

# Commercial Exploitation of Patents : Strategic Aspects

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## Patents... ..

- an **essential asset**, that
- empower businesses to generate revenue,
- drive innovation, and
- establish competitive advantages in the marketplace, through
- structured commercialization pathways.



# Modes of Commercial Exploitation



## Product Commercialization:

- focuses on **developing and selling products** based on patented technologies, **enabling businesses** to capitalize on the innovation and gain a competitive market advantage.



## Licensing:

- allows patent holders to **grant permission to others to use** the inventions while retaining ownership, generating revenue **through royalties** and fostering innovation across sectors.



## Patent Assignment:

- involves **the transfer of ownership** rights of a patent to another party, providing **immediate financial gain** and enabling the assignee to exploit the patent commercially.



## Technology Bridge:

- partnerships facilitate the **sharing of patented technology** between organizations, allowing **collaborative commercialization** efforts accelerate product development in various industries.

**PATENT**



- **Tool for Innovation ... .. Not as a by-product of Innovation system**
- **Cannot Work Alone ... .. must blend with R&D / PD & Business Strategy**
- **Create Value ... .. Exercisable / commercially exploitable**



*BIS Helmet by Dealers*

## Why Patent Strategy .... *Business Perspectives*

- Fast changing Technology Scenario
- Tough competition in the market
- Need for the awareness of what's yours
- Creation & Protection of IP for survival, competitive advantage & growth
- Assessing potential risk to business (Infringement & FTO)

# Strategic Aspects of Patent

- **Documentation:**



- **IP Due Diligence**



**Due Diligence**  
[dū 'di-lə-jən(t)s]

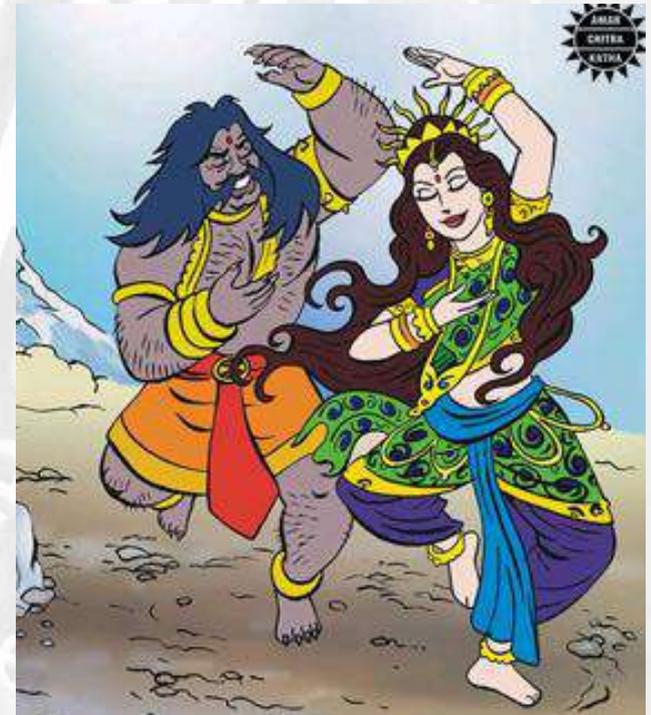
An investigation, audit, or review performed to confirm facts or details of a matter under consideration.

## Strategic Aspects for Filing Patent

- Nature of Invention
- Technical Distinctiveness
- Technical Advantages
- Business Benefits / Competitive Advantages
- Ease of Reverse Engineering
- Technology Life
- Ease of Infringement Detection
- Strength of Claims
- Cluster of Patents in Portfolio
- Monitor patenting activities of competitors

What an Innovator - Entrepreneur should know about...

## Patent : Techno-Legal Document



# Paper Envelope : 294/BOM/1991



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**ANALYSIS OF PAPER REQUIRED & WASTAGES FOR CONVENTIONAL & NEW DESIGN**

Dimensional Details - Cms					Conventional Design			New Design			% excess area re- quired for conven- tional design over new design.
X	Y	S	B	T	Paper re- quired size (2X+S).(Y+B+T)	Basic Geo- metrical wastage (X+S).(T+B)	Paper-required size $\left\{ \sqrt{X^2 + Y^2} + \frac{B+T}{2} \right\}$ $\left\{ \frac{2XY}{\sqrt{X^2+Y^2}} + S \right\}$	Basic geometrical wastage $\frac{X^2+Y^2}{8XY} \cdot (2s^2+T^2+B^2)$	Area cm <sup>2</sup>	%	
9.5	14.5	1	1	1	350.00	31.50 9.00	318.00	1.91 0.60		10	
11.7	19.3	2	3.3	4.2	680.72	102.75 15.00	579.00	10.52 1.82		17.56	
11.2	25.5	1	1	3	690.30	48.80 7.06	642.10	4.073 0.63		7.5	
15.3	31.0	1.8	2.2	4.0	1194.12	106.02 6.88	1101.50	8.61 0.78		8.4	
23.0	30.5	2.5	2.8	4.7	1843.00	191.25 10.38	1644.44	11.85 1.39		12.10	
24.2	32.5	2.0	2.5	4.5	1990.80	183.40 9.21	1796.90	9.003 0.50		10.79	

PATENTS RULES, 1970 / PATENT OFFICE BRANCH

BOMBAY: +400 013.

# Dyson – Product Commercialization

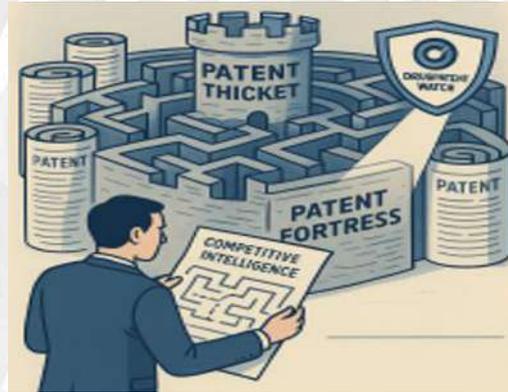
**Dyson exemplifies how innovative technology can drive market leadership through its patented cyclone vacuum design, which differentiates its products and supports a premium pricing strategy.**

- Dyson vacuums are premium, high-cost machines (\$300–\$1,000+) focused on advanced technology, superior suction, and, often, a 5-year warranty, making them a long-term investment.
- Other brands competitors of Dyson like Shark, Tineco, Eureka and Bissell are priced at 50% or less of the price.

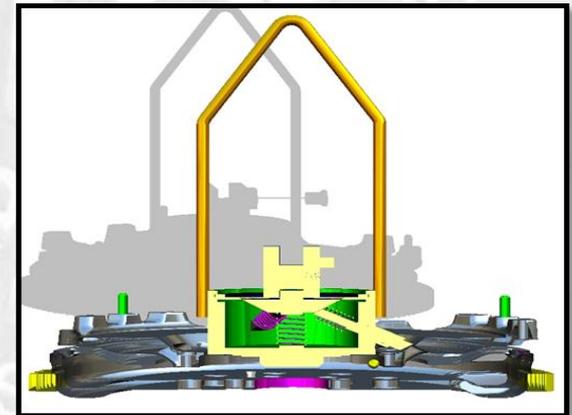
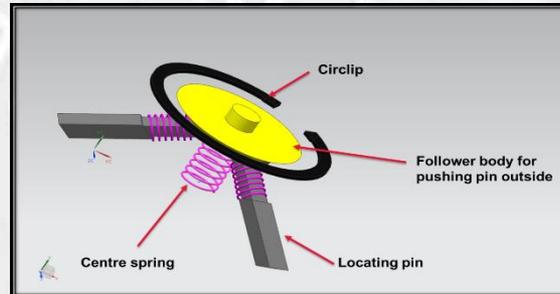
**Source:** <https://www.rtings.com/vacuum/learn/dyson-vs-shark#:~:text=Shark%2C%20one%20half%20of%20the,highly%2Dreconfigurable%20upright%20vacuum%20platforms>.



What an Innovator - Entrepreneur should know about...

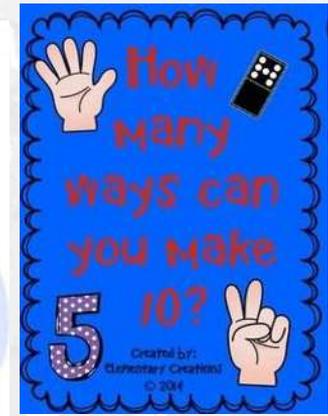


# The essence of Technology Refinement Patent Fortification



# Plugging Loopholes of Circumvention

**Don't Work in Silo**



**Sustainable Technology  
with IP Protection**

# Linking Internal Resources with IP Ecosystem

**Sales**  
AND  
**Marketing**



**After-Market**



## CXO Involvement : Business Mission/Vision



 RESOURCES



- **Protect my Current Business**
- **Generate New Business**
- **Create Distinct Advantage 4 User**

**Cross Border  
Patent Protection**



# Pulsar – vrs - Gulsar



Taian Chiran Machinery Co. Ltd, China



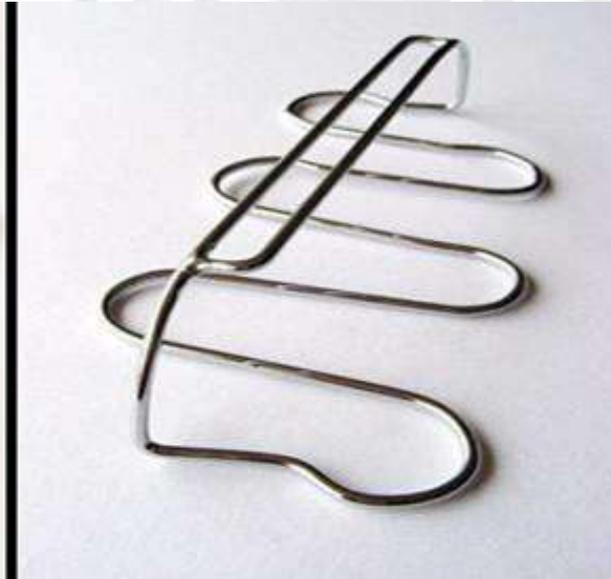
Bajaj Auto Ltd., India

# Standard Essential Patenting (SEPs)

## ABS Mandate for Below 125 CC Two-Wheelers Creates a Spur for Auto Component Makers

With the aim of curbing severe injuries and fatalities that two-wheeler riders sustain in accidents, the Ministry of Road Transport and Highways, GoI has made it mandatory for all two-wheelers to be manufactured with ABS (anti-lock braking system) from January 2026. Moreover, it will also be compulsory for dealers to provide two BIS-certified helmets for the rider and pillion with the sale of every two-wheeler. Currently, ABS is compulsory only for two-wheelers above 125cc, which account for just 16 percent of total industry volumes. The proposed regulation will extend the requirement to the remaining 84% including 100 cc motorcycles, scooters and mopeds which largely cater to cost conscious buyers in semi urban and rural markets.





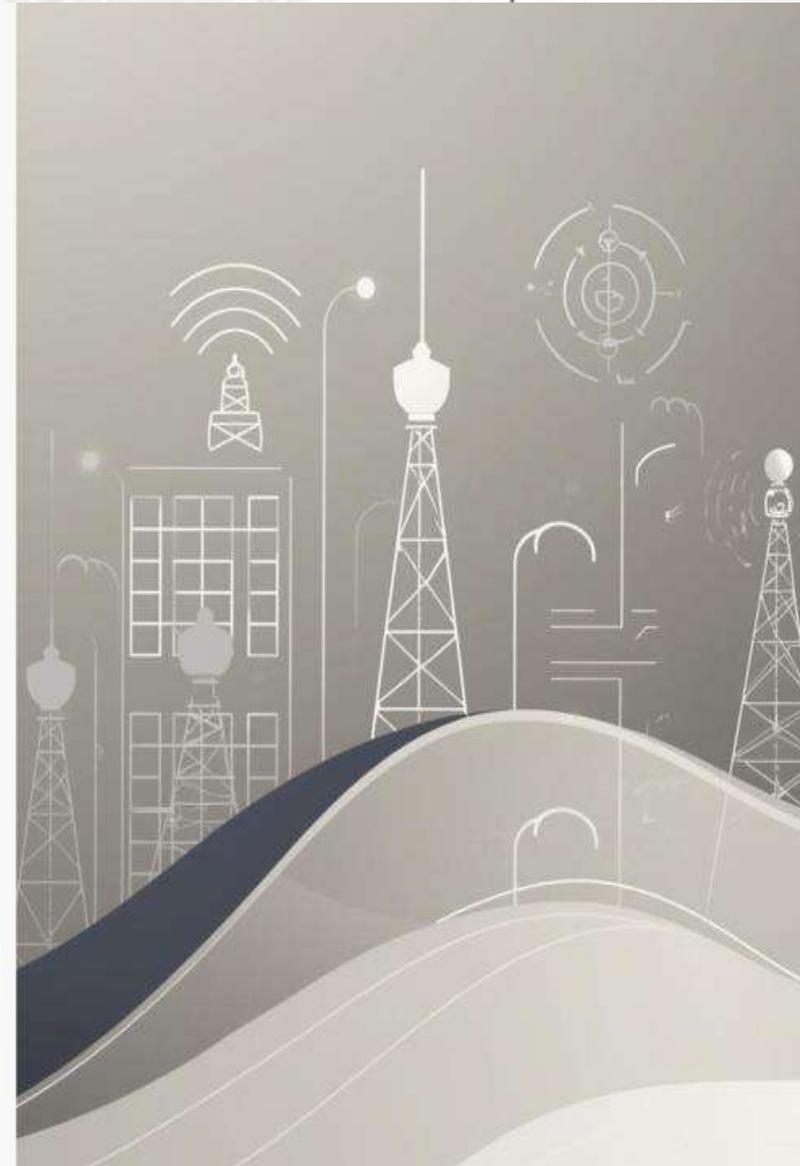
# Case Study: Qualcomm

This case study highlights Qualcomm's **successful licensing model**, focusing on its revenue generated from **standard-essential patents** within the wireless communication industry, particularly in 3G, 4G, and 5G markets.

## Qualcomm's 5G Connected Vehicle Licensing Program

*Qualcomm charges a fixed royalty of \$5 per 5G-capable connected vehicle unit (including telematics control units, on-board units and in-vehicle infotainment units) for a license to these rights for automotive applications.*

Sr. No.	Patent Number	Title
1	US11562550B1	Vehicle and mobile device interface for vehicle occupant assistance
2	US11546029B2	Hybrid channel state feedback
3	US11546938B2	Physical layer preamble and signaling for wireless communication



**Protect your  
own ideas**

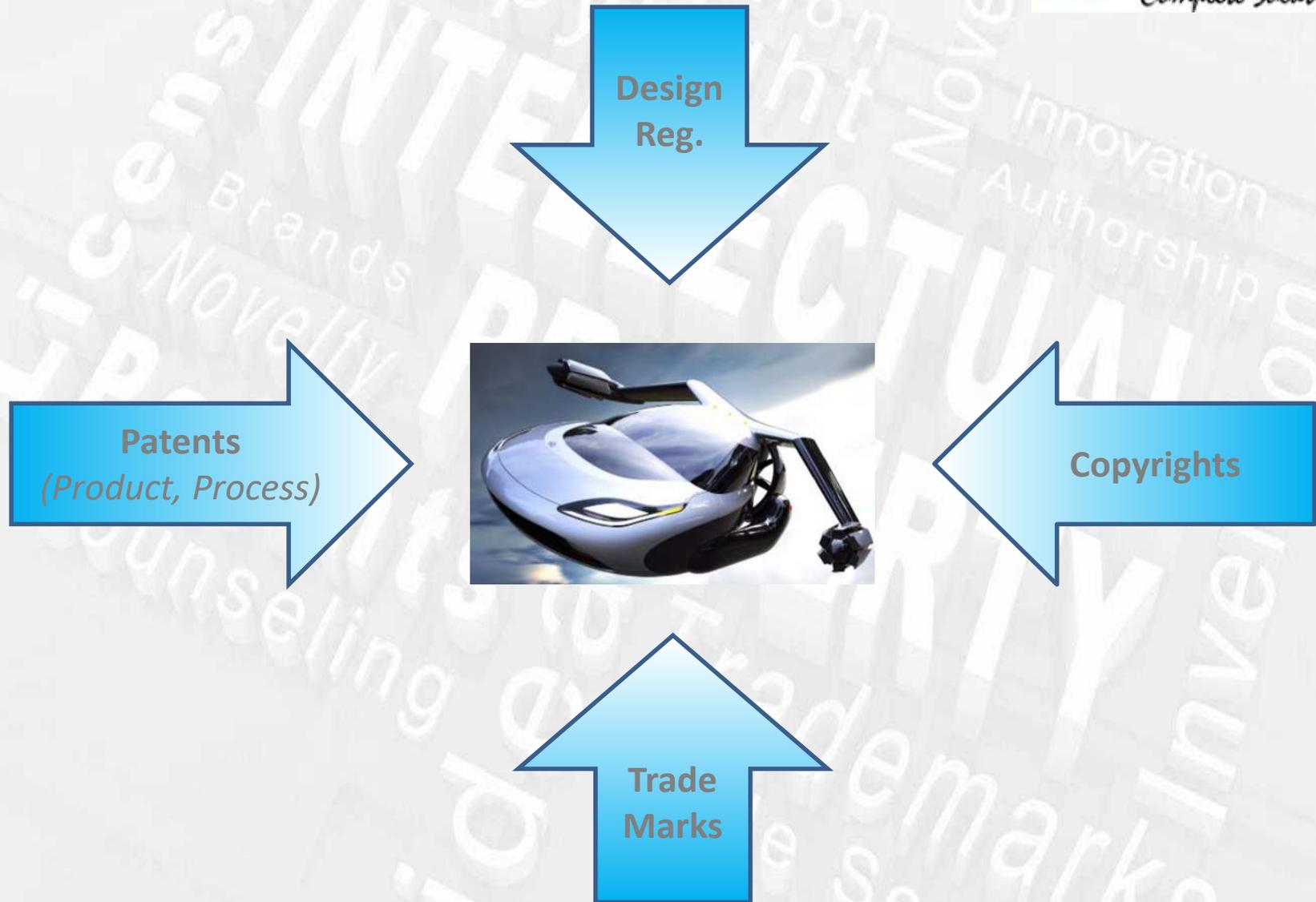
**Let others  
know your  
boundaries**



**Modify  
others' ideas  
legitimately**

**Don't become  
a trespasser**

**IPRs are necessary no matter which  
side of the wall you are on!!**





Single Patent/IP may or may not carry much/any value,  
A **strategically** constructed **Patent Portfolio** will normally carry  
**high value...**



**THANK YOU...!**

For any IPR related query, I am contactable on

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