

The Operating System for Intellectual Property.

It is on us to empower every innovation and idea to be protected.

Alexander Füg, CEO & Co-Founder, alexander.fueg@noventive.com

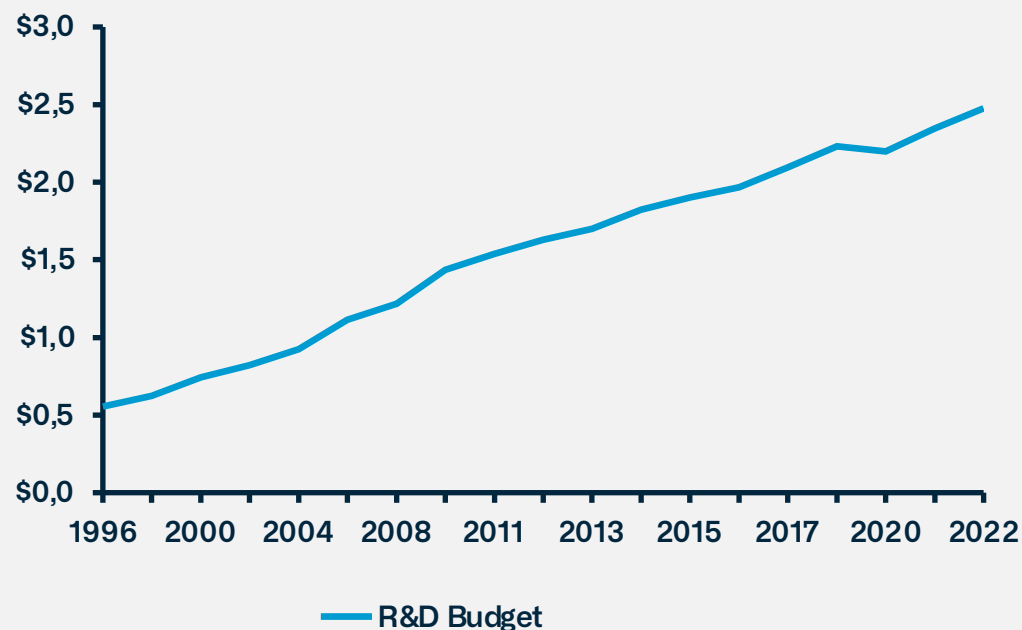
Jens Reinhard, Patent Attorney, CLO & Co-Founder, jens.reinhard@noventive.com

Agenda

1. Introduction noventive
2. Basics of a patent application

New technologies are developing faster than ever, and with them the need for IP protection.

Rising R&D Budget **\$2.47 Trillion** spent in 2022. ¹

**5%**

Spent for IP

With technological development a high driver for innovation, the commercialization of intellectual property rights is expected to grow further significantly. In technology-intensive industries, **up to 5% of the R&D budget or an equivalent of 100B+ USD** is spent on generating and maintaining IP rights. ²

36%

Financial gain due to IP

Companies are shifting their focus to services on digital innovations for SMEs. SMEs are experiencing severe benefits, as **36% of SMEs achieve financial gain** after IP filing. ³

46%

IP based M&A

Established companies look for young companies with solid intellectual property strategies, which rises M&A activity. **46% of the companies buy other companies for the purpose of acquiring a unique IP or a unique product.** ⁴

However, protecting tomorrow's most innovative ideas is not innovative at all.

970+

touchpoints to gain an international patent

Inefficiency

IP creators wish for a transparent process. Currently, **no central portfolio management** is provided, all work is done via emails, across multiple disintegrated systems and manually by many paralegals (**up to 1.8 per attorney**) with 970+ touchpoints.¹

30-90

days to draft an application

Time-consuming

The current structure where delivery time is between **30-90 days**, hinders innovators in their progress which exposes a massive risk that competitors are faster.²

30%

more expensive

Expensive

It is **30% more expensive** than expected to file IP with law firms due to high process costs and **delayed billing with 10.000+ single invoices** in large IP departments per year.³



Missing innovation is caused by the typical administrative effort drivers of daily IP work.

75%

of the effort drivers of IP law firms is accounted for by administrative activities.

(Legal) Advice by Patent Attorney

Backoffice &
Quality Assurance

Official
Authorities

National Representatives

Value creation

Administration

We digitalize IP protection focusing on value creation through automation and standardization.

-60%

of the administrative part
and costs have already
been optimized by us.

Empowering
IP Professionals

(Legal) Advice by Patent Attorney

Backoffice &
Quality Assurance

Official
Authorities

National
Representatives



fluid

Maximum focus
on value creation

Optimization via
noventive's operating system

Value creation

Administration

Facilitating legal services between IP creators and professionals for 20+ years.

IP Creators

Corporates

The **privacy** of our clients is subject to an 18 months publication period.

Hidden champions

Please reach out for more information.

Startups

Digital
IP Protection

We have **digitalized the back-office** and built a **collaboration platform** while continuously working on more automation and standardization

IP Professionals



30+ patent attorneys who already trust in us.

Offering a comprehensive product & services portfolio for IP creators.

Managed IP services with a focus on personal interaction



Dr. Carina Niewieszol
Patent Attorney, Dr. rer. nat.
M.Sc. Chemistry (RWTH Aachen)



Jürgen Pierau
Patent Attorney, M.Sc. Electrical
and Information Technology



Jens Reinhard
Patent Attorney, M.Sc. Mechanical
Engineering



Dr. Jobst Wibbelmann
Patent Attorney, Dr. rer. nat., Dipl.-
Chem. and Executive MBA

IP Prosecution

IP Litigation

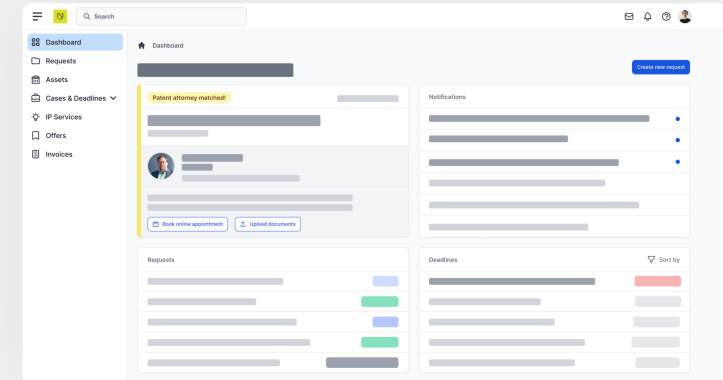
M&A + IP Consulting

IP Concierge



+

Digital collaboration & portfolio access



- Find the best patent attorney
- Portfolio access for managed IP rights
- Direct access to cases & deadlines
- Billing services



Our vision for innovative companies



30+ highly experienced attorneys with specialized technical expertise



Always direct collaboration with responsible attorney



Plannability through transparent fixed prices



Longtime personal guidance



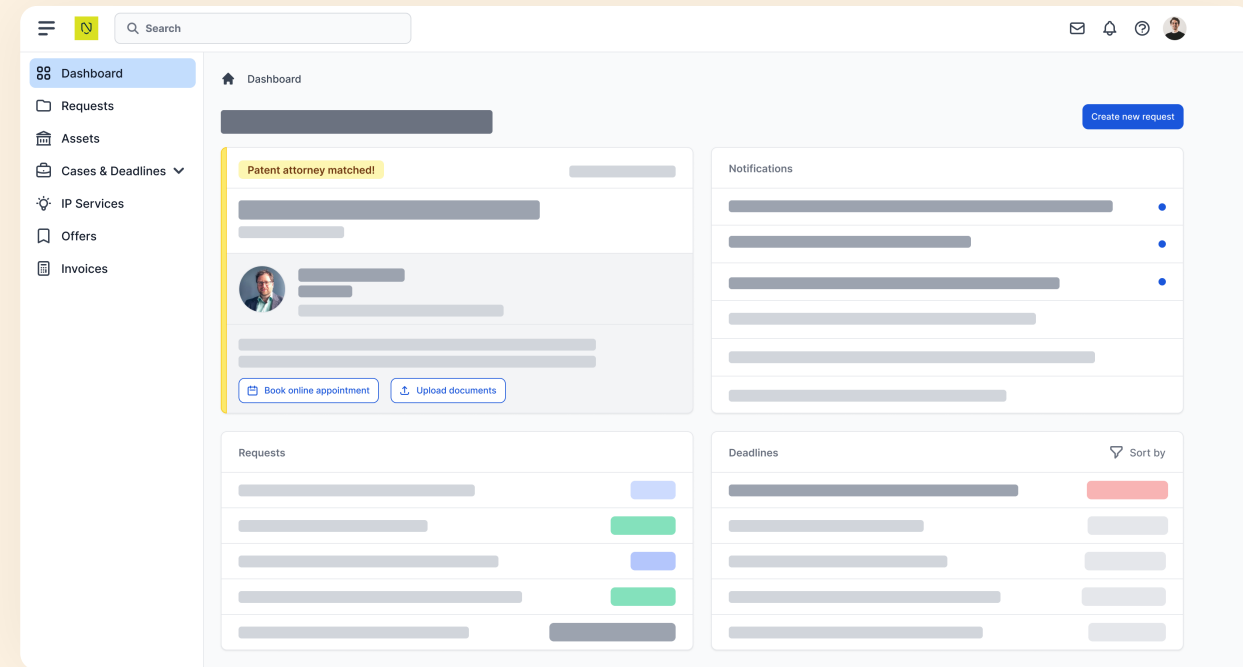
Future-proof collaboration

Collaborate with your attorney and team

- ✓ Direct collaboration, digital case and integrated portfolio management
- ✓ Reduction of administrative expenses by 60%, reduction of legal expenses by 25%.
- ✓ Maximum security through 2-factor authentication, encryption and ISO-certified servers in Germany

Personal and service oriented

- ✓ Top rating from our clients with >4.8 out of 5 stars
- ✓ Reliable, on schedule and proactive
- ✓ Individual customer success meetings



fluid connect

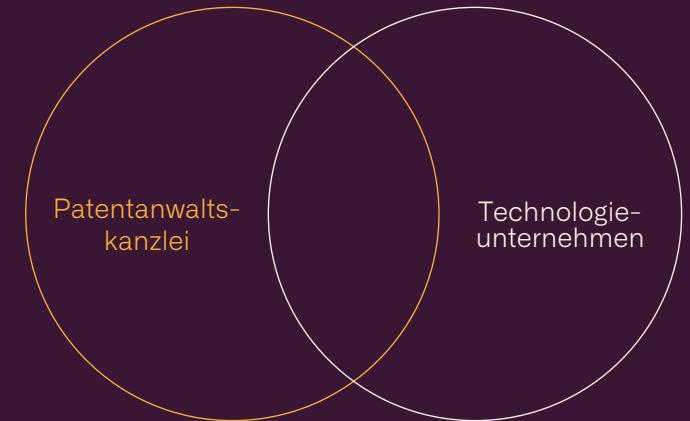
Agenda

1. Introduction noventive
2. Basics of a patent application (DE)

Grundlagen Patente

Von der Erfindungsidee
bis zum international erteilten Schutzrecht

- *Was steckt genau dahinter?*
- *Welche Möglichkeiten ergeben sich bei einer Patent-Neuanmeldung?*
- *Erfolgsfaktoren & Show-Stopper*



Daniel Düsentrrieb hat ein Fahrrad erfunden



Daniel Düsentrrieb hat ein Fahrrad erfunden

Merkmale / Features

- Sattel
- Lenker
- Rahmen
- Rad vorne
- Rad hinten
- Kurbel
- Gangschaltung
- Kette
- Klingel



Daniel Düsentrrieb hat ein Fahrrad erfunden

Abstraktion

Welche Merkmale sind zwingend notwendig?

Zu welchen Merkmalen gibt es Alternativen?

Die konkrete Konstruktion sowie Abwandlungen davon sollen geschützt werden.



Daniel Düsentrrieb hat ein Fahrrad erfunden

Geschützt werden soll eine
„Einspurige muskelbetätigte Fortbewegungsvorrichtung“



Patentansprüche

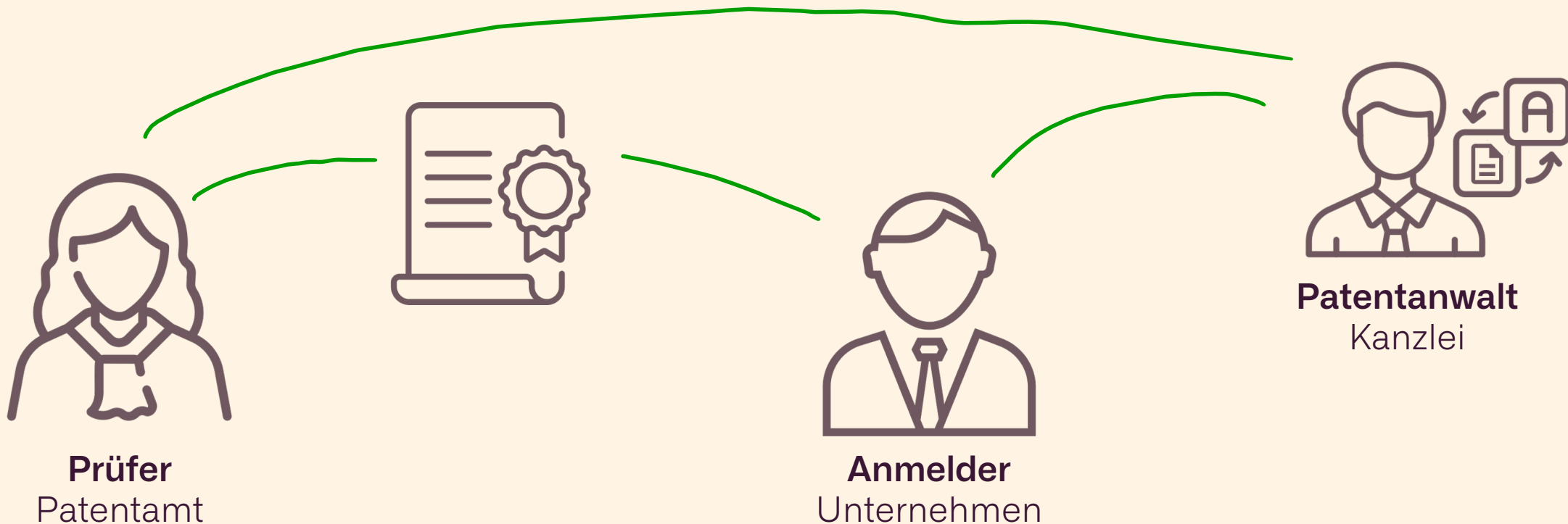
Anspruch 1:
Einspurige muskelbetätigte Fortbewegungsvorrichtung.

Anspruch 2:
Vorrichtung gemäß dem vorhergehenden Anspruch,
aufweisend **zwei Räder**.

Anspruch 3:
Vorrichtung gemäß einem der vorhergehenden
Ansprüche,
aufweisend **eine Signaleinrichtung, welche
vorzugsweise eine Klingel** ist.



Prüfungsverfahren am Patentamt



Grundlagen der Patenterteilung

Neuheit

Technische Lösung, die **vor dem Anmeldetag noch unbekannt** bzw. nicht veröffentlicht wurde

Erfinderische Tätigkeit

Technische Lösung geht über den Stand der Technik hinaus und ist **für den Fachmann nicht naheliegend**

Geprüft durch Patentamt

Prüfer am Patentamt sucht nach ähnlichen technischen Lösungen (Stand der Technik) und **entscheidet über Erteilung**

Der Prüfungsbescheid

Der Prüfer am Patentamt sucht nach ähnlichen oder identischen Konstruktionen, die bereits bekannt sind.

Kriterium:

Veröffentlichung vor dem Anmeldetag der Patentanmeldungen



Der Prüfungsbescheid

Anspruch 1:
Einspurige muskelbetätigte Fortbewegungsvorrichtung.

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Stand der Technik



Innovative Produkte verdienen eine innovative Patentanwaltskanzlei.

Jens Reinhard

Geschäftsführer, Patentanwalt
Dipl.-Ing. Maschinenbau

Tel. +49 89 255 528 060

~~Fax +49 89 255 528 0609~~

jens.reinhard@noventive.com

