IP business: success/pitfall story(ies)

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Mobile Near Field Communication

Secure Payments

Digital Security

Embedded Security Solutions

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Patents:

What?
When?
Why?
What is an invention?

What is patentable?
What is a *patentable invention*?

To be patentable, an invention **must** be *new*, industrially applicable, and involve an inventive step.

**What about detectability?**

An invention that is new, industrially applicable, and involve an inventive step.
How many patents involved in a chip?

• 5 ?
• 50 ?
• 200 ?
• 1000 ?
• 2000 ?

More than 2000!!!
Result is a Patent portfolio
By mapping the way patents cite each other, network scientists have been able to study how different technologies rely on each other and how new technologies emerge!
Technology (R)evolution: From computers, via mobile, to the IoT (Internet of Things) world,
**Patent : key from the very beginning**

FROM the first days, in 1995, at **Inside Technologies**, patent applications are filed…..and then, …. 

**2003** : First microprocessor architecture designed by specifically for contactless smart cards backed by several patents

**2005** : First dedicated integrated circuit for contactless payment cards compatible with full card embossing and approved by Visa®

**2012** : Acquisition in cash for up to $46 million of Embedded Security Solutions (“ESS”), a security specialist that designs and develops intellectual property (i.e. know-how bricks and patents) and secure solutions using encryption systems.

**2013** : Launch of the secure near field communication (NFC) system-in-package (SiP) solution, whose innovative technology is protected by numerous patents

**2014** : closes agreement with Intel® on new NFC™ technology and IP license
Innovation is DNA of Inside Secure
The spirit of **innovation** and **trustworthiness** are these two values that will bring us towards excellence and allow us to differentiate ourselves.

**Innovation** is novelty, change, progress. This means to radically improve our products, our processes, our work environment, our way of thinking. It means to listen to the market and our partners to understand ahead of our competitors what will allow us to differentiate.

Remy de Tonnac, Inside Secure CEO 19th of Jan, 2014
Patents:
A COST center ?????
Inside Secure patent portfolio

MORE THAN 200 PATENT FAMILIES
Patents:

Track for a success story ?
How to value its portfolio?
Why patents are important

Patents provide the right to avoid competition and consequently allow to:

- Improve margins
- Value the company

![Images of Apple, Nokia, and Microsoft logos]
INSIDE Secure licenses NFC patents to LG

Meanwhile, in Aix-en-Provence, France INSIDE Secure, a provider of embedded security solutions for mobile and connected devices, has announced that France Brevets and NFC Technology, LLC have signed a worldwide, royalty-bearing NFC patent license with LG Electronics, Inc. (LG).

As reported on Business Wire, the agreement is in line with INSIDE Secure’s strategy of focusing on high added-value embedded security solutions for mobile and connected devices while having the value of its patents recognized by the market. The NFC patent license with LG is a first success for France Brevets and NFC Technology, LLC under the NFC Patent Licensing Program that includes INSIDE Secure NFC patents and is managed by France Brevets.
France Brevets at a glance

• First European investment fund fully dedicated to patent promotion and valorization in Europe

• A €100 million investment fund raised from the French State and the Caisse des Dépôts
FB: how we deliver innovation

**Strategy**
- Analysis
- Team/CTO
- Strengths
- Market

**Preparation**
- Objectives
- Patents
- Long-term
- Standard

**Action**
- Achievement
- Licenses
- Royalties
- Growth
NFC LP Business Model

PATENT OWNERS
(Remain free to conduct their business)

MANAGING LICENSING ENTITY

LICENCEES

FB supports all expenses

SUPPLIER

COMPETITOR

DISTRIBUTOR

PATENT OWNERS

(Suppliers and competitors remain free to conduct their business)

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COMPETITOR

DISTRIBUTOR
Our values: fair licensing

War
2 enemies mutually looking to inflict unbearable harm

≠

Licensing
2 players finding balanced agreements and ultimately aligning interests

Our recommendations to cross the road:

1) Increase **quality of patents**

2) Good practices & reliable partners: **strong reputation**

3) **Reasonable behaviour** to share value on patents
Our values echo elsewhere

**US** David Kappos: balanced reform, without ‘throwing the baby out with the bathwater’

=> Drop in patents invalidated in IPR (10% in 6 months)

=> Supreme Court tackled abusive litigation and vague patents issues (Octane Fitness / Nautilus)

**ASIA** State back structures: JP, KR, CN

‘In country where high roads intersect, join hands with your allies.’ Sun Tzu
Break the NEW

To outrun our competitors

To ensure our sustainable growth

JUST A **PROTECTED IDEA**
Merci !!

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