Fast Track Ideas to Success

Ecolution Licensing
Who I Am

Jake Bryan

• Business Development – Patents
• High-Ticket Closer
• Background in Computer Engineering
Ideas in Business

1. Patents – Inventions, Improvements, Ideas
2. Brands – Trademarks, Logos, Phrases
3. Copyrights – Books, Writing, Original Content
Patents

Rubik’s Cube  Toy Building Brick (aka Legos)
Copyrights

Website Articles

To Kill a Mockingbird

*Brief Thanks to IPWatchDog.com*
What are patents?
Patents are Idea Real Estate
Why are they Important?
Patents are important because...

• No legal competition for 20 years
• Way to hold off competitors
• Help with first creator advantage
What are the Two Types of Patents?
Utility Patents

Protects the way an article is used and works
Design Patents

The design embodied in or applied to an article of manufacture
Famous Toy Patents
Famous Toy Patents
First to Market Wins
Downsides of Patenting

- Public Knowledge
- Short Time Limit
- High Cost of Entry and Maintenance
Patent Market Strategy

1. Build It Yourself (BIY)
2. Licensing – Lease your idea
Build It Yourself

• Keep more of the profits
• Manufacturing – Either third-party or In-house
• Overhead of Running a Business – Marketing, Legal, Accounting, etc.
• Better fit for established businesses
Licensing

• Create the Idea and have someone else do all the heavy lifting
• Ideal for Product Developers – Stick to what they do best!
• Licensing is a fancy word for joint venture partnerships with IP
Licensing – A Tool to Leverage

- Companies whose patent has multiple industrial applications can benefit by forming JV’s with other manufacturers in other industries. Usually Utility Patents
- Brand Licensing
Licensing Terms

• Licensor – IP Owner
• Licensee – IP Leaser
• Licensing Agent – IP Commercialization Specialist and Deal Maker
Patents in the Energy Sector
Patent Pitfalls in the Energy Sector

Utilizing Patented Tech from the Consumer Electronics Industry – IE:

- Smart Energy Profile (SEP 2, also known as IEEE 2030.5 standard) - Wi-Lan
- Smartmeters - Dominion Resources Inc

Secure Your Proprietary Technology

- Patent your tech before it is too late
How Patent Specialists Help

1. Business Development – Licensing Agent
2. Business Development – Product Scout
Business Development

Licensing Agent – Help Acquire Licensees for Product Developers
Business Development

Product Scout – Evaluate potential Licensors and Patents to increase a Company’s manufacturing output.
Business Intelligence

**Identify and Evaluate Patents.** Ideal for due diligence of Mergers, Acquisitions and Start Up investments.

Evaluate proprietary technology for patenting and commercialization.
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