

The logo for AT&S, consisting of the letters 'AT&S' in white, bold, sans-serif font, set against a dark blue rectangular background.

7TH EUROPEAN INTELLECTUAL PROPERTY FORUM

REBUILDING YOUR IP STRATEGY THROUGH SYNTHETIC INVENTIONS TO BOLSTER YOUR COMPETITIVE EDGE

Gernot Grober

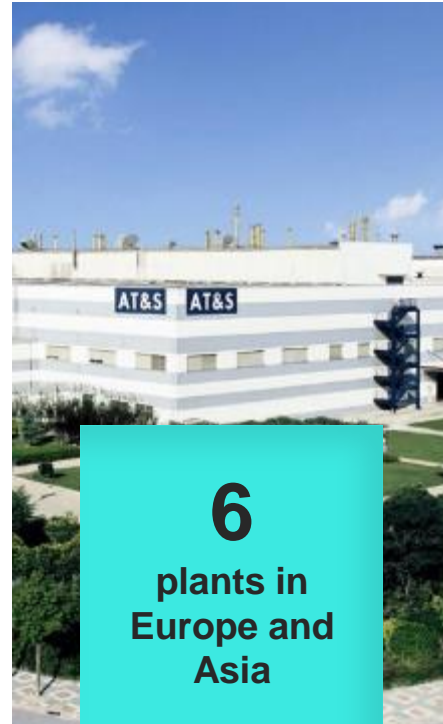
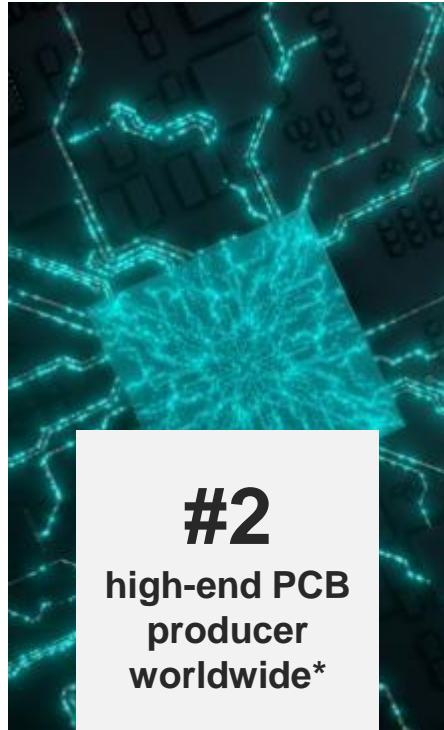
Head of IP

April, 2023



BACKGROUND

AT&S: world leading high-tech PCB & IC substrates company



BACKGROUND



Leoben, headquarters
Austria
1,746*

Fehring
Austria
450*

Nanjangud
India
1,462*

Chongqing
China
6,891*

Shanghai
China
3,983*

Ansan
Korea
347*

Kulim
Malaysia
**Start of Production
2024**

BACKGROUND

Market Segments & Product Applications



- High-performance computers
- Servers
- Client PCs
- Cloud & Edge computing
- 5G base stations
- Networking & gaming



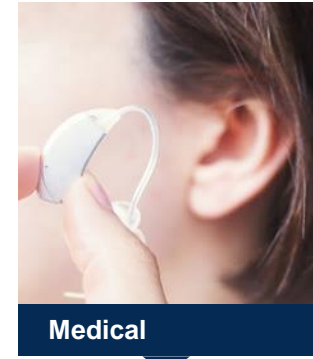
- Smartphones
- Wearables
- Notebooks & tablets
- Consumer electronics (action cameras and drones)



- Dependable ADAS Sensors
- Connected vehicles and V2X
- Infotainment
- Satellites



- Smart building, grid, lighting, manufacturing, transportation & retail
- Telecom infrastructure
- Power management
- Robots

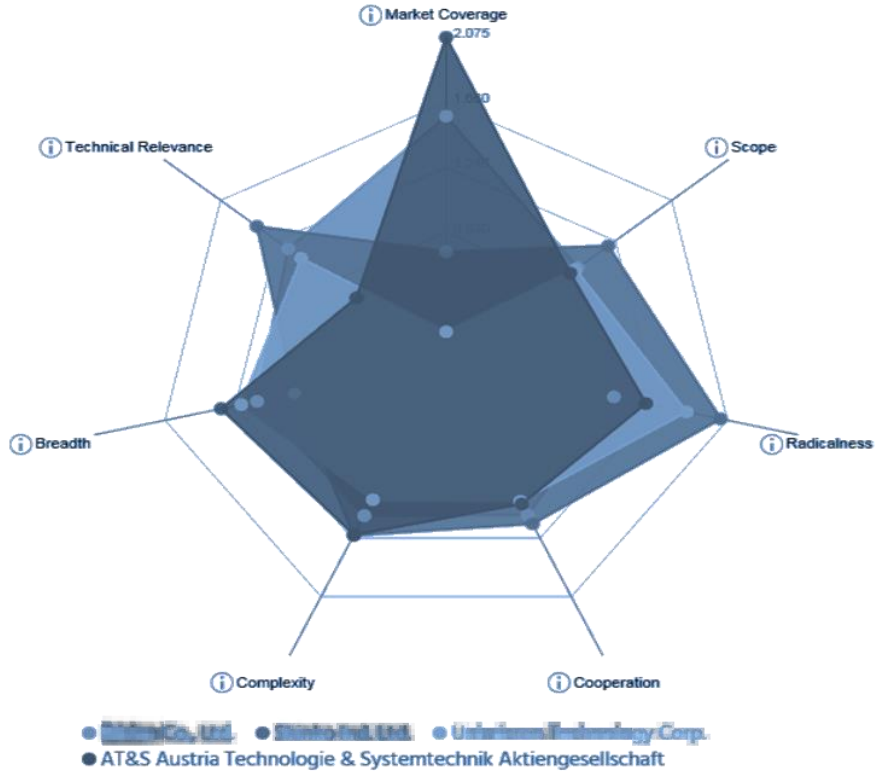
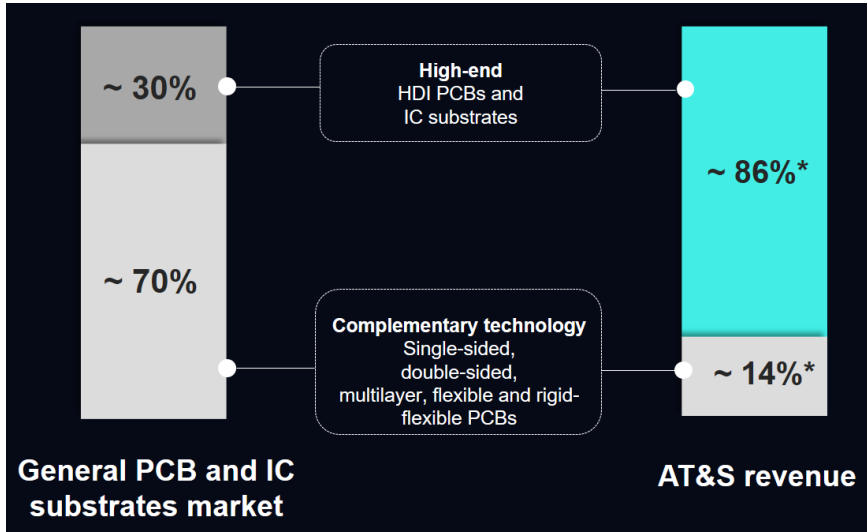


- Diagnostics and imaging systems
- Therapy application (pacemakers, hearing aids, drug delivery ...)
- Patient monitoring

BU Microelectronics

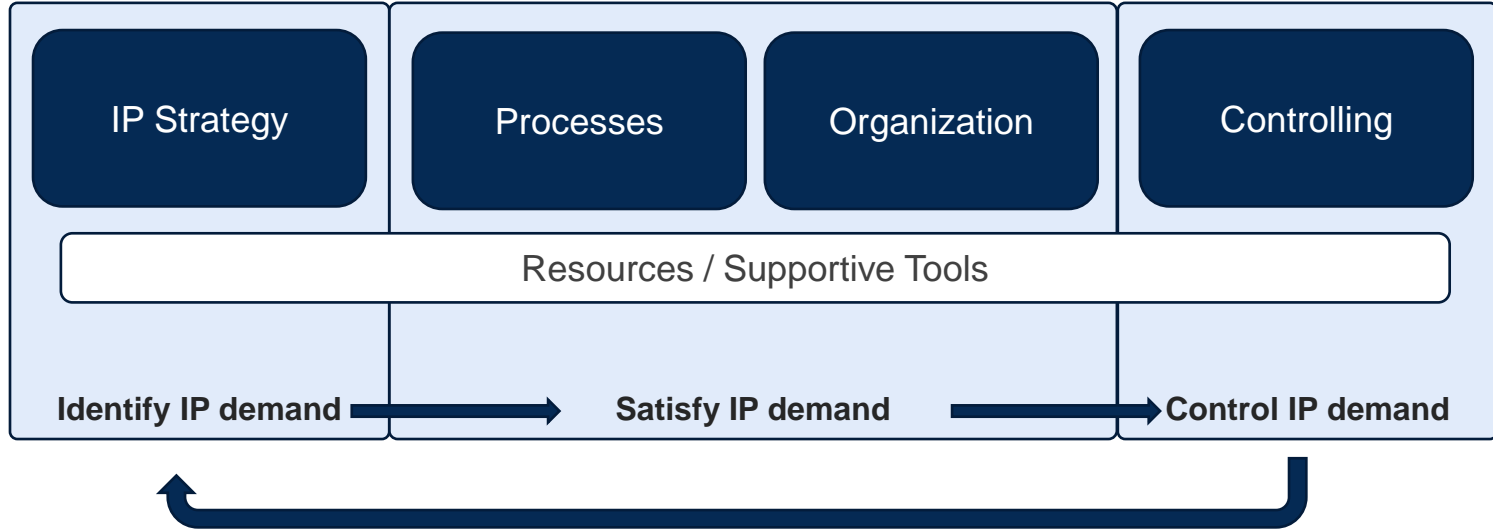
BU Electronics Solutions

Initial Situation



IP Management

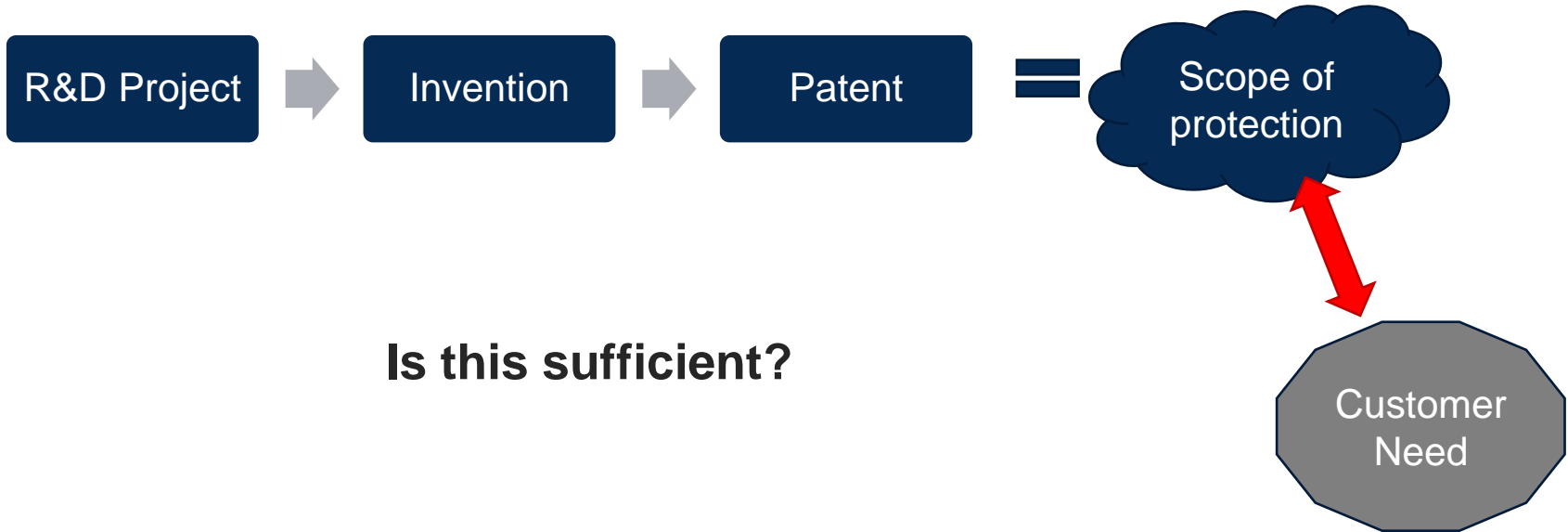
Typical Building blocks



Is this sufficient?

Patenting Strategy

Usual procedure of patent creation



Strategic patenting by systematic IP design

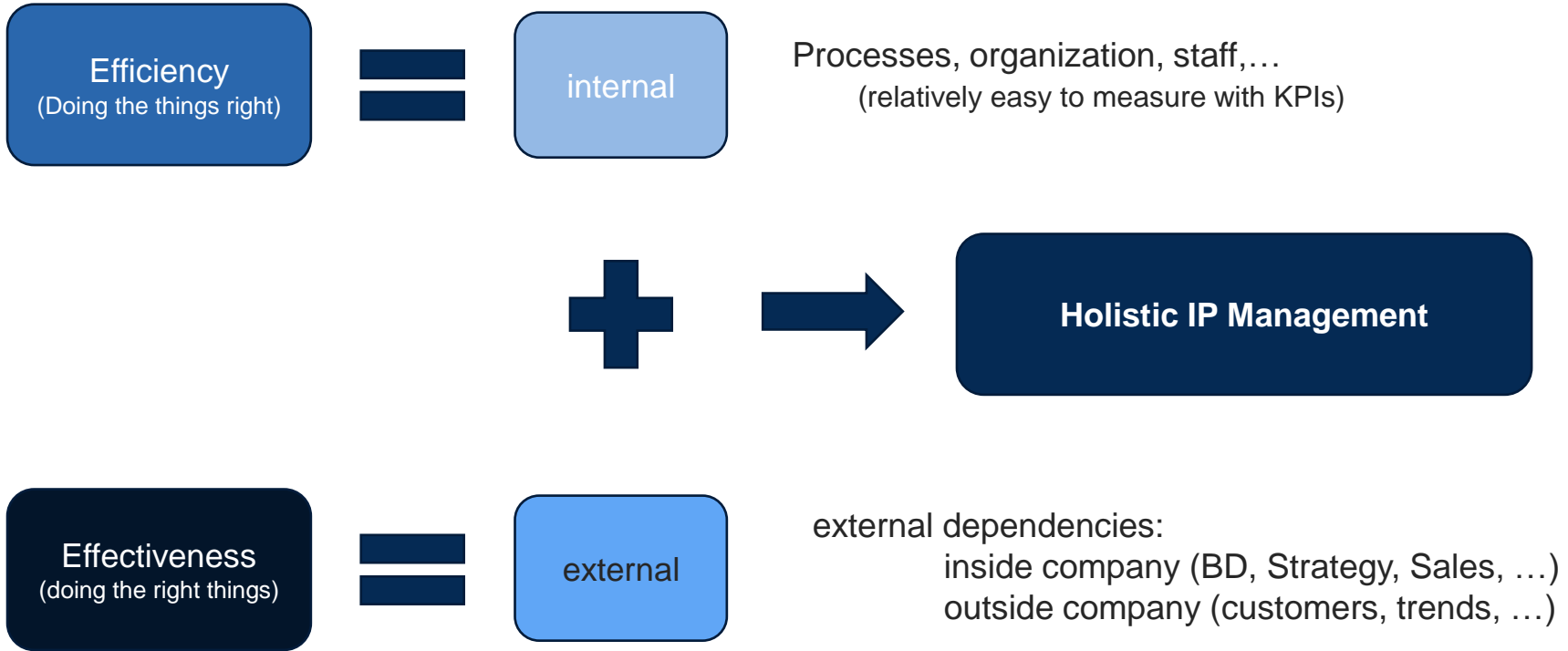


Wayne Gretzky:
*"I skate to where the puck will be, not
to where it has been."*

Prerequisite:

Appropriate IP-Management

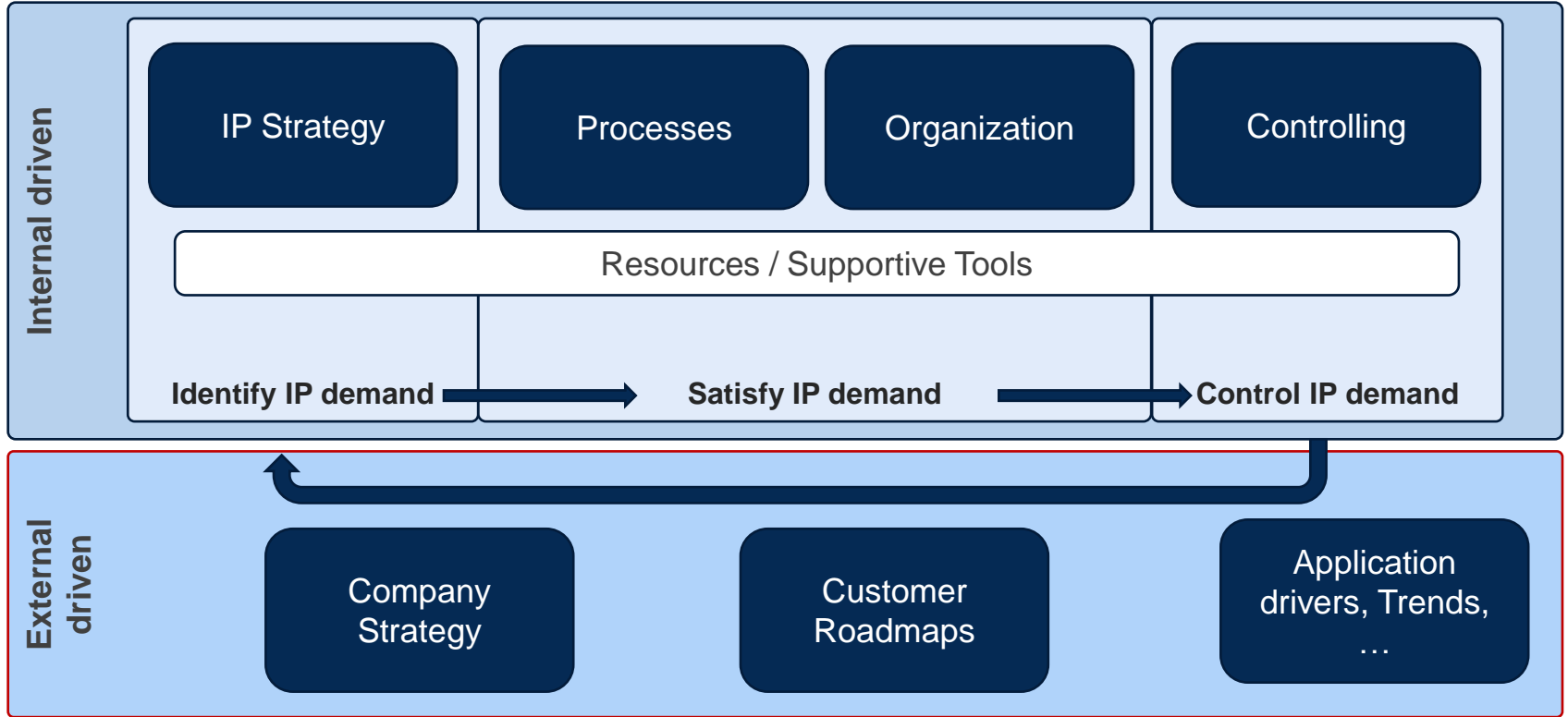
IP is happening outside of IP department



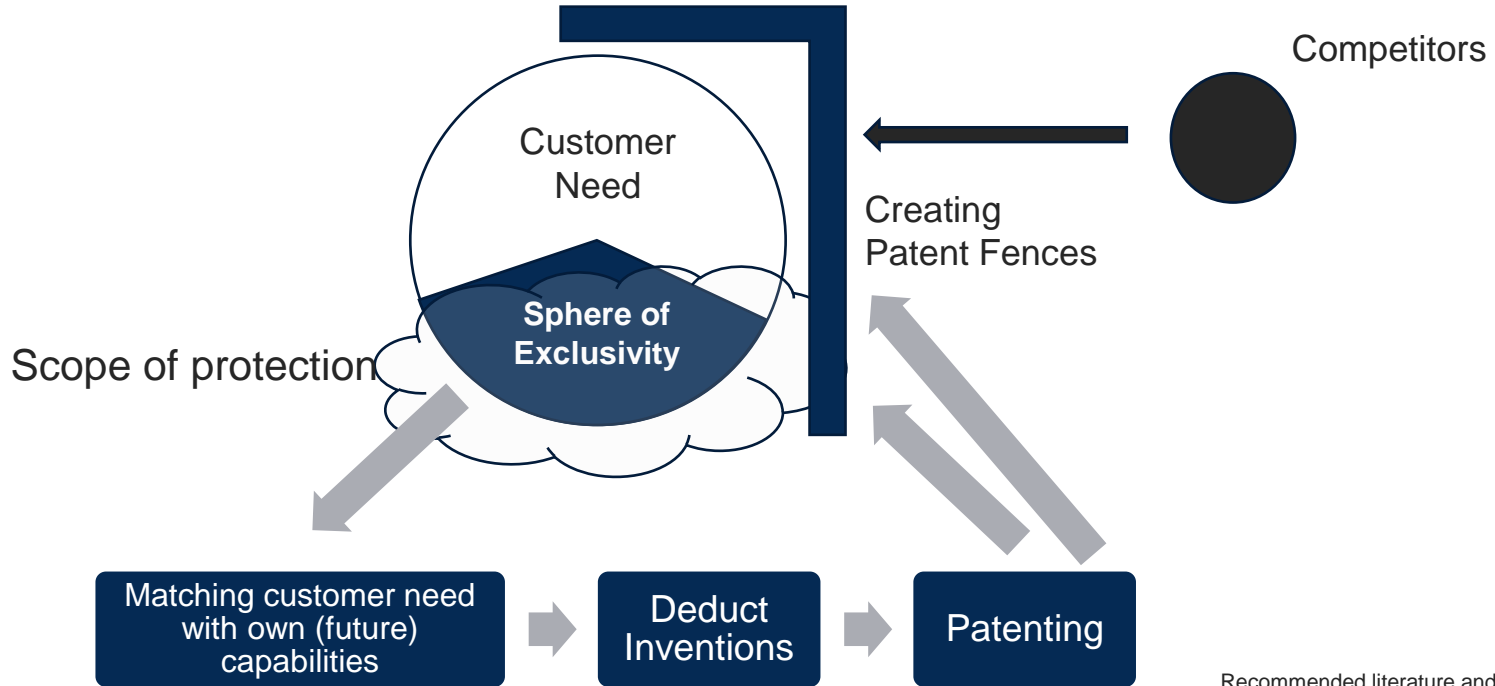
-> KPIs should be quality-based

Holistic IP Management

Breeding ground for Synthetic IP generation



Strategic patenting by systematic IP design

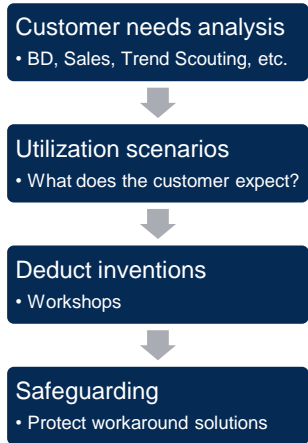


Recommended literature and based on:
A. Wurzer et al. (2016): Die 360° IP-Strategie

Instruments for synthetic IP generation

IP requisition analysis

Deviation of customer need in technical key features



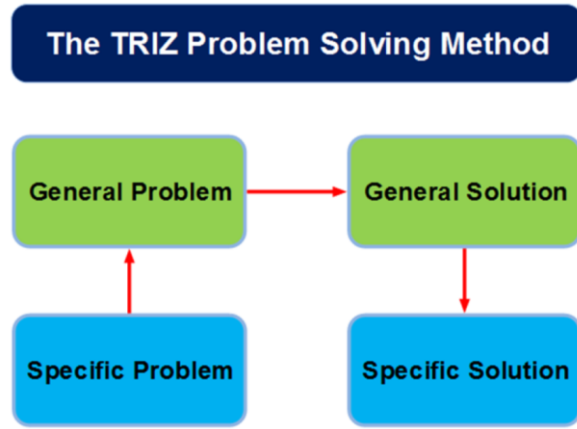
		Kundennutzen			
		1	2	3	2
Systemkomponenten	Systemkomponente Ebene 1, P				
	Systemkomponente Ebene 1, K				
	Regelsystem				
	Qualitätsanforderung				
		1	2	3	2

Example: Matrix for IP-needs*

Design for Patentability (based on TRIZ)

Structured innovative problem solving

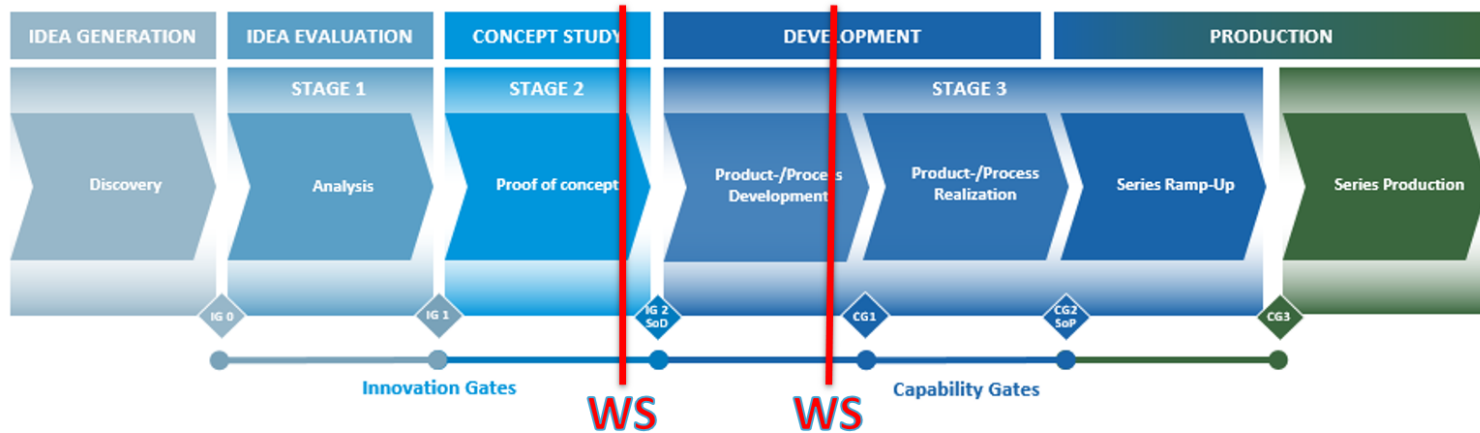
- Secure core patents with alternatives and incremental synthetic inventions
- Fences foreign key patents
- Strategic Patent circumventions



* Source: A. Wurzer et al (2016): 360° IP-Strategy

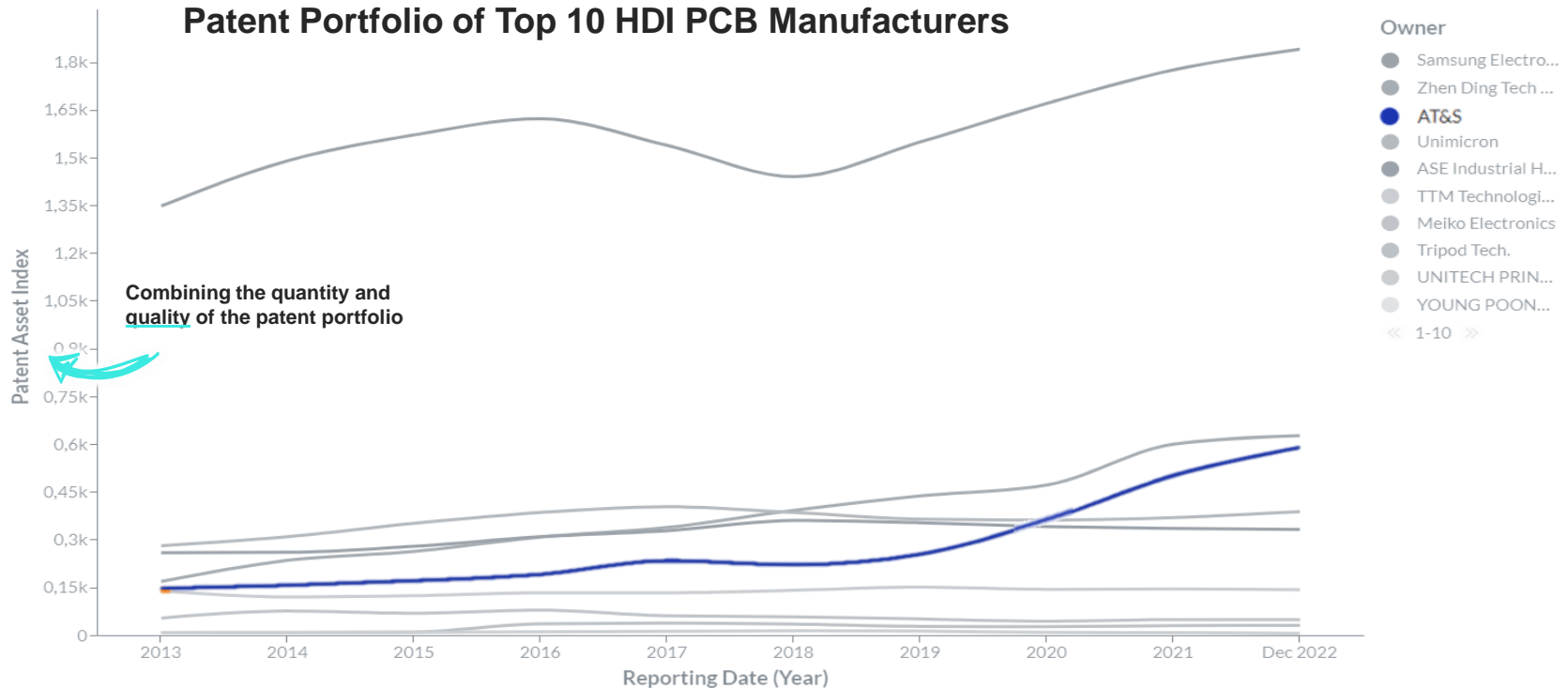
Example: Synthetic inventions in Stage Gate Process

Structured workshops to protect alternative solutions



PROOF OF CONCEPT

AT&S has one of the most effective IP portfolios in its market segments



Recommendations for synthetic IP design

- Separation of tasks in basic activities and synthetic IP design
 - Dedicated budget
 - Ensure basic activities (internal part of IP-department)
 - Close networking with other departments
 - Direct connection to top management
 - Keep an eye on the focus
 - Defining an Invention Corridor
 - Figure out quick wins when starting with synthetic inventions
 - Allow room for creativity within IP department
 - Think in alternatives!
- External: Customer oriented
Internal: Resource-based

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A person in a space suit stands on a rocky surface, looking up at a starry night sky. A dog is sitting next to them. The scene is illuminated by a blue light, creating a futuristic and serene atmosphere.

AT&S

ADVANCED TECHNOLOGIES & SOLUTIONS

