



WIPO National Patent Drafting Course

organized by the World Intellectual Property Organization (WIPO)

in cooperation with

the Department of Intellectual Property (DIP), Ministry of Commerce of Thailand

and with the assistance of the Japan Patent Office (JPO)

Bangkok, August 22 to 26, 2016 (face-to-face session)

August 29 to October 30, 2016 (follow-up session)

Topic 10 Importance of Patent Drafting for Innovation and Commercialization

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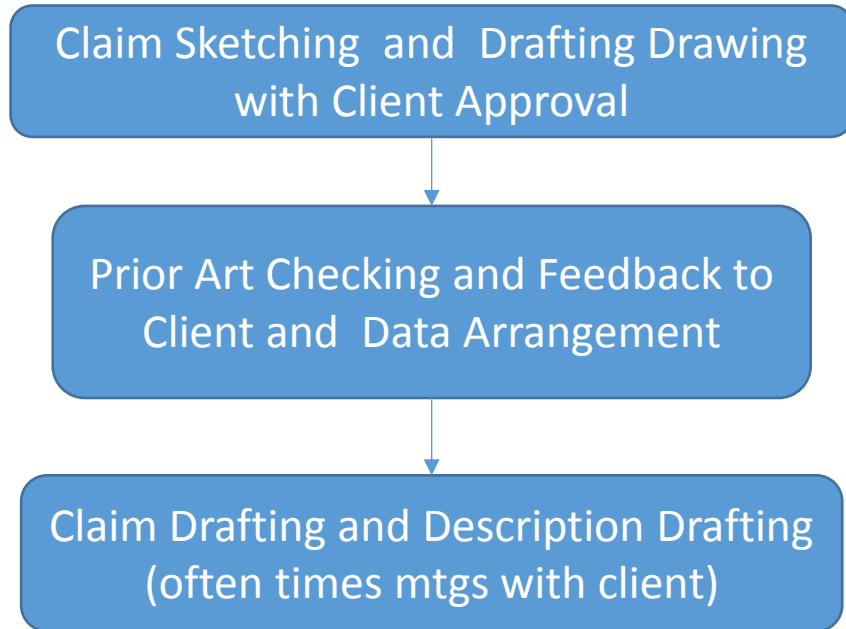
S&I International Bangkok Office

Outline of topic 10

What for ? Patenting is important for business.

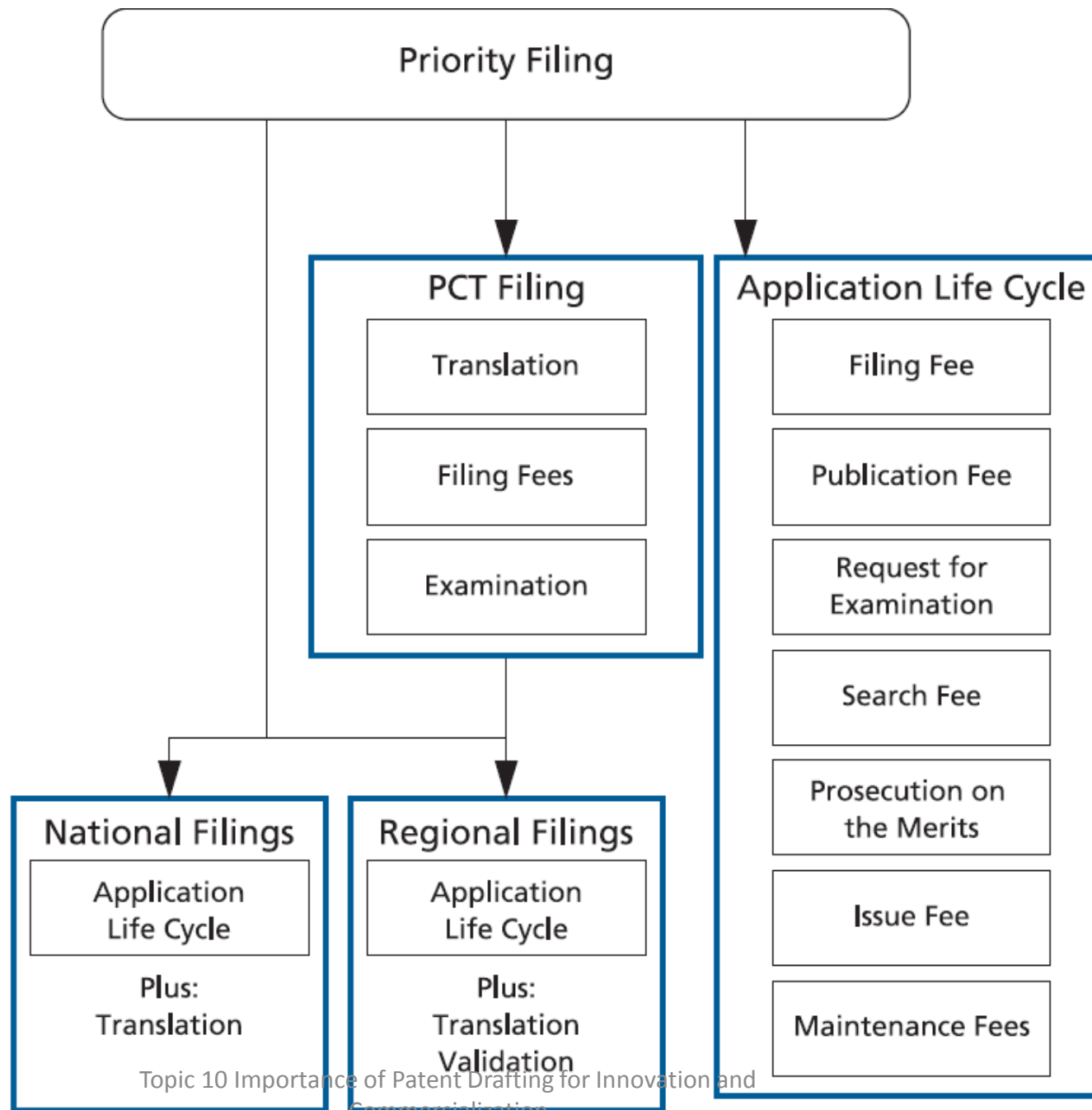
- Firstly, to make your confidence/trust to your business partner (contract partner, retailer, manufacturer, financial sector)
- to make money is secondary

Drafting Flow in this case



Apparatus for Cleaning Dies Case





Patenting and Commercializing Process

- 1999 Filing Patent to Thailand (not PCT, not Paris)
- 2000 Filing Patent to US, EU, CN, JP etc 35 countries
- 2003 Grant EU, US
- 2005 Grant CN
- 2013 Grant TH

Success in Business

What does it mean 'success' in this case?

- To defend its market against the competitor
- To license and consulting contract with their customers
- To sell its machine as well as consuming things which is detergent liquid

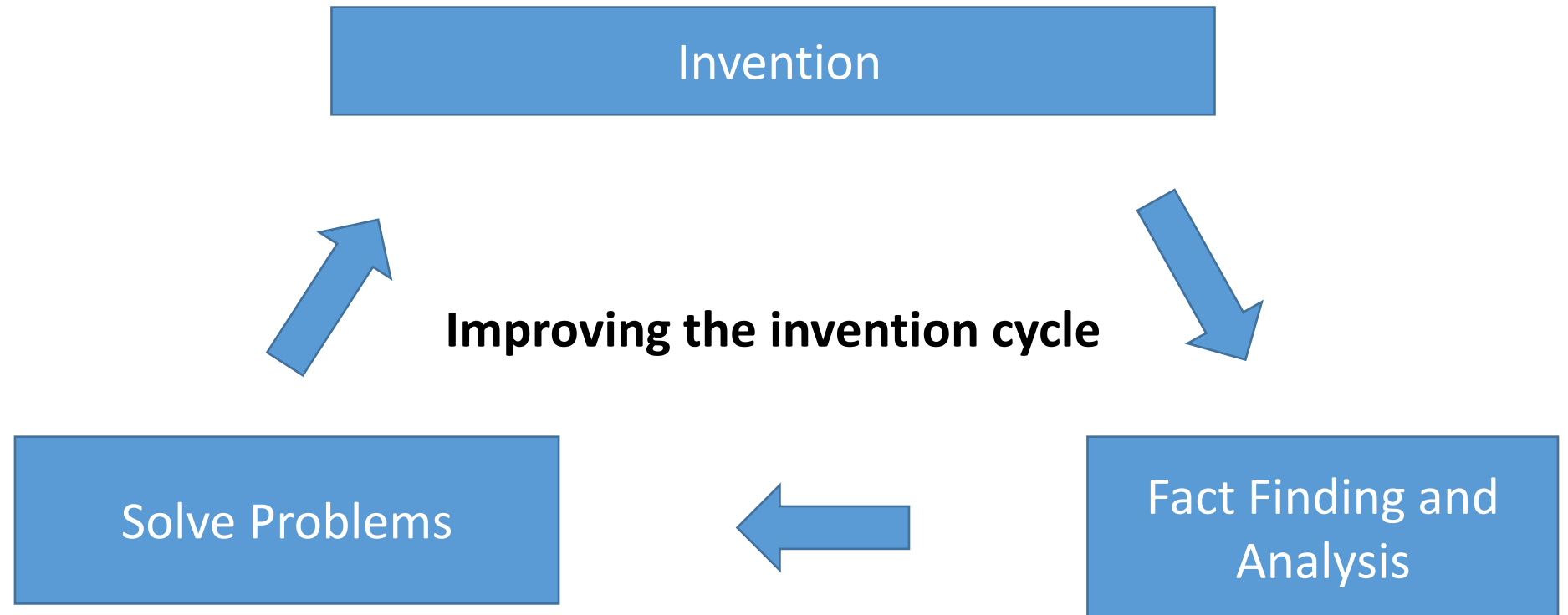


Business Success



But???

Tips :Invention and Innovation Cycle



Why its business was failed ?

- Not attention to their customer's voice
- Not invest to improve the invention
- The inventor is moving his interest to another business.



Confusing inside the company and most of staff are gone to other companies.

Thank you for your attention.

Q&A