

# Patents



*Patents may determine the return on an investment in the development of a new product.*

*A patent offers the holder a certain defined time and geographically limited legal protection for technical innovations. With this protection in place the innovator, product developer and investor can concentrate on production issues, prototype construction, proof-of-concept, financing, marketing and commercialization of the idea. This creates a strong foundation for action if or when someone attempts to stop, copy, steal or in any other way infringe on the protected idea. A patent means limited exclusive rights, and may, correctly utilized, contribute to valuable product differentiation and marketing advances, and generate royalties.*

## *Patent applications*

*We prepare patent applications together with our clients and represent our clients before patent offices and foreign representatives during the entire patent prosecution procedure.*

## *Novelty and infringement investigations*

*We perform novelty investigations e.g. prior to patent applications or the start of a research or development project, which means that we examine patent literature and other publications to assess the patentability of an invention or the risk for infringement in an existing patent right.*

## *Strategic advice*

*We offer advice on suitable patent and licensing strategies based on an analysis of the client's business situation. In certain*

*cases we may advise the client not to file for a patent, depending on, among other things, marketing and competitive prerequisites, financial limitations or other factors.*

## *Methods for systematic administration of patents*

*Our patent attorneys, with experience working in company patent departments, assist clients needing help setting up or organizing the patent operations of the company. These can regard, for example, IP strategy, organization and competence, system support, documentation and security.*

## *Outsourcing of a patent department*

*Brann acts as the company's own patent department and maintains close contact with key people within the company. The service is customized to the clients' needs. We take care of all the client's patent files so that the client is relieved of handling patent documents. We handle all correspondence with patent offices and foreign patent attorneys. The client is only contacted for strategic decisions, such as changes in the scope of protections and decisions on foreign patent protection etc.*

## *Patent disputes*

*Our legal attorneys co-operate with our patent attorneys in legal proceedings, both with regards to infringement and invalidity issues.*

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