

10 things
EVERY PATENT MANAGER
should think about once a year

The years seem to roll by faster every time, and our thoughts tend to holidays and new horizons. But as you begin to write your wish list, take a moment to check your to-do list.

Business and
IP network



Have you met all your key stakeholders in person this year? Recent results or stats serve as great conversation starters with C-level management. Spread some good cheer!

Managing
expectations



Do you know what stakeholders want of your IP function? Be upfront: Ask for expectations and take them seriously. To position IP at the heart of management discussions, you have to listen and be heard.

Key portfolio
figures



Identify and remember the most relevant key figures that describe your portfolio. Number of inventions received, first filings executed and pending and granted patents.

Keeping an
eye out



Keep watch on filing trends and what your main competitors are protecting. Never get caught unprepared on these important topics in high-level meetings.

Celebrating inventors



Recognize the year's top inventors and contributors. Thank them personally for their achievements and celebrate what their technologies bring.

Top IP success story



What was your biggest IP success story this year? Remind yourself and share the enthusiasm with all other departments. Why keep good news under wraps?

IP oversights



Of course, not everything in IP is a bed of roses. Think back on the year's setbacks and consider what they can teach you. The only true failure is the lesson not learned.

Costs and budget



Review your annual IP expenditure and determine next year's expected costs based on filing and other portfolio forecasts. If you lack complete information, you can safely grow your IP budget by 10% annually.

Cost drivers



So you know what your overall IP costs are, but do you know why they are? How much do drafting, first filings, subsequent filings, prosecution and maintenance contribute?

Marketing & sales strategy



Is your IP strategy still aligned with your marketing and sales strategies? For example: Do you still want to file in all the same countries?