

# ניהול פורטפוליו פטנטים בחברות

רימה פוגץ' שנדלזון מנהלת קניין רוחני בחברת לנדא דיג'יטל פרינטינג (LDP) <u>Rimma.Pugatsch@landa-corp.com</u>







IP Managers – roles and responsibilities



IP decisions making process



Product related portfolio management



Patent prosecution



Examination



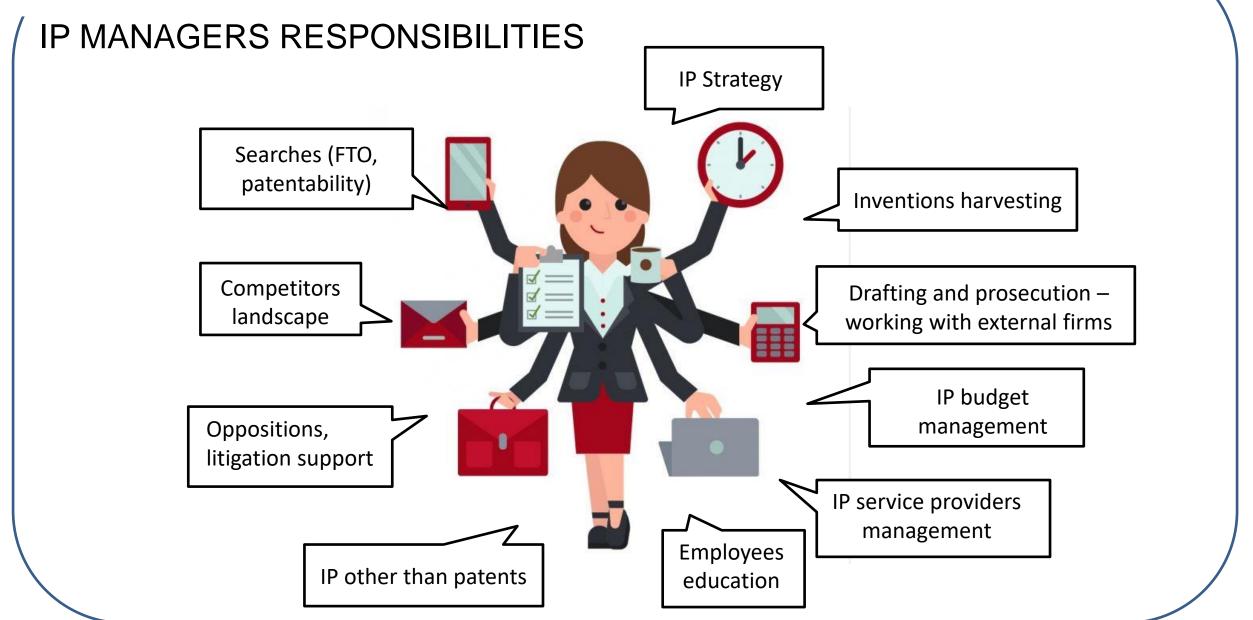
**IL Patent Office** 



Oppositions and litigation









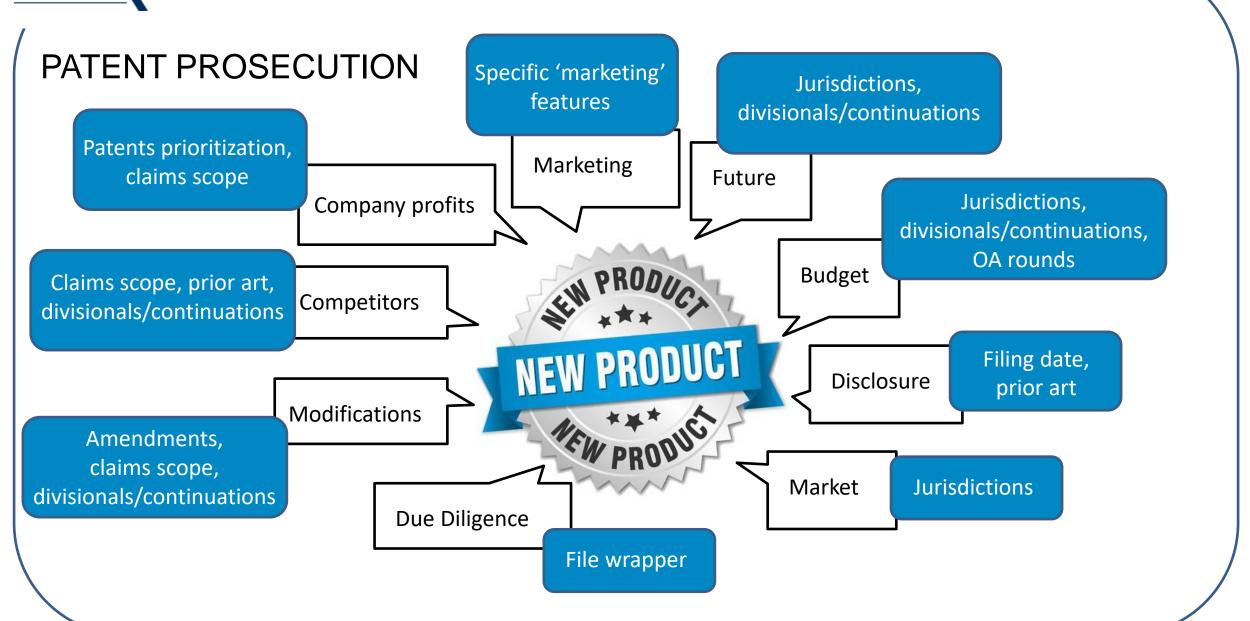
#### **DECISIONS MAKING PROCESS** IP action item Core strategic Other issues issue Specific Technological Technological **Business** patent issues aspects **Product External Patent** R&D R&D CTO CTO Legal development Attorneys (local or foreign)



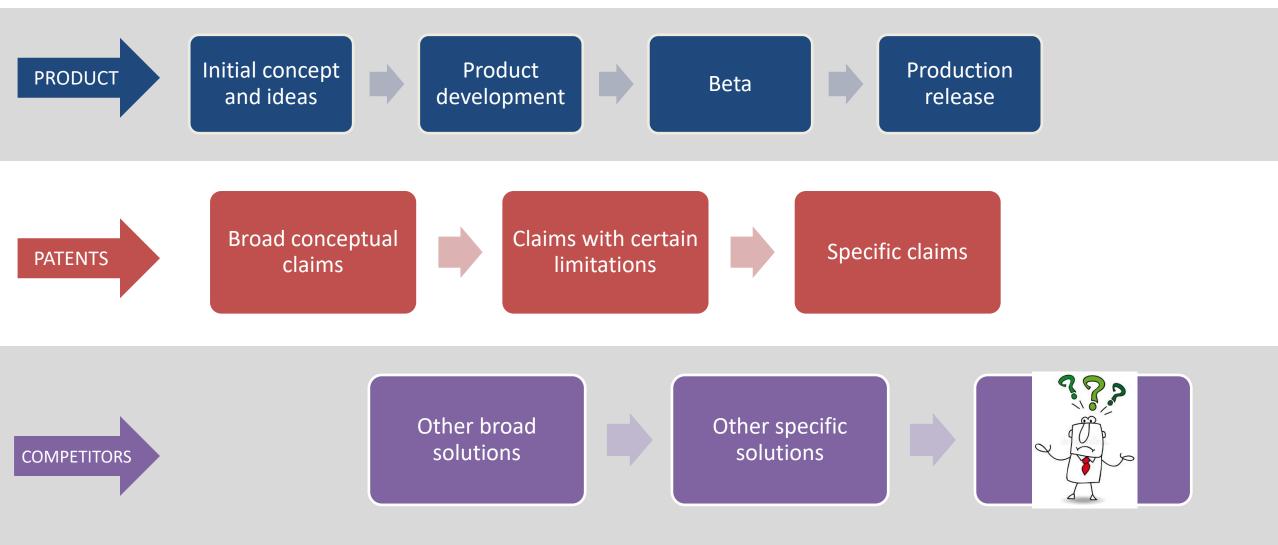
## PRODUCT RELATED PORTFOLIO MANAGEMENT



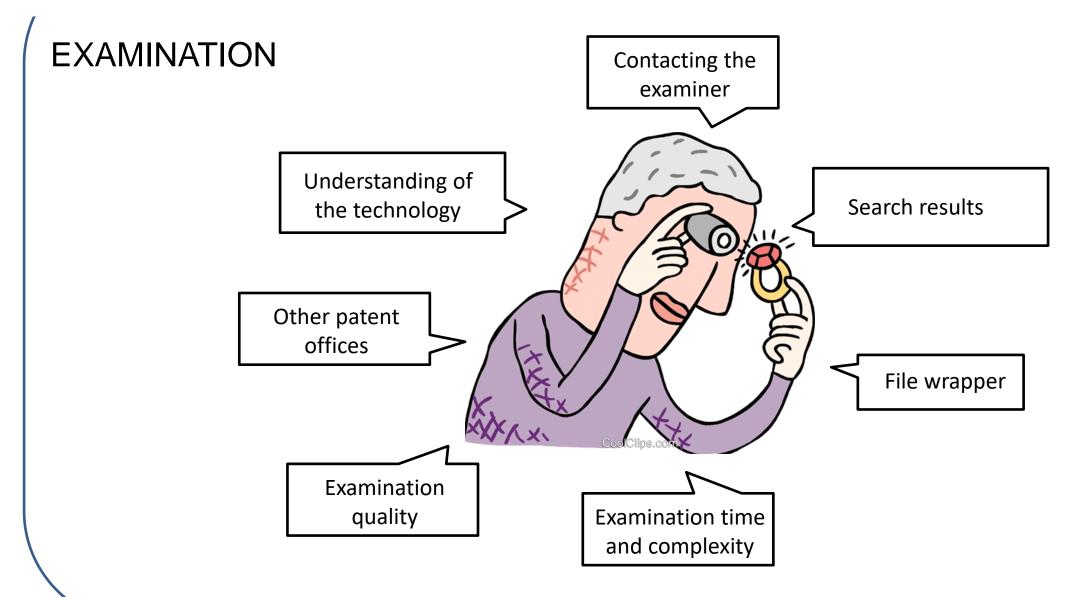




### PRODUCT RELATED PORTFOLIO MANAGEMENT









## IL PATENT OFFICE

Filing in Israel

PCT searching authority

PPH



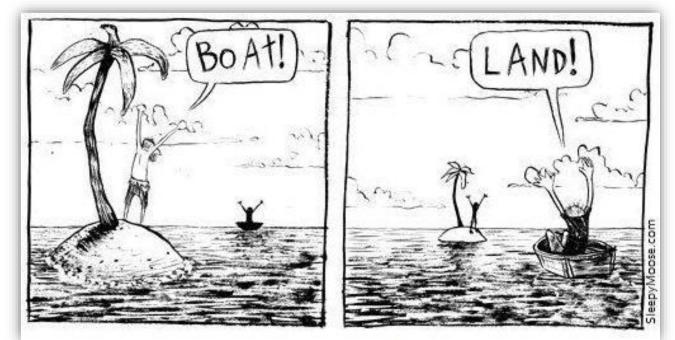
Business considerations

IP considerations

Budget



### THE REAL THING



דברים שרואים משם לא רואים מכאן...