

Topic 16

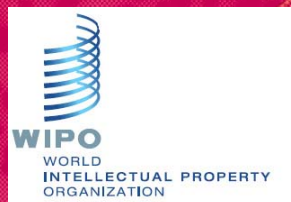
Case Studies

Effective Use of IP Assets by SMEs in their Business Strategies

Training of Trainer's Program, Teheran

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CASE 1

2

A Green Stone Age for the Future

Inventor: Kuse Mera, engineer Aachen University

Invention: 1995 (outside of work at A.U.)

Subject: Carbon fiber mechanical stabilization coating

Company: Techno Carbon Technologies (DE)

Product: Carbon Fiber Stone (CFS), Stone Composite Technology (SCT) **Trademark**

Combination Patent + Trademark: powerful dissuasion for competition. Unless in depth due diligence performed -> impression of extensive coverage !!

Source: <http://www.wipo.int/ipadvantage/en/details.jsp?id=2593>



CASE 1

3

A Green Stone Age for the Future

Collaboration: University of Applied Science, Munich

Advantages: fatigue resistance, shock resistance, replacement for metal. 50% carbon emissions of pure steel, pure aluminium or pure carbon.

Source: <http://www.wipo.int/ipadvantage/en/details.jsp?id=2593>



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CASE 1

4

A Green Stone Age for the Future

Commercialization strategy: licensing in many fields:

(i) Earthquake resistant building material, (ii) light, strong material with high crashworthiness for car and boat industries.

Current licensees: Spring Switzerland AG: granite stove, Zai AG: high-tech ski with a CFS core.

Licensing partnership: with NGO «Granidus» in Berlin for Applications in the developing world: using 80% of profits from Commercial licensing to support companies developing new CFS applications fulfilling local needs.



CASE 1

5

A Green Stone Age for the Future



CASE 1

6

A Green Stone Age for the Future

Business performance: thanks to patent system and efficient licensing, now team of ten in the company. Successfully attracted significant investments to develop technology in new Fields (solar panels).

Source: <http://www.wipo.int/ipadvantage/en/details.jsp?id=2593>



CASE 2



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