
Intellectual Property for the Biocontrol Industry

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CEO

IP Pragmatics



IP PRAGMATICS

IP Asset Management – Our Approach

IP Cost Management

- Annuity Payments (IPRIS and Patrafee UK)
- IP Forecaster suite of patent cost forecasting tools and management software



IP Foundations

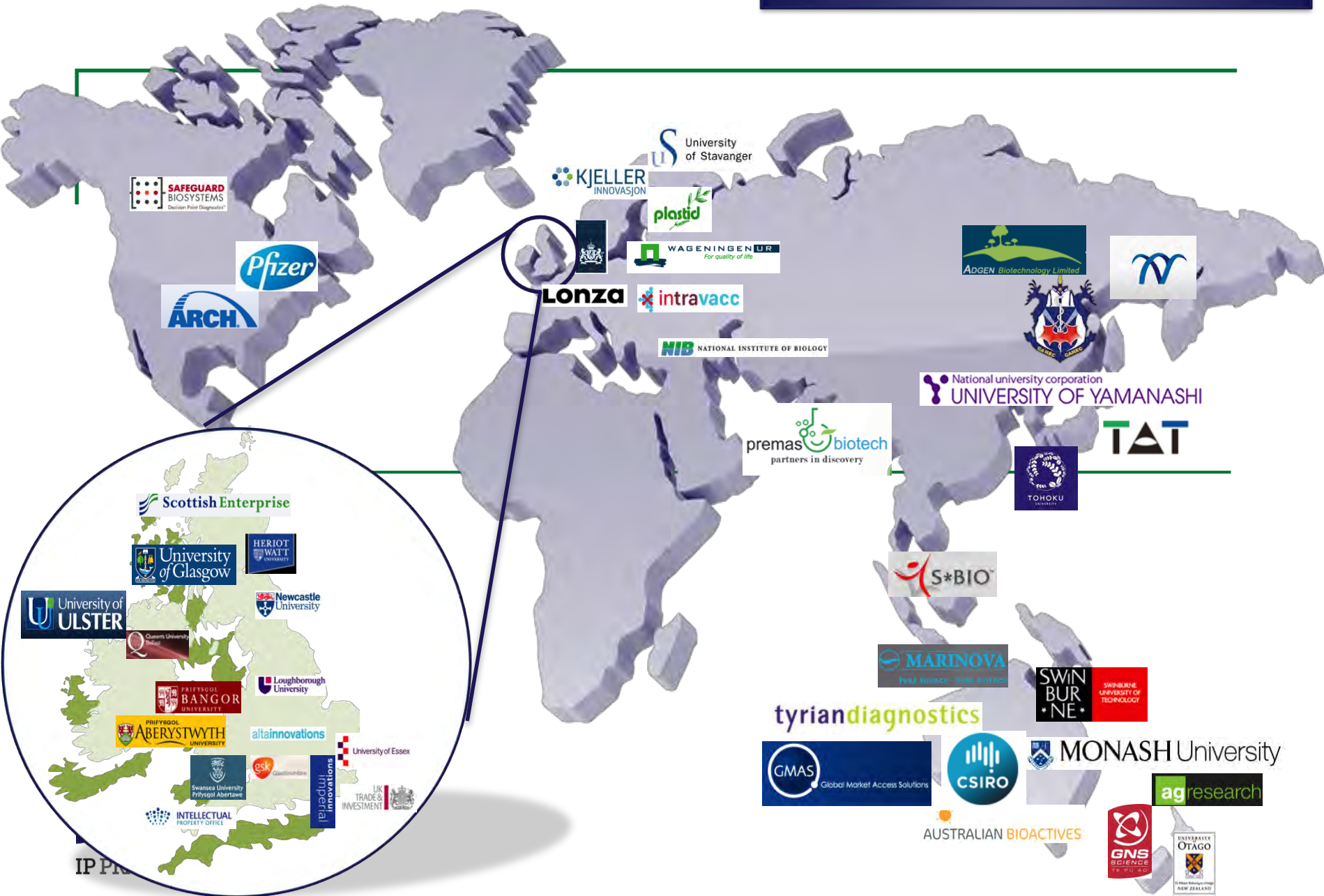
- Strategy
- Policy
- Training

IP Value Creation

- Auditing
- Diligence
- Valuation
- Market Assessments
- Business Development
- Partner Identification
- Commercialisation and Deal Making Support
- Contract negotiation
- Business Plans
- Fund raising



Clients



Forms of Intellectual Property

■ Patents

- Protection for things (products), processes, other

■ Know how

- Confidential trade secret

■ Copyright

- Literary and artistic works

■ Database rights

- Protects collection of data

■ Design rights

- Applied to articles and protects what something looks like

■ Trade marks

- Protects goodwill of a business associated with products and/or services.

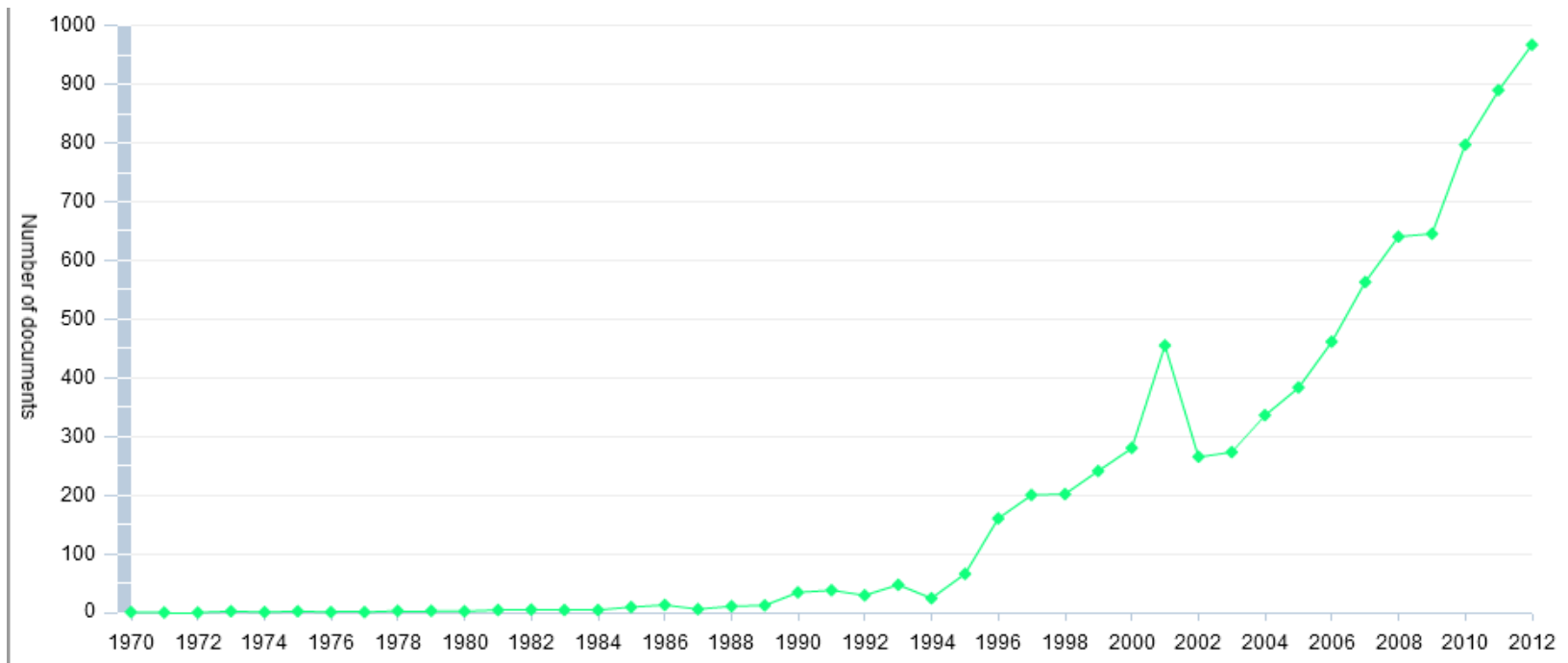
Pragmatic \Prag*mat''ic\
N. 1. One skilled in affairs.
Adj. 1: concerned with practical matters;
2: guided by practical experience and observation rather than theory; "a hardheaded appraisal of our position"

Source: Webster's Revised Unabridged Dictionary



Research Trends

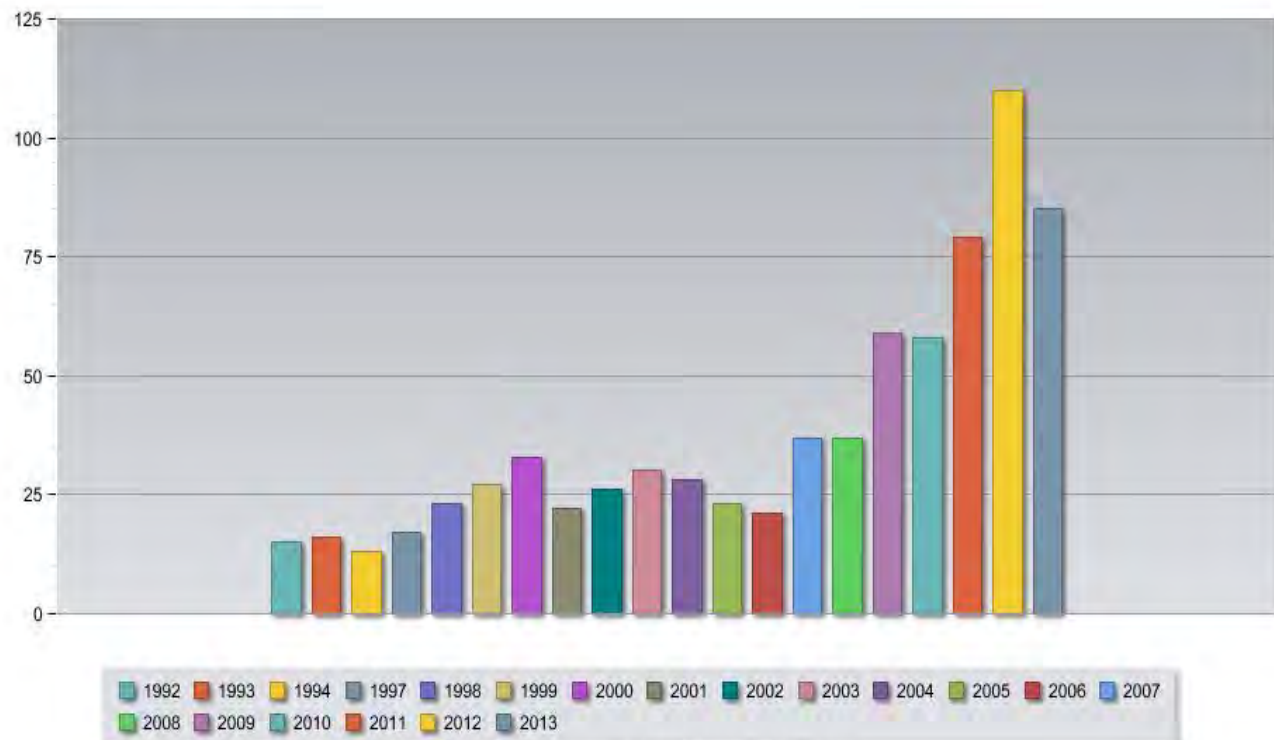
■ TITLE-ABS-KEY(biocontrol AND agent)



Patenting Trends

- CTB=(biocontrol or (biological adj control adj agent)) AND ALLD=(crop or plant or agriculture) AND DP>=(19910101)

Patent Publishing Trends



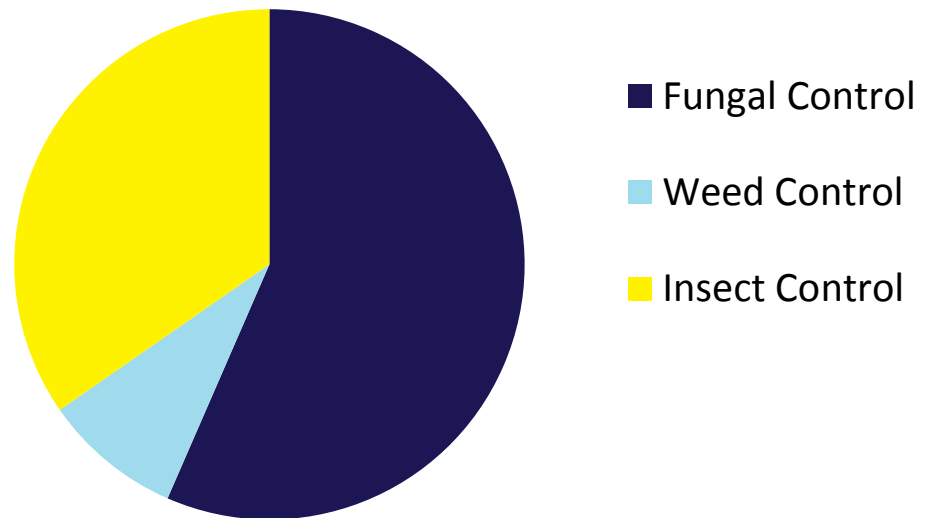
Source: Thomson Innovation®, www.thomsoninnovation.com



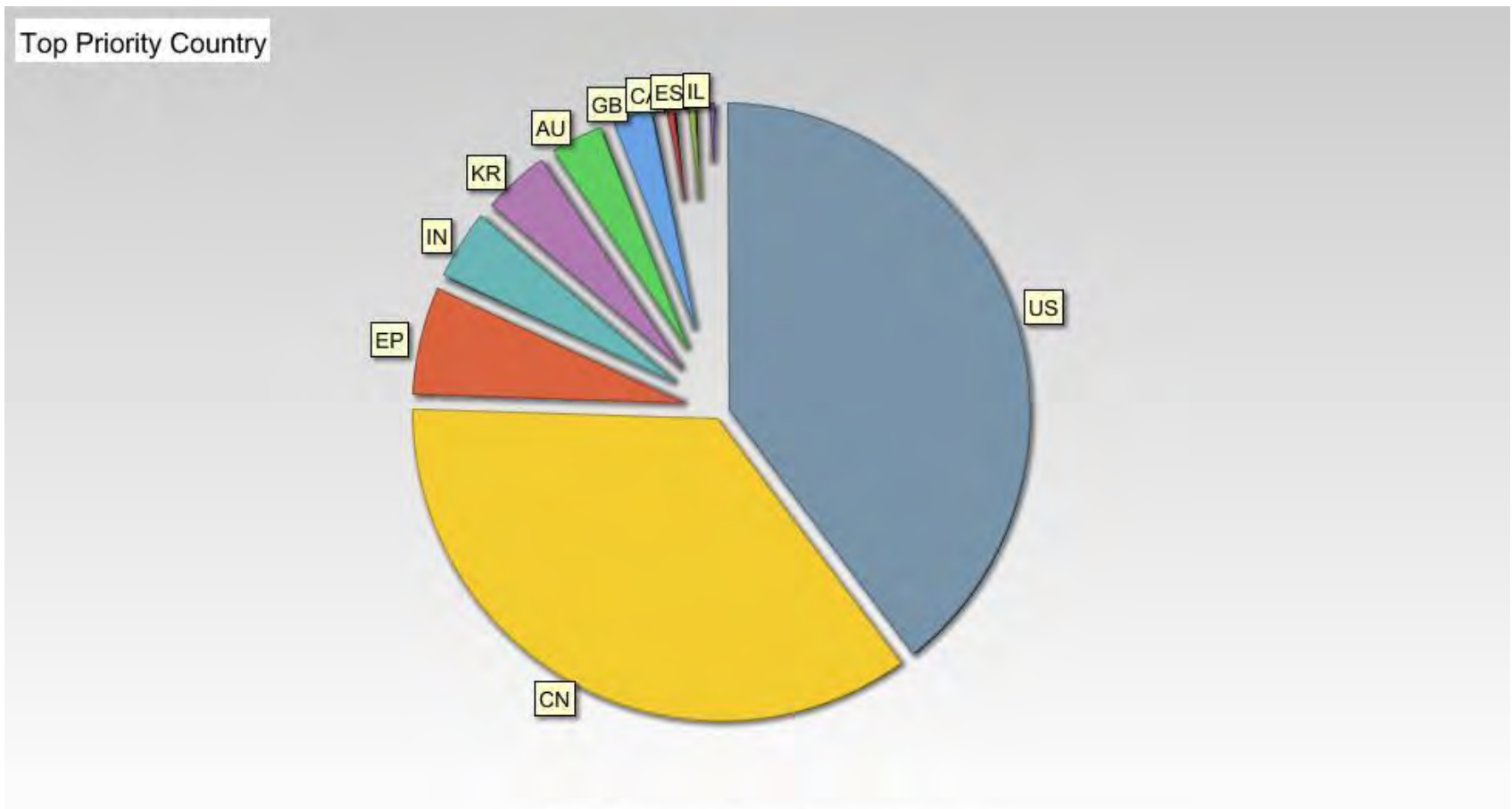
Patenting Trends

- Broad search (published from 1991):
 - 532 patent families
 - 1492 patent cases

Patents by Target



Research Location

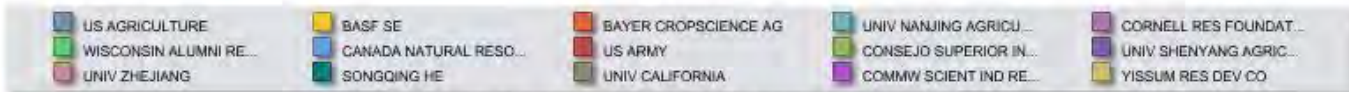
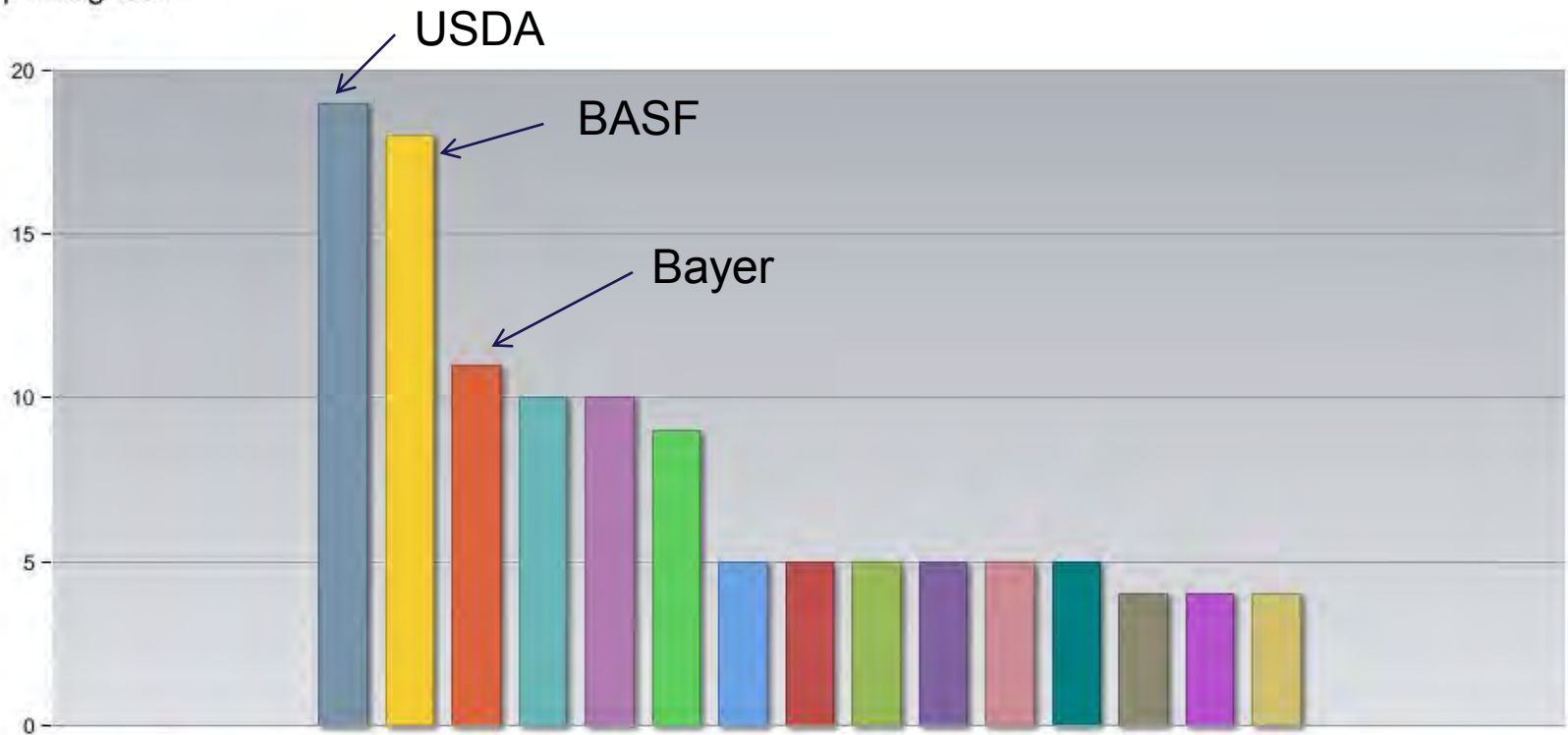


Source: Thomson Innovation®, www.thomsoninnovation.com



Assignees

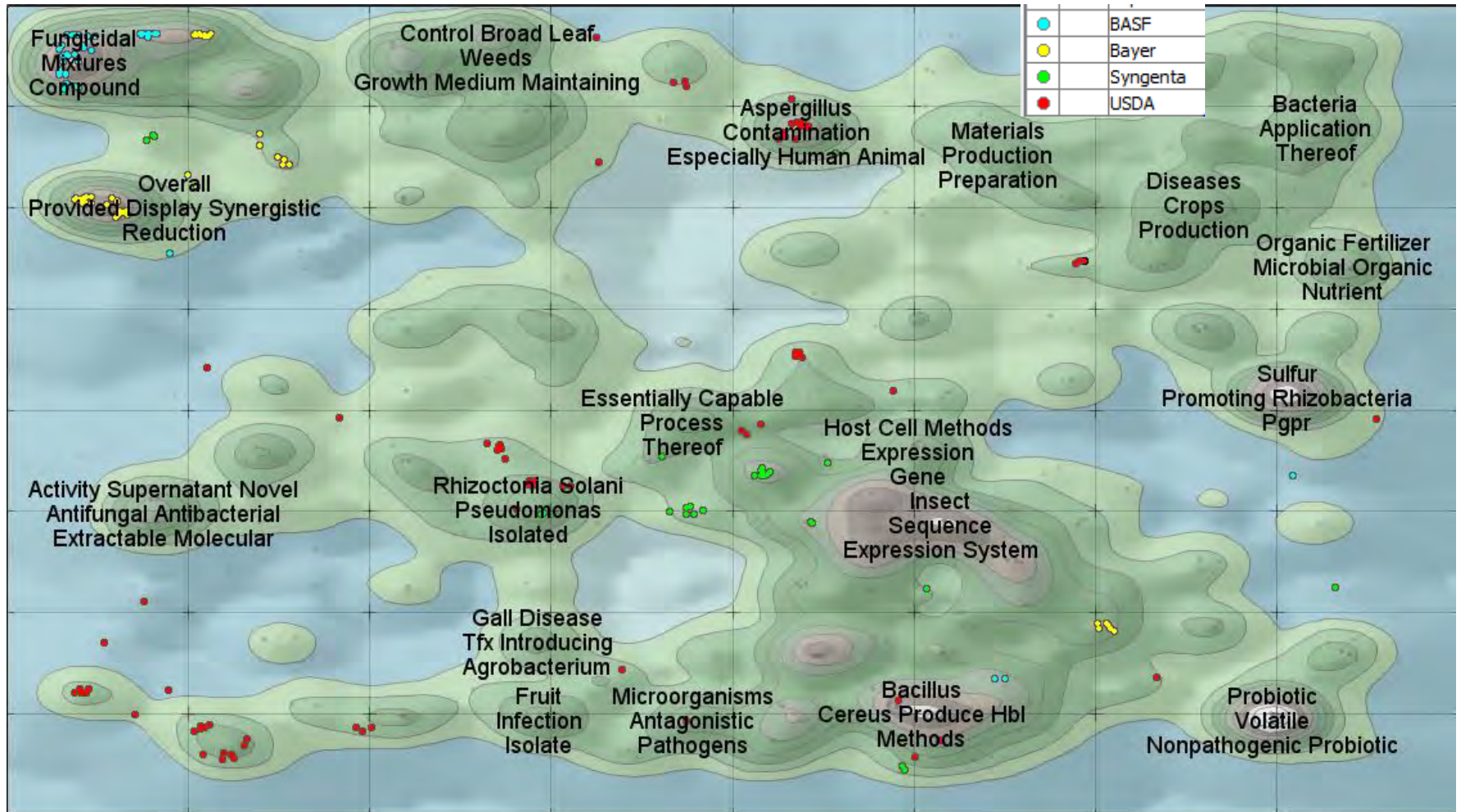
Top Assignees



Source: Thomson Innovation®, www.thomsoninnovation.com



Patent Landscape



Value of IP in Biocontrol Sector

■ Patents

- ❑ Monopoly right
- ❑ 'Negative' right
- ❑ Value depends on breadth of monopoly

■ Patent value versus other forms of IP?

- ❑ Know-how (production, formulation etc)
- ❑ Data and Regulatory approvals
- ❑ Trademark / Brand name



Licensing Early Stage IP

■ Stages

- ❑ Initial contact & discussions
- ❑ Materials Transfer Agreement to test the technology in a range of bioassays

■ Typical deal structure could include:

- ❑ Option fee on signature
- ❑ Diligence and milestone targets for development
- ❑ Further success milestones on EPA registration and first sale
- ❑ Royalties on product sales



Licensing Early Stage IP

- **Translational Funding**

- BBSRC Follow on Funding

- **UK Agri Tech Strategy (July 2013)**

- improve the translation of research into practice through a £70 million government investment in an Agri-Tech Catalyst
 - £10 million to deliver international development objectives
- £90 million of government funding for Centres for Agricultural Innovation
 - Support development of new technologies



Patent Box

- New tax regime in the UK from April 2013
- Reduces corporation tax on qualifying profits to 10% (worldwide sales)
- Products developed in the UK, sold by a UK company and covered by a granted UK or European patent
- Will give rise to companies having “patent box IP”
 - Patents with narrow scope
 - Quick to grant
 - Little or no monopoly rights value



Conclusions

- **Rising number of patents filed in the sector**
- **Most patents in the sector still filed by universities and research institutes**
- **Changing landscape:**
 - **Changing IP laws**
 - **Patent Box**
- **Challenge of developing early stage IP**



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