

Patent valuation and commercialisation -Making the most of patents for business

Remarks on Korres and Yiotis patents

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PATENT PORTFOLIO

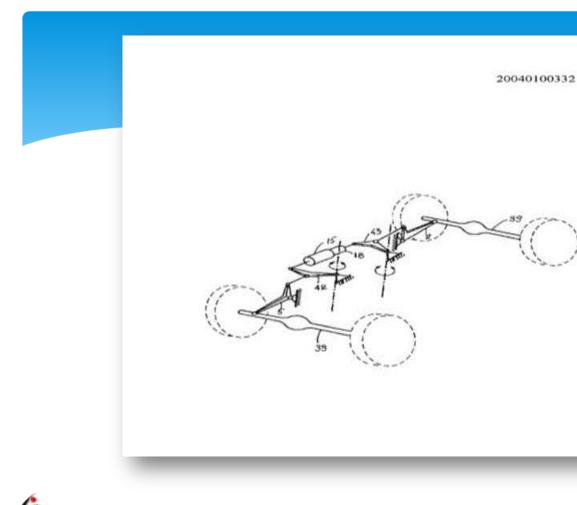
1. Technical Features of the invention



a) (3) PATENTS«Basic Record»

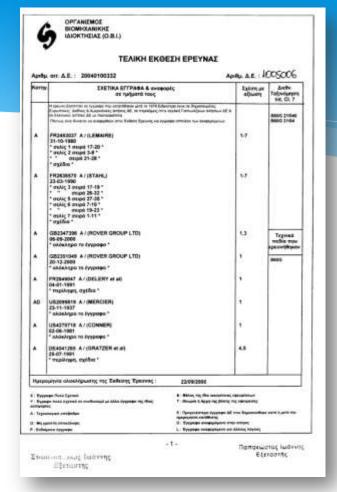
Suspension System for vehicles through tire units

GR 20040100332/ 1005006, GR20050200024 & 20070100236













b) (4) (Patent derivatives)

- Vehicle differential
 GR 20070100423
- Gear reducer
 - GR 20080200089
- Method for locking at the differential *GR 20080200107*
- Vehicle suspension damper
 GR 20080200109



b Hellenic industrial property organisation (obi)



INTERNATIONAL PATENTS (35) GREEK PATENTS (OBI)

CLASSIFICATION / IPC

A 23 L: Foods or Foodstuffs, preparation or treatment, food stuff preservation

EXTENDED PROTECTION (ALL KINDS OF FOODS)

- PRODUCTS
- PREPARATION PROCESS (COMPOSITION/RECIPE)
- PCT (3)
 - WO2013/091668 A1
 - WO2013/07465 A1 148 COUNTRIES
 - WO2013/079084 A1

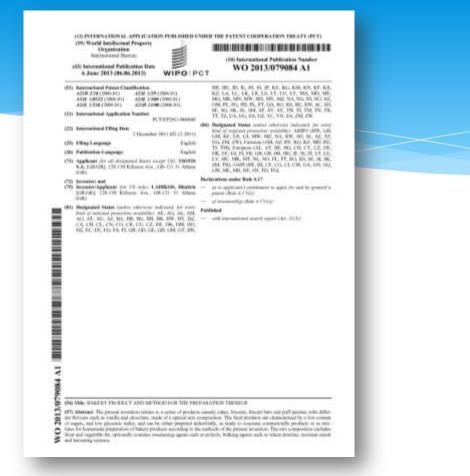








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PATENT PORTFOLIO

2. Commercial features / exploitation - Korres

PRODUCT (VEHICLE)

High value-added products - Unique technical characteristics

- PRIVATE PRODUCTION ON REQUEST (100-200 copies)
- FINANCIAL BENEFITS FINANCING FOR INVESTMENTS / RESEARCH

PATENT PROTECTION STRATEGIES

- Exploitation of patents for the protection against third-party infringement/prevention from litigation
- Loss of exclusive rights on patents, for future products, e.g. small vehicles for disabled persons



PATENT PORTFOLIO

2. Commercial features / exploitation - Yiotis

PRODUCT (FOODSTUFF)

Innovative new product development, through consumer research (targeted R & D)

COMMERCIAL PRODUCTION (MASSIVE)

300 products /export to 20 countries

- FINANCIAL BENEFITS/MAXIMUM DUE TO ECONOMIES OF SCALE
 - Production increase/exports
 - Global Market Share growth
 - International Establishment of the Brand Name
- PATENT PROTECTION STRATEGIES
 - Building a sound patent portfolio (basic patents and second generation patents) (Patent landscape mosaic)
 - Foreclosure of competitors
 - Monopolistic product development/market control

ΞΗΤΩΠ

Thank you for your attention!

