

Managing your patent portfolio in exceptional situations

Smart Crisis Response

Checklist

Overview – download full presentation [here](#)

Webinar 23/24 April 2020

Dr.-Ing. Katrin Winkelmann

Agenda

- How to **manage budget cuts** and requests to **delay costs** in times of crisis – may it be due to Covid-19 or some other reason?
- Which options you have with the **Smart Crisis Response Checklist** in the three different pillars
 - **Immediate actions**
 - **Mid-term measures**
 - **Strategic long-term review**

Use this checklist to make **smart choices** and **navigate** the crisis appropriate to your **individual budget** requirements, **portfolio specifics** as well as **market** and **competitive environment**.

Overview

| | 1. Immediate Action | 2. Mid-term measures | 3. Strategic long-term review |
|---|--|--|--|
| A | <input type="checkbox"/> Inventions/new applications | <input type="checkbox"/> Safeguard the core of the portfolio | <input type="checkbox"/> Match IPR to Business Strategy |
| B | <input type="checkbox"/> Examination proceedings | <input type="checkbox"/> Make smart cuts on the rest of the portfolio | <input type="checkbox"/> Integrating innovation and decision processes |
| C | <input type="checkbox"/> Annuities | <input type="checkbox"/> Further strategies for examination proceedings | <input type="checkbox"/> Realign Application Strategies |
| D | <input type="checkbox"/> Oppositions | <input type="checkbox"/> Further opposition strategies | |
| E | <input type="checkbox"/> Further immediate actions | <input type="checkbox"/> Bolster your market share and portfolio profitability | |

Summary

- Be **aware** of the range of **all the options** you have for **immediate, mid-term** and **strategic long-term** actions.
- Align the measures with your company's **business strategy** and **competitive environment**.
- **Combine** this knowledge to apply **selected measures** to **individual cases** to build and safeguard a **strong portfolio** within your **budget requirement**.

Act wisely and use the crisis to grow stronger.

Contact



Dr.-Ing. Katrin Winkelmann

Patent Attorney (Germany), European Patent Attorney
European Trade Mark and Design Attorney

+49 40 3097 4440

kwinkelmann@eisenfuhr.com

www.eisenfuhr.com



Disclaimer

The measures described herein are subject to the threat of partially irrevocable legal consequences.

It is recommended that qualified legal advice be obtained before implementing any of the measures described herein.