



# IP Evaluation Tools and Methodologies in the Real World

SAND2007-6588C

## LES 2007 Annual Meeting: Add-On Seminar 3

Sunday 10-14-07  
8:30 a.m. – 5:00 p.m.

## Welcome!

Sandia is a multiprogram laboratory operated by Sandia Corporation, a Lockheed Martin Company, for the United States Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL85000.

*This information is provided solely for use in an LES workshop. It is not to be used for any other purposes or redistributed.*



# IP Evaluation Tools and Methodologies in the Real World

## Analysts

**Ken Freese, Bob Goldman, Marcus Lucero, and Keith Walker**

## Novint Technologies, Inc.

**Tom Anderson (CEO)**

## Facilitators

**Nathan Golden and Paul Smith**

## Contributors

**Donna Berg, Bruce Camastine, and Jarrett Sideway**



# Attendee Introductions

- Your name.
- Your title.
- Company you work for.



# Add-On Seminar History

## “A Real World Assessment of IP Analysis Tools”

### Workshops at the 2005 and 2006 LES Annual Meeting

#### Analysts from different operating environments

- Two Department of Energy (DOE) National Laboratories
- Private Industry Consulting Firm

Analysts were given a Case Study based on Nanoparticle Technology and asked to provide intelligence on the intellectual property (IP) Environment (industry players, inventors, and the IP landscape).



# This Years Add-On Seminar

## Divided into two Sections:

1. IP tools, methods, capabilities, and results. This section is based on the Nanoparticle Technology IP and Environment case study.
2. Hands-on case study relating to the Haptics Technology IP and Environment case study.



# Class Schedule and Overview

- Introduction
- IP Tools/Capabilities/Analysis Results and Q&A
- Novint Technologies: Overview

**Break: 30 minutes**

- Case Study Summary and Discussion of Potential New Markets and Competition
- Establish and Organize Breakout Teams
- Begin Breakout Hands-On Exercise

**Lunch: 1 Hour (Prompt!)**

- Continue Breakout Exercise
- Team Presentations

**Break: 30 Minutes**

- “The Rest of the Story”
- Course Wrap-up and Evaluation

*This information is provided solely for use in an LES workshop. It is not to be used for any other purposes or redistributed.*



# Expectations

- **What We Expect of You**

- Your Homework (pre-course review material) has been completed (you'll want to spend time with the FALCON!)
- Full and Candid Classroom Participation
- Prompt Return from Breaks and Lunch. Please!
- Honest and Open Feedback on the Course Evaluation

- **What You Can Expect of Us**

- Do our Best to Stay on Schedule
- The Course Offers a Perspective from Real World IP Tools and Practitioners
- A Case Study Based on a Successful Entrepreneur and Real Start-up Company
- Full and Candid Opinions and Observations from the Analysts and the CEO of the Start-up Company



# The Analysts will Present... “Nanoparticle Technology”

## The methodology and tools used in this exercise, Including:

- Identify the tools used
- Explain why particular tools were used
- Time investment for this “preliminary analysis”
- Present specific investigation results by
  - Addressing the case study questions
  - Comparing results from different tools

***This is not intended to be a complete IP analysis.***



# **“Haptics” Case Study Considerations**

- 1. Summary-level overview of the patent “landscape” in your assigned market.**
- 2. What deals, if any, have been completed for this or similar technology (or companies) for the assigned market, and what does this information indicate about potential plays in your assigned market?**
- 3. What are the emerging applications for haptics devices in your assigned market, and what is your assessment of each?**
- 4. Strategy for the company to enter your assigned market, including rationale?**



# Rules of Engagement

**Please Hold Your Questions Relating to  
the IP Tools and Analysis  
Until the IP Tool Q&A Session**

**Thank You!**

# Class Schedule

LES Annual Meeting: Add-On Seminar 3, "IP Evaluation Tools and Methodologies in the Real World"				
Start Time	End Time	Total Time	Description	Speaker
8:30 am	8:45 am	15 min.	Introductions and brief summary of the Add-On.	Nathan Golden
8:45 am	9:10 am	25 min.	IP Tools/Methods/Capabilities/Results Presentation (1).	Bob Goldman
9:10 am	9:35 am	25 min.	IP Tools/Methods/Capabilities/Results Presentation (2).	Ken Freese
9:35 am	9:45 am	10 min.	IP Tools/Methods/Capabilities/Results Q&A.	Bob, Ken, Keith
9:45 am	10:00 am	15 min.	1 <sup>st</sup> half of the Novint Presentation (Backward looking).	Tom Anderson
<b>10:00</b>	<b>10:30</b>	<b>30 min.</b>	<b>Break. Demo of Novint Falcon.</b>	
10:30 am	10:45 am	15 min.	2 <sup>nd</sup> half of the Novint Presentation (Backward looking).	Tom Anderson
10:45 am	11:10 am	25 min.	Review what tools and methods were used to generate the information associated with the haptics market.	Keith Walker
11:10 am	11:25 am	15 min.	Present non-patent data. Discussion of business strategy options.	Marcus Lucero
11:25 am	11:35 am	10 min.	Establish and break into teams.	Nathan Golden
11:35 am	12:00 pm	25 min.	Break-Out: Hands on class exercise. <ul style="list-style-type: none"> <li>Teams to develop a work plan, including additional research they might like to have (patent or otherwise). Requests submitted to the analysts before lunch.</li> </ul>	All
<b>12:00 am</b>	<b>1:00 pm</b>	<b>60 min.</b>	<b>Lunch Break, Demo of Novint Falcon.</b>	
1:00 pm	2:30 pm	90 min.	Continue Break-Out: Hands on class exercise. <ul style="list-style-type: none"> <li>Teams continue to discuss and analyze.</li> <li>Summarize results for presentations.</li> </ul>	All
2:30 pm	3:00 pm	30 min.	Teams merge (like markets unite) and finalize presentations on market recommendations with justification.	All
<b>3:00 pm</b>	<b>3:30 pm</b>	<b>30 min.</b>	<b>Break. Demo of Novint Falcon.</b>	
3:30 pm	4:10 pm	40 min.	Teams present (10 minutes per team).	Team Rep.
4:10 pm	4:45 pm	35 min.	Review and discussion of the team's market selection and justification for the four market areas. <ul style="list-style-type: none"> <li>Tom Anderson will lead a discussion with the group to select the best opportunity from the team's recommendations.</li> <li>Open discussion regarding the markets, IP, and exercise in general. Tom's perspective on entering new markets with their technology.</li> </ul>	All
4:45 pm	5:00 pm	15 min.	Wrap-up & Course Evaluation.	All