

MEV Know-How related services

from KnowHow to IP/products with standards/patents → Agenda

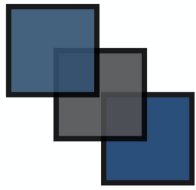
The motivation here is to convert client/company-internal Know-How/IP into commercial value by integrating this “thing” into a “bigger thing”, like a standard or a patent, so that the Know-How/IP is better understandable by external people and can be integrated/tested/commercialized on a wider level. There is a lot of Know-How/IP around and not known to management as customers, which can be converted and monetarized by:

- service-to-product conversion
- product enhancement by e.g. testing methods given by standards
- product recognition by standards logo's and resulting branding and sales

Know-How	knowledge earned over time by e.g. experience, research, ... by a person, company or organization
IP	intellectual property developed/owned by a person, company or organization

Know-How/IP	1) keep it secret
protection	2) convert or integrate it to a standard, especially ISO/IEC or ITU as these are unique and protected
	3) file a patent

1. Where is the boarder between Know-How and IP, which can be lifted up to a standard/patent?
2. What is the pro/con as cost of a standard?
3. What is the pro/con as cost of a patent?
4. What is the difference in commercializing Know-How, standard or a patent?



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Where is the boarder between Know-How and IP, which can be lifted up to a standard/patent?

	Know-How	Standard	Patent
Written	maybe	YES, by the standards community	YES, by an office in a common language
Known	internally YES	YES, to the standards community	YES, by research officially to the world
Advertised	by word of the month	YES, by the standards organization	NO or by word of the month
Protected	NO, as mainly not written	YES, by the standards organization	YES, if you follow up the procedures
Tested	internally, public NO	YES, by the standards community	NO
Product	not proven to the public	YES, as tested due the standard	YES , if you follow up the patent text
Branding	NO	YES, by the standards community	YES , by patent rules
Maintenance	none/internally	YES, together with the community	none/internally , by patent rules
Current Value	by word of the month	3 rd party Know-How, branding	YES, by collection patent fees
Exit Value	by word of the month → none	product testing/recognition/EBITDA	YES, typically 1Mio US\$/patent

At the end maybe the essential difference maybe are:

Know-How: mostly not written down and difficult to convert at e.g. company exit to the real monetary value

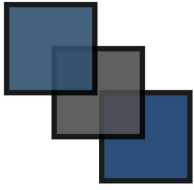
Standard: Know-How formalized in a group with common interest and maintained by an organization

some organization collect fees for standard usage like [HDMI](#), most of the machine vision standards are royalty free to use

Patent: formal and world wide harmonized concept and language for new Know-How to the world

established process protect this Know-How and to collect fees for the Know-How

Borders: Standard/Patent very little, mainly set and to be decided by the administration effort spent by Know-How owner



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What is the pro/con as cost of a standard?

Standards PRO:

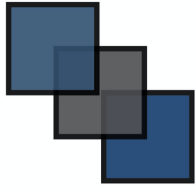
- formalize internally existing Know-How
- enhance component- or product due to upcoming- or existing standards testing methods
- establish clear branding of existing and maybe upcoming products with standards logo
- depending on standards-organization and -engagement a standard, if lifted up to ISO/IEC or ITU-level is a patent like and established world-wide protection of Know-How, as this is clearly regulated by authorities
- and so build an easy path for small- or mid-size companies to establish and extend sales

Standards CON:

- to integrate existing Know-How into a given standard Know-How need to be explained to standards community
- added time and cost to modify, i.e. up- or downgrade, existing products to the standards level
- added time and cost to rework internal procedures to standards community procedures

Standards cost:

- Fee to the standards organization, depending a lot on the industry as standards hosting organization
- Travel cost to e.g. technical meetings, organization events, etc. to cooperate within the community – these cost items can be limited to around 10T€/year, but are highly dependable on the standards community
- **The major factor is the time spent internally on the standards work and the internal contribution on the standard**



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What is the pro/con as cost of a patent?

Patent PRO:

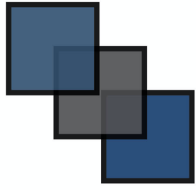
- formalize internally existing Know-How and get it well tested by a patent research for eligibility
- establish clear branding of existing and maybe upcoming products with patent marking
- clear rules for licensing, breaching and collecting fee around Know-How
- clear framework for world-wide Know-How protection

Patent CON:

- no way to influence time-to-market or cost for Know-How formalization, for this well established procedure and market
- quite big administration as cost effort to reach patent status in the local market
- more money and administration to reach patent for added countries and regions
- depending on the industry, e.g. medical/pharma, no way around patents, as standards are not recognized

Patent cost:

- basic cost for an EU patent is [6325€](#). To keep this patent alive for 20 years, another [35555€](#) is needed
- this cost does not include internal administration, maybe needed patent lawyer for extended consulting and research, and no patent administration over the years. Practical cost might be 250T€ over 20 years as given [here](#)
- **The major factor of the time spent internally on the patents work, administration and maintenance is NOT included in these numbers**



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What is the difference in commercializing Know-How, standard or a patent?

Summary	no real difference, but the level of formalization/protection and fee collection		
but lets focus on	formalization	protection	fee collection
Know-How	none, as mostly not written	none	max. by word of the month
Standard	OK	good, if ISO/IEC/ITE	to be organized by standards host
Patent	worldwide harmonized, HIGH	worldwide harmonized, HIGH	worldwide harmonized, HIGH
or commercial value	product/testing/branding	\$\$\$ value now/exit	\$\$\$ cost now/recuring
Know-How	none, as mostly not written	word of the month	organic development at “no” cost
Standard	well suited	measurable/helps a lot	TBD and under personal control
Patent	well suited, maybe needed	measurable/accepted	mid-to-high under external control

So maybe you can agree on:

- **Conversion from Know-How to IP helps anyway as this could be a new product for your sale**
- **Conversion from Know-How to Standard can help a lot, not only on the product be branding/sales and exit**
- **Conversion from Know-How is maybe best, but might neither be needed as affordable to you**

And if this is interesting to you and if you need help on finding Know-How let us know, as we went up some paths already as shown [here](#)