

Intellectual Property Essentials for Health Sector Startups

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Intellectual Property

Intellectual property (IP) rights are legal regimes of property rights covering ideas, inventions, discoveries, symbols, images, expressive works that have an existence separable from a unique physical embodiment



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PERMIT - PLATE PORTION / CERTIFICAT D'IMM. - VEHICULE		PERMIT - PLATE PORTION / CERTIFICAT D'IMM. - PLAQUE	
BRAND - REBUILT PLATED		ATTACHED	
VIN: 123XK678F12345678	VEHICLE NO: 111160735	VIN: 123XK678F12345678	VEHICLE NO: 111160735
MAKE: CHEV	MODEL: MAL	MAKE: CHEV	MODEL: MAL
YEAR: 06	YEAR: 82	YEAR: 06	YEAR: 82
CYL: 06	CYL: 8	CYL: 06	CYL: 8
POWER: YES	POWER: YES	POWER: YES	POWER: YES
DRIVE: FWD	DRIVE: FWD	DRIVE: FWD	DRIVE: FWD
REGISTRATION NO: 6754321	REGISTRATION NO: 3457981	REGISTRATION NO: 030331P	REGISTRATION NO: 030331
OWNER: PUBLIC, JANE, Q	OWNER: PUBLIC, JANE, Q	OWNER: PUBLIC, JANE, Q	OWNER: PUBLIC, JANE, Q
ADDRESS: 123 ANYWHERE ST TORONTO, ONTARIO	ADDRESS: 123 ANYWHERE ST TORONTO, ONTARIO	ADDRESS: 123 ANYWHERE ST TORONTO, ONTARIO	ADDRESS: 123 ANYWHERE ST TORONTO, ONTARIO
ISSUE DATE: 991-2/099	ISSUE DATE: 02 03 12	ISSUE DATE: 991-2/099	ISSUE DATE: 02 03 12
ISSUE NO: A7932897	ISSUE NO: A7932897	ISSUE NO: A7932897	ISSUE NO: A7932897
Ministry of Transportation / Ministère des Transports		Ministry of Transportation / Ministère des Transports	
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Forms of IP

Two broad categories:

Industrial property: includes patents, trademarks and industrial designs

Copyright: which covers literary works, films, music, artistic works and architectural design and software

Speakers today will mostly focus on patents as they are the most important for health sector firms. We will also touch on other forms of IP and alternative to IP (trade secrecy)

(12) **United States Patent**
Lauder et al.

(10) **Patent No.:** **US 8,143,982 B1**
(45) **Date of Patent:** **Mar. 27, 2012**

(54) **FOLDABLE ACCESSORY DEVICE**

(75) Inventors: **Andrew Lauder**, San Francisco, CA (US); **Matthew D. Rohrbach**, San Francisco, CA (US); **Daniel J. Coster**, San Francisco, CA (US); **Christopher J. Stringer**, Woodside, CA (US); **Florence W. Ow**, San Francisco, CA (US); **Jiang Ai**, Cupertino, CA (US); **Jonathan P. Ive**, San Francisco, CA (US); **Elvis M. Kibiti**, San Francisco, CA (US); **John P. Ternus**, Redwood City, CA (US); **Sean D. Lubner**, Trumbull, CT (US)

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **12/971,431**

(22) Filed: **Dec. 17, 2010**

Related U.S. Application Data

(63) Continuation-in-part of application No. 29/375,197, filed on Sep. 17, 2010.

(60) Provisional application No. 61/384,179, filed on Sep. 17, 2010.

(51) **Int. Cl.**
H01F 7/00 (2006.01)
H01F 1/00 (2006.01)
H01F 7/02 (2006.01)
B65D 5/52 (2006.01)
B65D 25/24 (2006.01)

(52) **U.S. Cl.** **335/219; 335/285; 335/302; 335/303; 335/304; 335/306; 361/807; 361/679.01; 361/600; 24/303; 206/45.2; 206/45.23; 206/45.24; 206/320; 206/764**

(58) **Field of Classification Search** 335/219, 335/285, 302-306; 439/38, 218, 217, 39; 24/303; 361/807, 679.01, 600; 206/45.2, 206/45.23, 45.24, 305, 320, 764, 765
See application file for complete search history.

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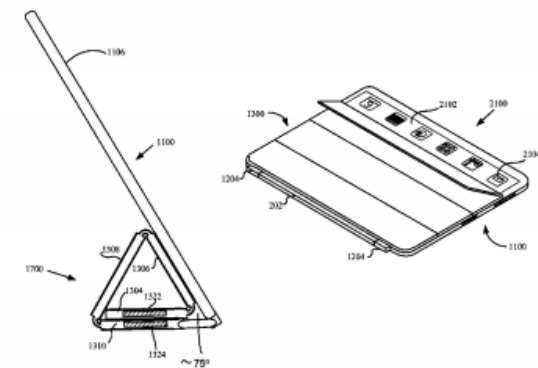
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(57) **ABSTRACT**

A magnetic attachment mechanism and method is described. The magnetic attachment mechanism can be used to releasably attach at least two objects together in a preferred configuration without fasteners and without external intervention. The magnetic attachment mechanism can be used to releasably attach an accessory device to an electronic device. The accessory device can be used to augment the functionality of usefulness of the electronic device.

16 Claims, 52 Drawing Sheets



Patents

Most common form of IP for new products and production processes

A patent owner (patentee) has the right to stop others from making, using, selling the product or the process in the country granting the patent

Lasts 20 years

What is a patent worth?

Study by researchers at HBS, NYU and SSE shows that start-ups successfully filing their first patent:

- 55% higher employment growth
- 80% higher sales growth
- 47% higher likelihood of securing funding from venture capitalists
- 76% higher chance of securing a loan
- 128% higher likelihood of IPO

3 common IP issues with health startups

1. Access to University IP (startups founded by university researchers) – Tamara O'Connell
2. Filing the first patent(s) (When, where and what to patent) - Steve Leonard
3. Managing IP (licensing technologies to/from large companies) - Ella Korets-Smith

