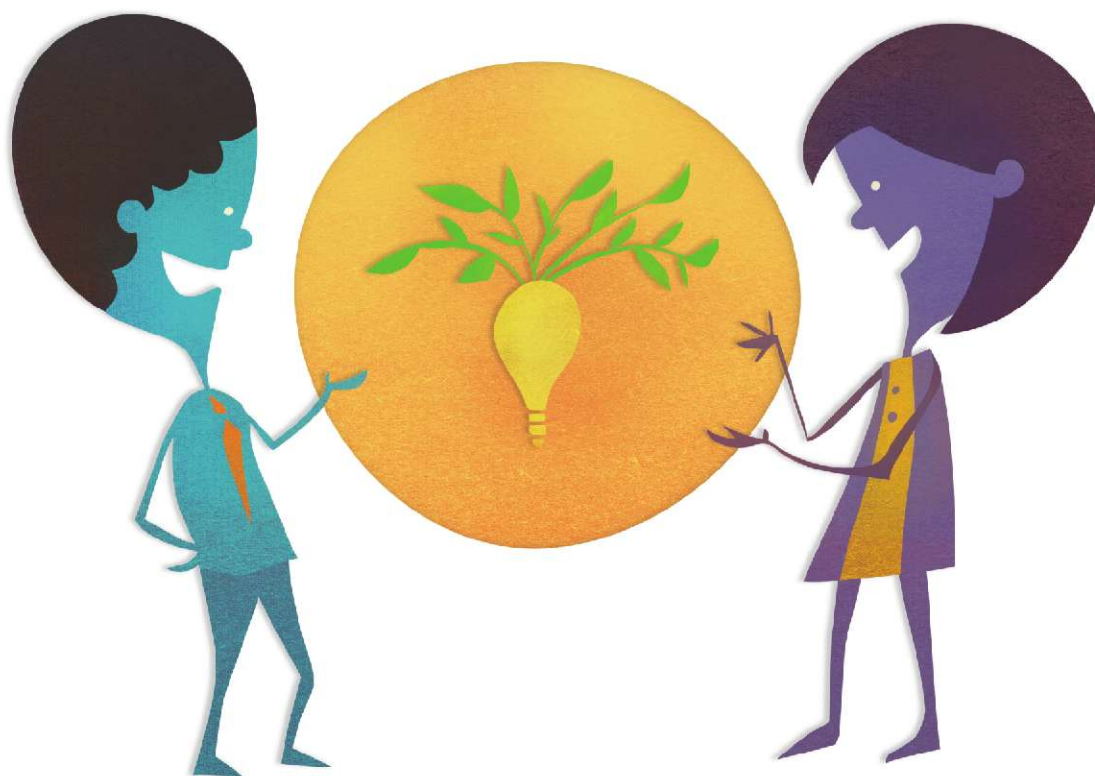




June 2018

Transform your creativity into economic strength



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# " Ipside, the shield of your creations "



Born from the merger of several entities, the structure is called IPSIDE in 2014. Nearly 40 years of expertise establish firm as a major player in intellectual property in France. Our qualified teams protect all your creations, defend your rights and showcase your projects. Whether you are a start-ups, an SME, a large group or an independent inventor, it is essential to protect your ideas, your image, your projects, your company against plagiarism. IPSIDE helps you protect all your creations with the use of intellectual property tools such as patents, drawings, models, brands, domain names, appellation of origin or copyright.

## A STRATEGIC TERRITORIAL NETWORK

The consolidation of several firms allows IPSIDE to benefit from a solid local presence in the territory. Our experts are spread over 9 local agencies, including Toulouse (head office), Paris, Bordeaux and Quimper; a mesh network which confers a reactivity adapted to all the needs, from the acquisition of rights to their defense and their valorization.

## INTERNATIONAL DEVELOPMENT

Our global network is also a major asset for our clients. The first intellectual property firm in Toulouse to venture into China in 2015, IPSIDE cultivates differentiating points to meet the challenges of tomorrow, as Europe, the United States, China, Korea and Japan account for 90% of the market of industrial property. Today, IPSIDE has 5 international structures.

In addition, IPSIDE maintains a strong partnership with a worldwide network of correspondents to meet your needs wherever your needs are.

Our private investigations department, in charge of investigations and research, defends your interests.

## OUR TEAM AND NETWORKS OF SPECIALISTS

At all sites, 80 employees make up our team, including:

14 specialized lawyers, professional representatives at French and European offices, practice in the fields of trademarks, designs, domain names and copyrights. To date they processed more than 10,000 filings including 1,500 international brands in a hundred countries.

22 specialized patent attorneys, patent engineers and high-level scientists cover all technology fields, with historical expertise in aeronautics, biotechnology, pharmacology and software / IT in which IPSIDE is a leader. IPSIDE files annually about 300 patent applications in France and extension of its applications in various countries and regions.

IPSIDE Avocats complements the firm's know-how in all areas of intellectual property and related rights, and develops expertise in contractual, audit and valuation of intangible assets.

## A MODERN VISION

With a modern image and an innovative vision of the profession, IPSIDE is a player of change in a world that moves at full speed. IPSIDE also introduces a liberated corporate culture that earned it the Happy At Work label in 2017.

## AND TOMORROW ?

We thrive to be on top of important changes over the next few years. Also, we will continue our development in France and internationally, and offer differentiating services such as financial valuation of industrial property portfolio, strategy consulting and litigation. Our commitment ? To offer a sharp support and bring you the best advice.



Patent  
Stewardship

Trademark and  
patent watch  
and patent  
lanscaping

European  
patent filing  
and  
prosecution

IP rights  
portfolio  
appraisal

Pre-litigation  
and litigation  
(attack or  
defense)

To build an international patent portfolio at an affordable cost with constant or progressive monthly installments.

Watch the filings and patent citations of your competitors, prepare oppositions and detect licensing opportunities.

Use Ipside's experts team of patent engineers and attorneys for filing, prosecuting, validating and enforcing IP rights in Europe.

Trademarks, patents, designs and copyrights (software) portfolios audit and valuation for fund raising, IPO, M&A ...

Preparation, planning and execution of your dispute in a cost optimization logic.



**Christophe Cornuéjols**, president of IPSIDE, is a French and European patent attorney, also graduated from the Center for International Studies of Intellectual Property (CEIPI). He holds an Engineer Degree in Aeronautics from Sup-Aero. His main areas of expertise include Computer Science and Mechanics.

Christophe's main practice areas include patent drafting, follow-up of the issuing procedures in France and abroad, prior art search, patentability study, patent watches and legal consultations (freedom to operate, validity of the patent).



**Jean-Christophe Hamann**, president of IPSIDE INNOVATION, is a French and European patent attorney, also graduated in TM and design from CEIPI, and in Arbitration. He holds an Engineer Degree in Mechanical Engineering from Ecole Centrale. He also holds a Phd and Habilitation (Dr. Habil.) in Mechanics and Materials.

Jean-Christophe's majors are physics, material processing and IT, patent drafting, patent prosecution and litigation, as well as portfolio appraisal and strategic counselling.



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# Trademark and patent watch and patent landscaping



## HOW DOES IT WORK:

Ipside innovation's patent watch is based on patent citation.

Based on your patent portfolio, it detects each time one of your patent/patent application is cited as prior art in the framework of the substantive examination of any third party's patent application, worldwide.

When subscribing to the service you receive a first report comprising all the citations of your patents/ patent applications during the last 3 years, and then every 2 months, you receive a report giving the citations over the last 3 months.

Optionally, a visual technological analysis can be performed through worldwide patent disclosure (patent landscaping).

## WHY IS IT USEFUL:

When your patent is cited as a prior art in the course of the substantive examination of a third party's patent application, it means that said third party is seeking protection in a technological area which is, at least, close to your own exclusive technology. Therefore, that third party may be a potential partner, a potential licensee or even a potential infringer, or simply a competitor. Knowing it, allows to plan actions such as licensing proposals, to considering an invalidation of the patent citing one of your's, sending a warning letter ...

Furthermore, it gives an insight into your competition's landscape, the technology of your competitors, and the trends in this technological area.

It also helps you identifying gems in your portfolio, i.e. patent that are frequently cited as relevant prior arts against competitors' patent applications.

## WHO SHALL SUBSCRIBE:

In order for this service to give valuable information, the subscriber should have at least one patent application published. There is no strict rule, but it is preferable that the application have been published at least 18 months ago, otherwise there is little chance that it will actually be seen by the examiners. On an average, it shall be considered that having a portfolio of at least 5 patent families each one published for at least 18 months gives more opportunities for at least one patent / patent application being cited as prior art. Patent / patent applications published in English and/or by major patent offices (i.e. WO, EP, US, JP, KR and CN publications) are more likely to be cited. In case of doubt, please contact us to see if this service makes sense for your portfolio.

## HOW MUCH DOES IT COST:

The subscription is on a one year basis. Yearly subscription price is \$800.00 (excl. VAT) and corresponds to the issuance of an initial survey and six additional bimonthly surveys.

## FURTHER ANALYSIS:

Ipside innovation can analyse upon request the citation report.

Basic analysis is performed for a "cited by" / cited pair and comprises analysis of the geographical coverage of each patent families and a claim chart giving for each independent claim of the cited prior art (your's) the claim features that are found in the specification and claims of the "cited by" patent/ patent application.. This basic analysis is proposed at \$300.00 for each "cited by" / cited pair.

A more comprehensive analysis is possible on demand and a prior quotation.

## HOW TO SUBSCRIBE:

Connect to <http://ipsideinnovation.com/patentwatch> download and fill the form and send it to: [patentwatch@ipsideinnovation.com](mailto:patentwatch@ipsideinnovation.com)

Or simply contact us at the above mentioned email.



## HOW DOES IT WORK:

Ipside innovation provides financial IP rights portfolio appraisal.

In an nutshell the appraisal is based on:

- A comprehensive analysis of the IP rights at stake, as well as associated knowhow
- A market analysis along with a analysis of the business plan connected to the exploitation of the rights
- Risk and opportunities assesment
- Ipside Innovation uses known financial method like Discounted Cash Flow, Real Options analysis and Binomial tree, and MonteCarlo simulation in order to appraise the IP rights.

As an outcome the analysis gives a price range together with a propbabilistic likelihood, that is agreeable to both the buyer and the seller

## WHY IS IT USEFUL:

An IP right portfolio appraisal is most of the time used in the framework of fund raising, whether through an IPO , a loan, private equity, merger, contribution in kind and licensing.

## PREREQUISITES:

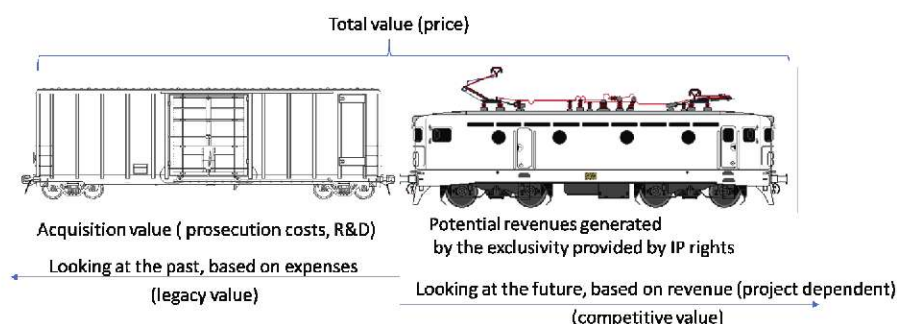
Although an IP right may have a value that is independent from the company that holds it, because it is an intangible asset, it can only be appraised in the framework of a project where there is a buyer and a seller (or a licensor and a licensee).

The aim of an IPright appraisal is to define a price or a price range that is agreeable by the buyer and the seller.

—> The given value is a price and it depends on the project (IPO , merger, licensing, contribution in kind, sale ...)

## HOW MUCH DOES IT COST:

Patent portfolio appraisal is invoiced on a flat fee basis: \$8,000 up to 5 patent families, and an additional \$2,000 per tranche of 3 additional families. For further information: [jc.hamann@ipsideinnovation.com](mailto:jc.hamann@ipsideinnovation.com)



OR

Market value, looking at present  
Data usually not available or not reliable



## HOW DOES IT WORK:

Patent stewardship is a new service that helps start-ups building an international patent portfolio.

This service allows the patent holder to spread the cost for drafting, filing and prosecution over 5 years in fixed monthly installments.

This service can be used upon the first filing or for entering the national phases of a PCT application.

The international extension must comprise a European Patent application

The total cost until grant for building the whole considered family is appraised upon subscription, thus defining the monthly installments, and will not change whatever the prosecution history, and includes drafting, annual fees, translations, replying the issued office actions, and grant fees.

## PREREQUISITE:

In order to secure the monthly installments payment, Ipside Innovation takes over the European Patent application.

Meaning that this European Patent application will be filed in the name of Ipside Innovation.

Once the European patent is granted, or at the end of the patent stewardship program, the ownership of the European patent/ application is given back to the subscribing entity at no cost.

The set up of this service is contingent upon Ipside Innovation and the subscribing entity signing a commercial agreement and an exclusive license agreement over the European patent application

For more information: [jc.hamann@ipsideinnovation.com](mailto:jc.hamann@ipsideinnovation.com)

# Pre-litigation and litigation (attack or defense)



## PRE-LITIGATION & LITIGATION

IPSIDE AVOCAT assists you in all stages of preparation, planning and execution of your dispute in a cost optimization logic, including the organization of the evidence of the alleged acts:

**Pre-litigation procedures:** the IPSIDE AVOCAT attorneys, with the support of patent engineers and legal specialists who already know your titles portfolios, help you gather evidence of counterfeiting, explore the most relevant actions to stop the infringement to your rights, and to initiate transactional discussions in order to obtain, where possible, an amicable settlement:

- Organization of counterfeiting-seizure operations
- Organization of bailiff statements (purchase report, Internet report, etc.)
- Legal Consultations
- Negotiation of transactional agreements

**Full range of legal actions:** IPSIDE AVOCAT represents your interests in court, engages and manages the appropriate actions for defending your rights and intellectual property titles:

- Actions against counterfeit
- Actions for claims
- Actions for revocation and invalidity
- Actions in unfair and parasitic competition
- Actions in interlocutory (interim interdiction measures, requests for expert opinions)
- Actions in contractual or delictual liability

### **Surveillance and proactive detection of counterfeits:**

IPSIDE offers you surveillance services and continuous monitoring of your titles in order to prevent serious counterfeiting that could impact your financial results, and to minimize your litigation costs [see surveillance services].

**Patent and trademark-oriented filing:** to effectively protect your inventions and distinctive signs, on the one side, you must align your geographic coverage with your targeted markets and on the other side maximize the

scope of your applicable claims or product categories while limiting the risk of future objections; finally, the drafting of your patents must be unambiguous to limit any chance of nullity action; this is why IPSIDE's patent engineers and legal specialists always prepare your files in order to optimize the defense of your rights in the event of litigation.

## LITIGATION (DEFENSE)

IPSIDE advises you and helps you defend yourself effectively, and beforehand, helps you minimize the risk of being attacked:

**An effective and dissuasive response to a threat:** the IPSIDE AVOCAT lawyers, together with the IPSIDE specialized patent engineers and legal experts shall assist you through all the pre-contentious and contentious steps necessary for the defense of your rights:

- Responses to complaints formulated by third parties
- Assistance in pre-litigation negotiations
- Opposition and appeal to the Court of Appeal
- Manage your defense before the Courts and pledge of counter-claims and/ or legal actions (nullity, forfeiture, counterfeiting, rights claim)
- Negotiation of transactional solutions and drafting of transactional agreement protocols
- Drafting of contracts

**Proactive prevention against an attack to your freedom of exploitation:** the IPSIDE clients have access to the services of surveillance and monitoring of their patents and trademarks, enabling them to anticipate the protection actions of their competitors and to avoid infringing their rights by strengthening the protection of their intellectual property to develop and preserve their strategic markets.

For more information: [jc.hamann@ipsideinnovation.com](mailto:jc.hamann@ipsideinnovation.com)

# European patent filing and prosecution



## SITUATION AND PROBLEM

It is possible that the protection of your invention, or of your improvement, through one or more patent(s) maximizes the return on your R & D investment by securing exclusive 20 years exploitation rights. This protection allows you at the same time to prevent counterfeiting, to promote an innovative image, to recover royalties or to negotiate cross-licensing agreements with your competitors.

However, the effectiveness of your invention's patent protection depends on a number of choices and parameters to be established for each patent, such as the claims defining the technical scope of your protection, or the geographical coverage of your protection. These important elements determine the success of your protection through a patent. The execution of all the patent procedure phases, from drafting to responses to objections raised during the procedure, may also prove crucial for issuing the patent, as well as for its long-term protection effectiveness. Naturally, this execution must be done within the limits and complying with your budget.

Thus, it is necessary to select an experienced industrial property consulting firm, which knows your field, which respects its estimates and preferably geographically close to your inventors in order to facilitate the necessary dialogue in the initial stages, in particular during the preparation of a patent application draft.

## SOLUTION

The IPSIDE regional teams of patent engineers specialized by technological fields accompany you and advise you in all or some of the stages of your patent protection.

They review with you all the critical aspects of your invention's patentability, including your freedom of exploitation, your risk to infringe on other people's inventions, your markets, your timing and offer you one or several adapted approaches and associated budgets to optimize the long term economic value of your patents, while in strict compliance with your confidentiality. If necessary, IPSIDE can also assist you in obtaining a Research Tax Credit that would help reduce taxation by deducting your research related expenses.

IPSIDE then accompanies you in the drafting, filing and follow-up of patent procedures until it is issued in France, Europe and abroad; including the replies, submissions and appeals to the objections of the involved patent offices, to the oppositions of your competitors.

After issuance of the patent IPSIDE can also help you maintain, renew your patents and, if needed, even restore it if you forgot to pay the annuities.

Your IPSIDE advisers, assisted by IPSIDE AVOCAT's lawyers, will also help you to develop your patent portfolio, improve it and defend your rights.

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