

# 10 things to do in IP

## Getting more and better inventions

### Explain the purpose

Awareness of inventions is a must-have for protecting your innovation results and diverse business needs.



### Cost awareness

Patent applications are a significant investment. Make sure your filing assessment is based on well-founded facts and considers business aspects.

### The sound of silence

An R&D project with a budget of more than a million euros always yields inventions. Do not let the opportunity pass quietly.



### Quantity matters

You can only select the best invention disclosures for patenting if you receive a sufficient number.

## Keep it Lean and simple

Invention disclosure forms must allow for efficiency and accuracy, enabling inventors to share their ideas without investing hours.



## Lost in translation

You will likely receive more inventions if the disclosure form speaks the technical "language" of engineers and scientists.



## Supporting inventors

Analytical workflows, harvesting workshops and guided brainstorming keep your inventors inspired and help them talk.



## Quality matters, too

The total number of inventions is not as important as the relevance to your company of holding exclusivity for key technologies.

## Manage disappointment

Inventors are always let down if their ideas are not filed. Explain negative filing decisions in a fact-based but empathic way.



## Celebrate innovation

Prominently celebrate the number, quality and business relevance of inventions received. Motivation makes the difference.