


# 5 Things R&D and IP Teams Shouldn't Hide From Each Other


## Improving Invention Impact

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**Q** Does your IP management group share the findings of their analysis with the inventors?




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# Different Responsibilities

<h2 style="margin: 0;">Research &amp; Development</h2> <ul style="list-style-type: none"> <li>• Develop the next great thing</li> <li>• Solve technical problems</li> </ul>	<h2 style="margin: 0;">Intellectual Property Management</h2> <ul style="list-style-type: none"> <li>• Evaluate new inventions</li> <li>• Protect and manage IP rights</li> </ul>
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or are they?



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# Complementary Skills

<h2 style="margin: 0;">Research &amp; Development</h2> <ul style="list-style-type: none"> <li>• Technical competency</li> <li>• Need owner</li> <li>• Innovation owner</li> </ul>	<h2 style="margin: 0;">Intellectual Property Management</h2> <ul style="list-style-type: none"> <li>• IP landscaping skills</li> <li>• Internal and external perspective</li> <li>• Intellectual property rights expertise</li> </ul>
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## 5 Things to Share

- 1 What we are or will be developing
- 2 What's not working
- 3 What we invented
- 4 What's the IP landscape
- 5 What's the competitive landscape




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## Don't Re-Invent the Wheel

### Investigate External IP

- Solution may exist
- Look broader than your industry
- Explore partnerships



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# What's the Competition Up To

Latest  
Patents

New  
Offerings

Pricing

Acquisitions

Be open to information exchange and feedback



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