the owner the right to exclude others from practicing the invention.
- In order to make money from it, you need to license it or start using it yourself to make business.
- For investors, patents are *money*.
 - Investors are getting smarter and will ask details about your patent.
- Is your invention a
 - “solution looking for a problem” or
 - “a problem looking for a solution”

4.

OH, WHAT A WONDERFUL WORLD OF TECHNOLOGY TRANSFER

- Good support is essential!
- Technology transfer is so much more than just patents:
 - Marketing
 - IP valuation
 - Licensing
 - Contracts
 - Negotiations
- In Estonia we are still building the ecosystem of technology transfer but the community is very supportive.
- Worldwide networking is amazing!

TECHNOLOGY TRANSFER



Investments & Inventions

Keep the pipeline filled with technologies poised for success in the market.

- Researcher Relations
- Industry-University Relations
- Entrepreneurial Ecosystems
- Competitive Analysis



Triage

Make strategic decisions for individual inventions and the entire portfolio.

- Patenting Decisions
- IP Portfolio Management



Marketing

Develop and implement strategies to take technologies from lab to market.

- Market Validation
- Marketing Strategies
- Identify, Contact, Vet Prospects
- Marketing Materials
- Briefings and Webinars
- Social Media
- Websites



Doing Deals

Secure win-win agreements that align with your goals for the technology.

- Due Diligence
- Deal Structure, Scope, Terms
- Negotiation
- Valuation
- Sponsored Research
- Launching Startups



Celebrating Success

Get the recognition you need — and deserve — for your successes.

- Success Stories
- Awards
- Reports
- Presentations



Operations

Where things stand, where you want to go, and how to get there.

- Structure
- SOPs & Policies
- Benchmarking & Metrics
- Reporting to Management
- Strategic Planning
- Communications
- Social Media
- Websites
- Training

5.

EDUCATE YOURSELF

*There is so much free knowledge
available.*

Be smart!

Be part of the community!



THANK YOU!

QUESTIONS?

*You can always
contact me with
any IP related
questions at
riin.rebane@ut.ee*