



IP background: lessons learnt by GEA Procomac

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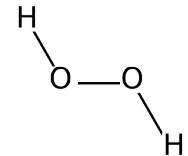
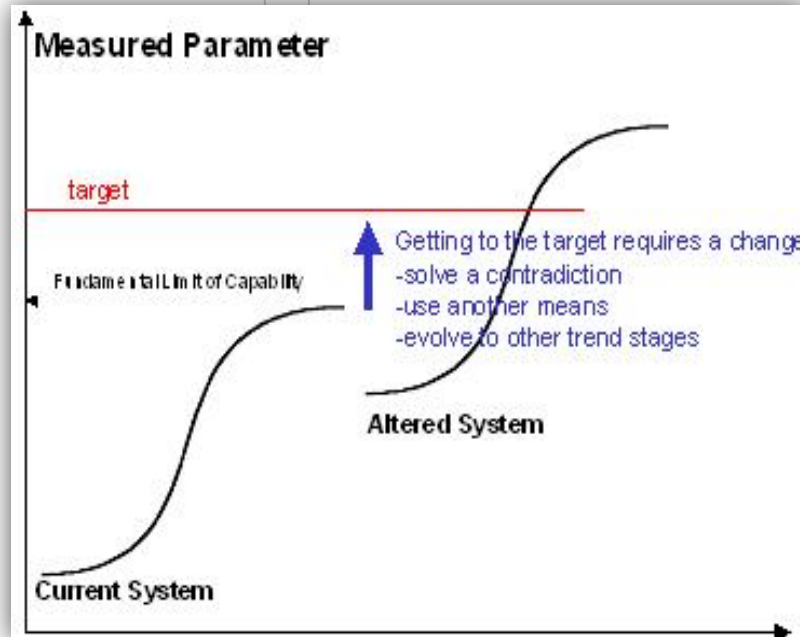
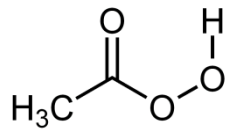
WHAT GEA Procomac does



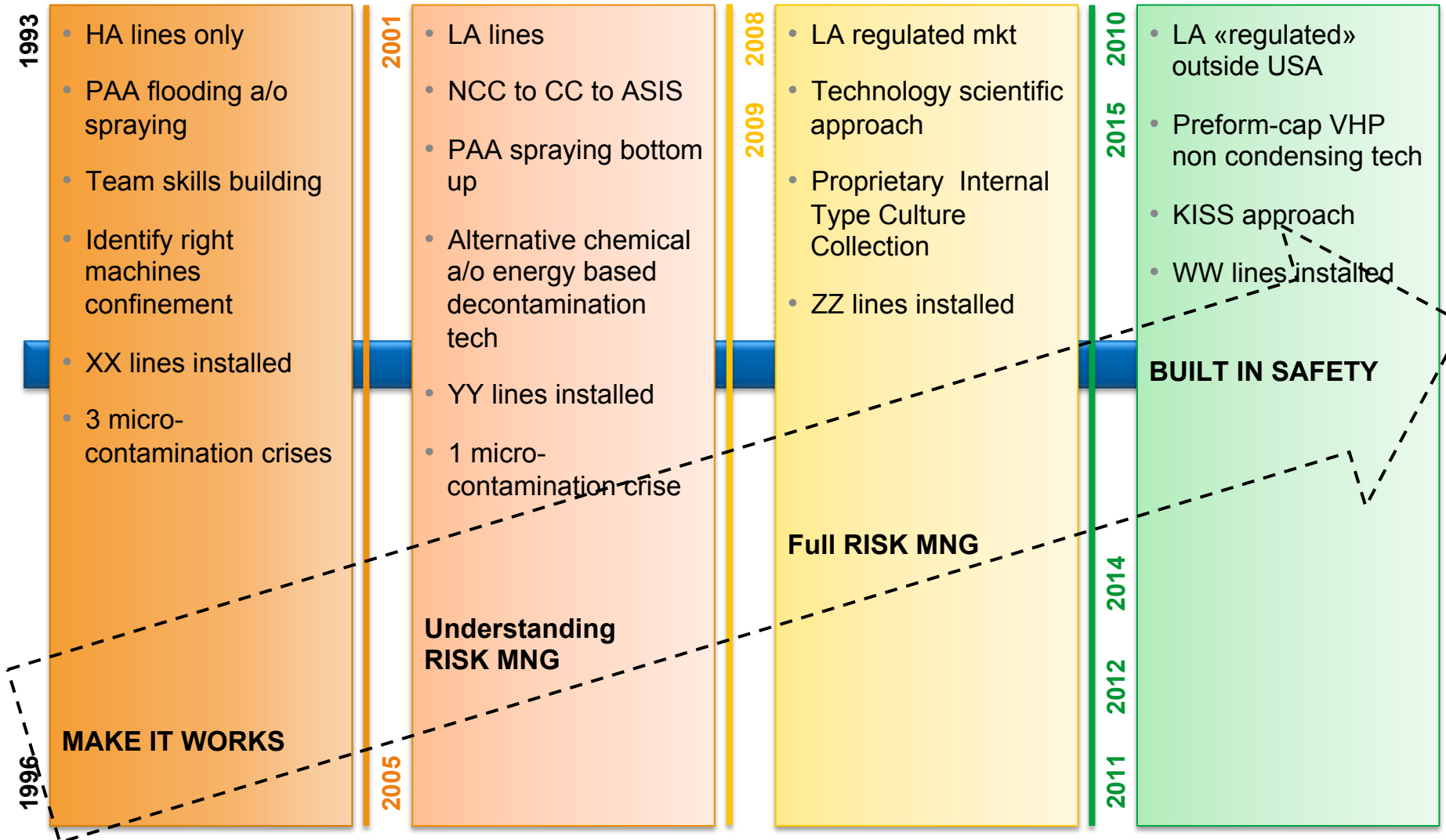
- Automatic machines for forming and filling aseptically PET bottles



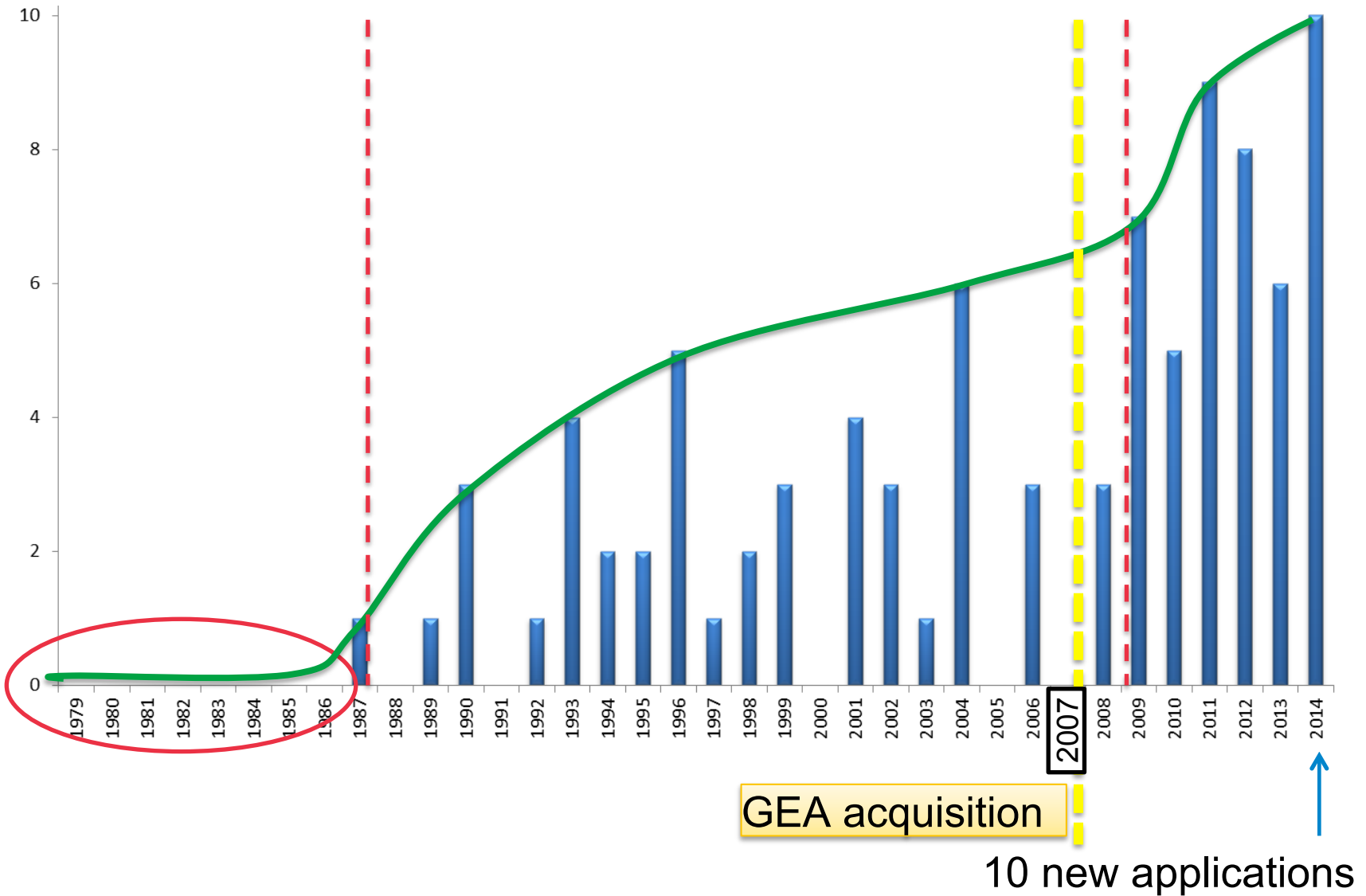
GEA Procomac simplified portfolio



GEA Procomac 22 years of CAF lines: a continuous learning process



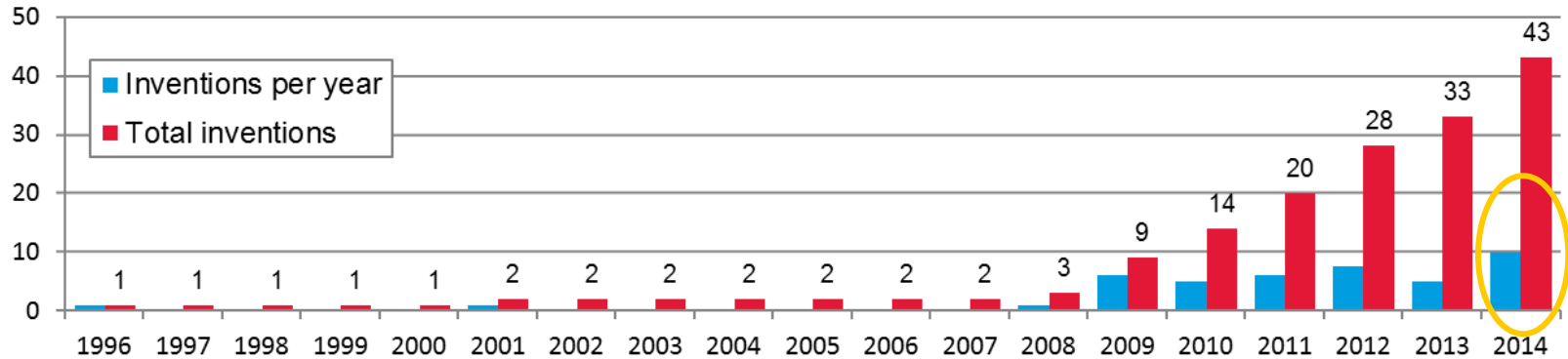
GEA Procomac patents filing trend



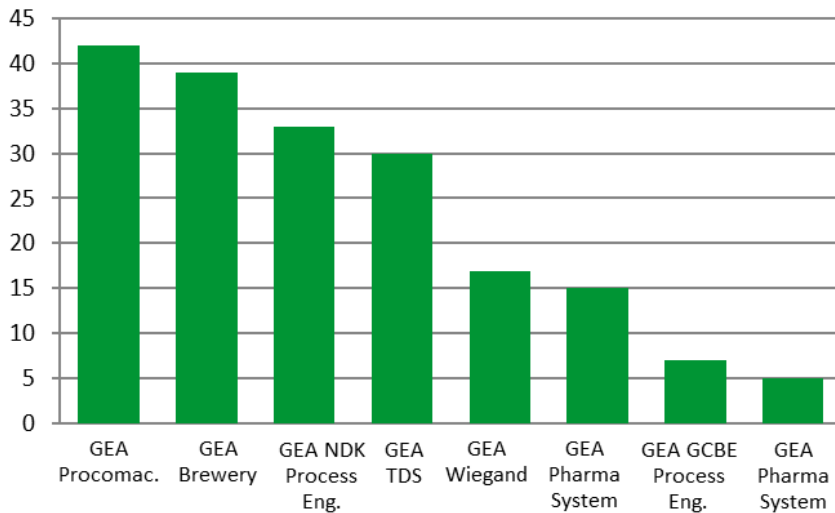
GEA Procomac IP portfolio and internal benchmark



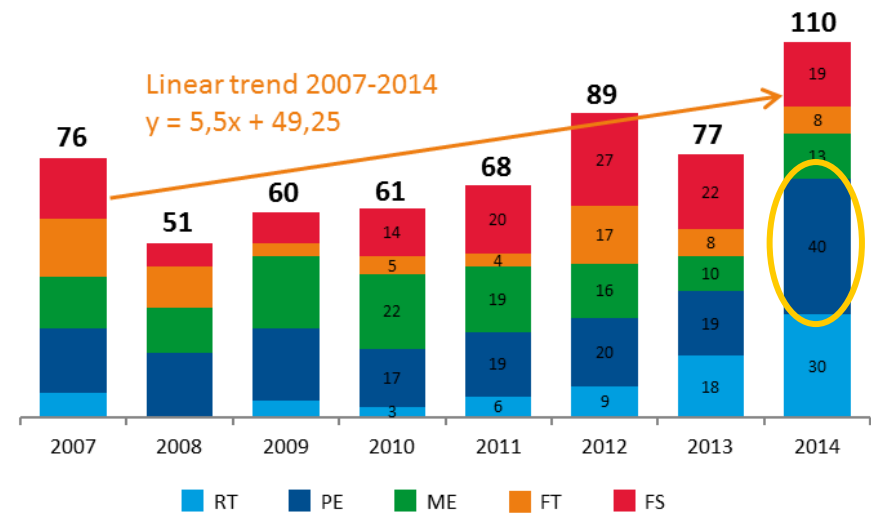
GEA Procomac Rate & Cumulative Inventions



Total Patent families alive (2000-2014)

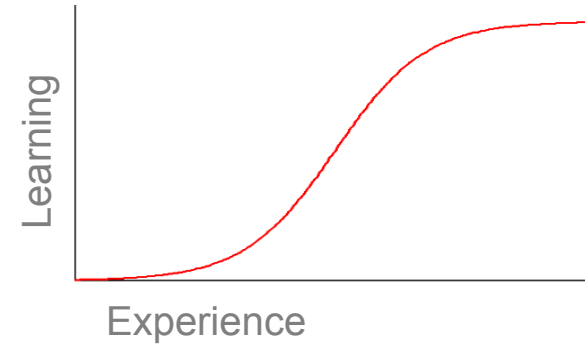


Number of Patent Family Applications



From what we did to what we do

- First patent application in 1988 (10 years after GEA Procomac foundation)
- Patents changed from a spot argument (totally delegated outside) to a daily task



- An ongoing learning process started from the **consciousness** of the field in which we play

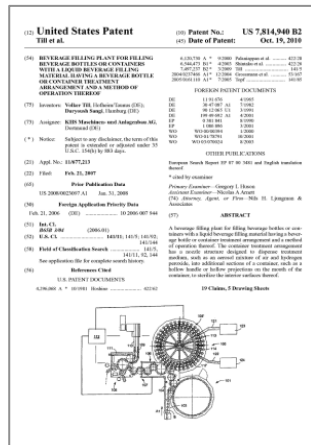
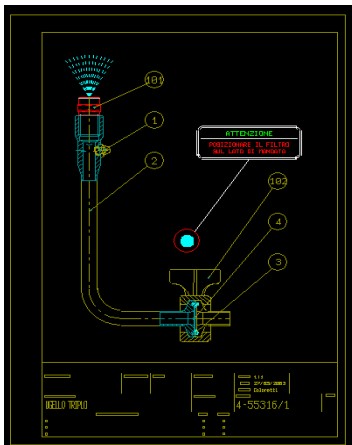
From what we did to what we do... WHY?



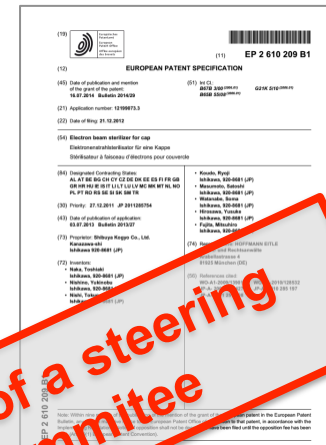
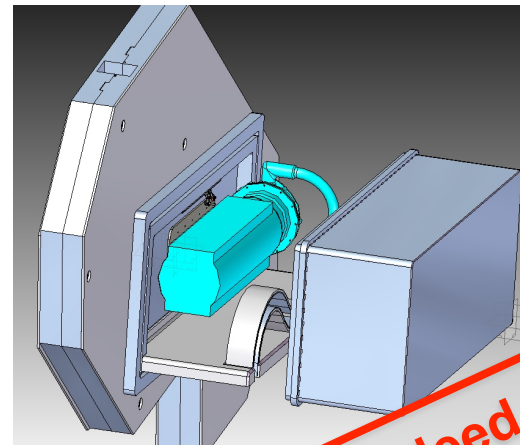
1st LESSON

Engineers of different companies with same background and same way of thinking

MISSED PATENTS



Competitor filing
3y later



Need of a steering committee

Competitor filing
3y later

From what we did to what we do... WHY?



2nd LESSON

New Product Development: Blowing machines, our competitors pay much attention to this field (also from IP)



**ABF project
forced patent strategy**

From what we did to what we do... WHY?

3rd LESSON

US issue

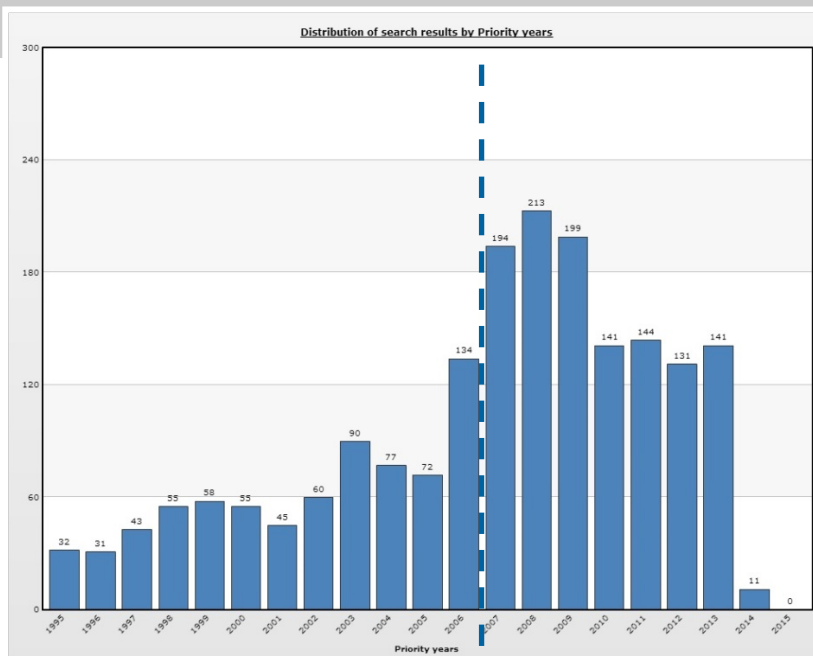
Risk management: **You cannot manage what you ignore**



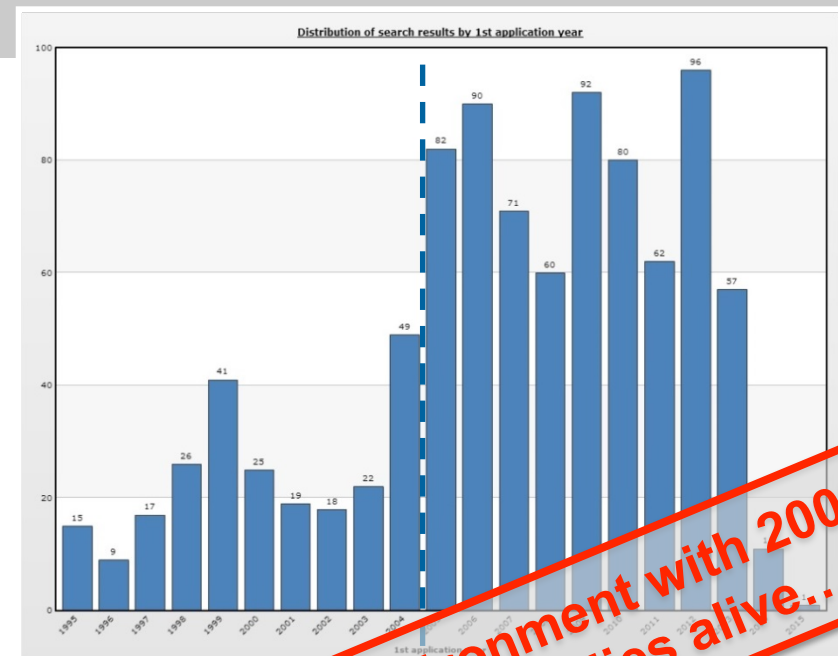
From what we did to what we do... WHY?

4th LESSON

Competitors IP aggressiveness



Competitor 1



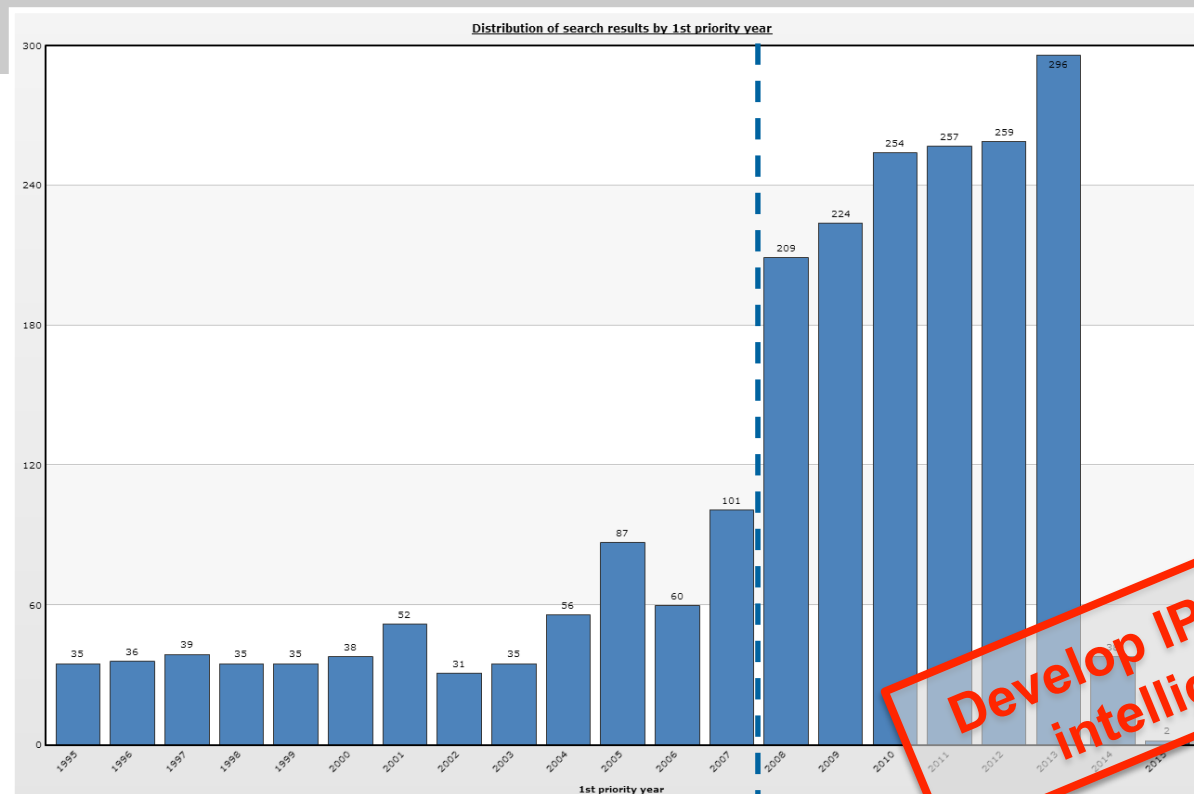
Competitor 2

**Environment with 2000
pat families alive...**

From what we did to what we do... WHY?

4th LESSON

Competitors IP aggressiveness: best in class



Competitor 3

Develop IP business intelligence...

Conclusion from lessons learnings

We play in a difficult field, **we needed to change our strategy for Patents**



Move to a proactive approach...

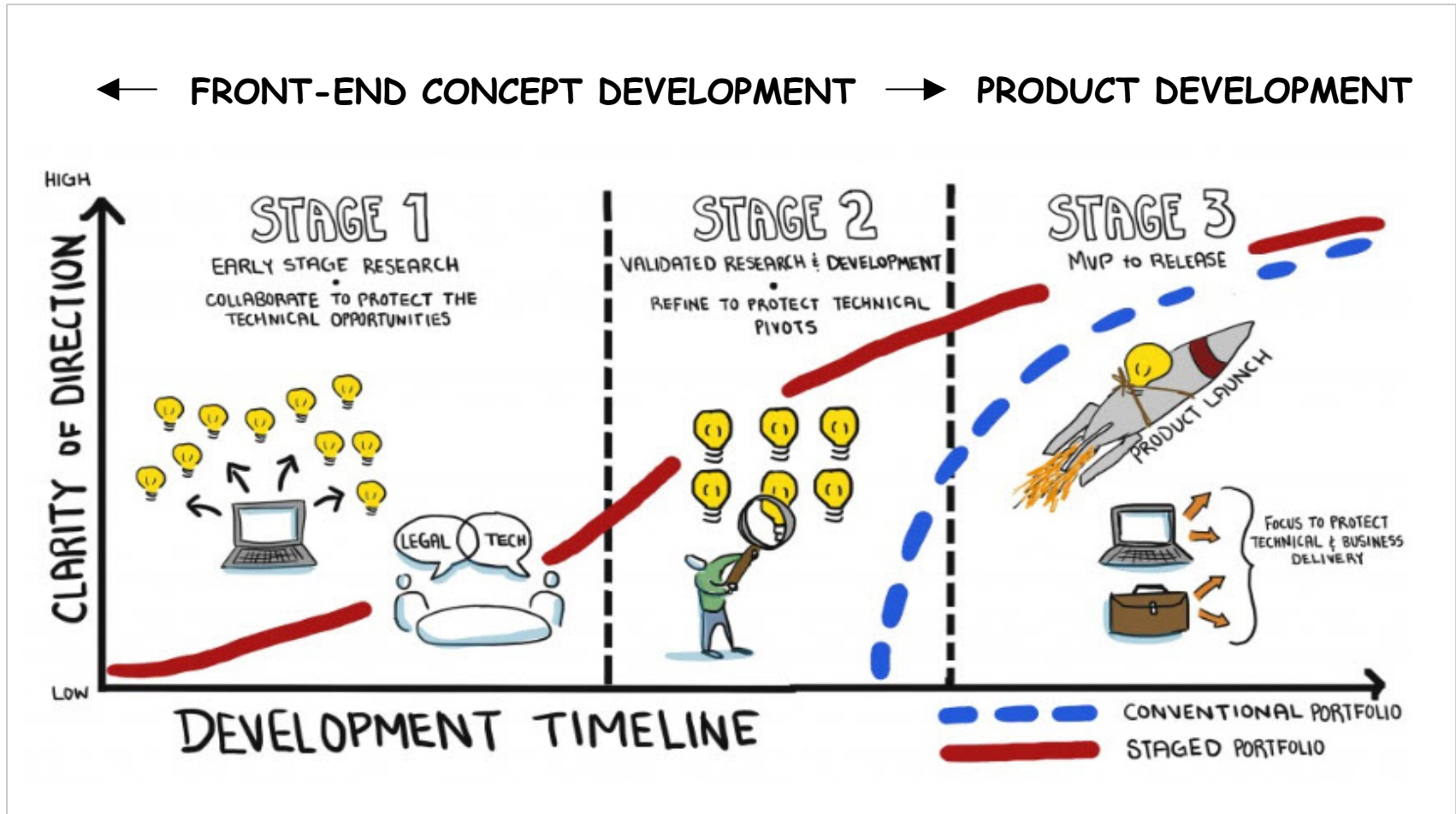
Change direction: the first step...

1. To start developing competencies «in house»
 - Training course with PoliMI (2007)
 - Training with our consultant (2008)



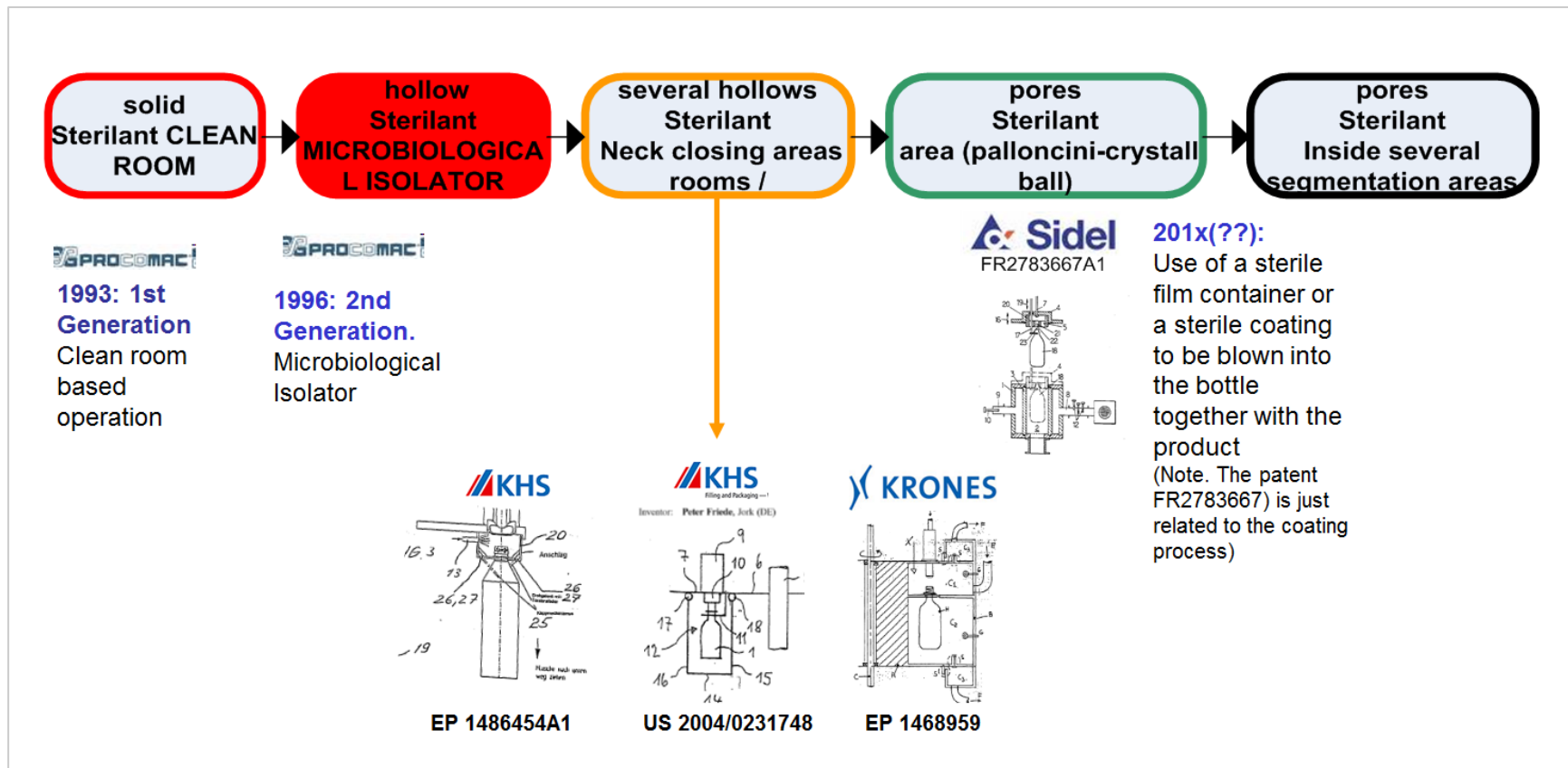
...subsequent steps

2. Work closer with our consultants since the very beginning



...subsequent steps

3. Start performing some activities by ourselves: priority searches, “tentative” technology roadmapping



...subsequent steps

4. New mindset: patents analysis concurrent with technical feasibility
5. Adopt tools to perform patents activities better and faster
6. Identify Operational Instructions for patent workflow (submit-assess-decide)
7. Appoint a patent manager

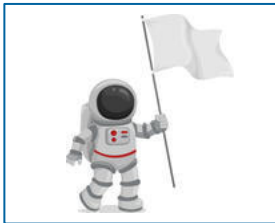




- Patents as main source of information



- Competitors mapping



- Placing landmines/flags

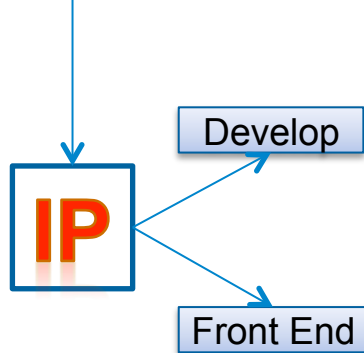
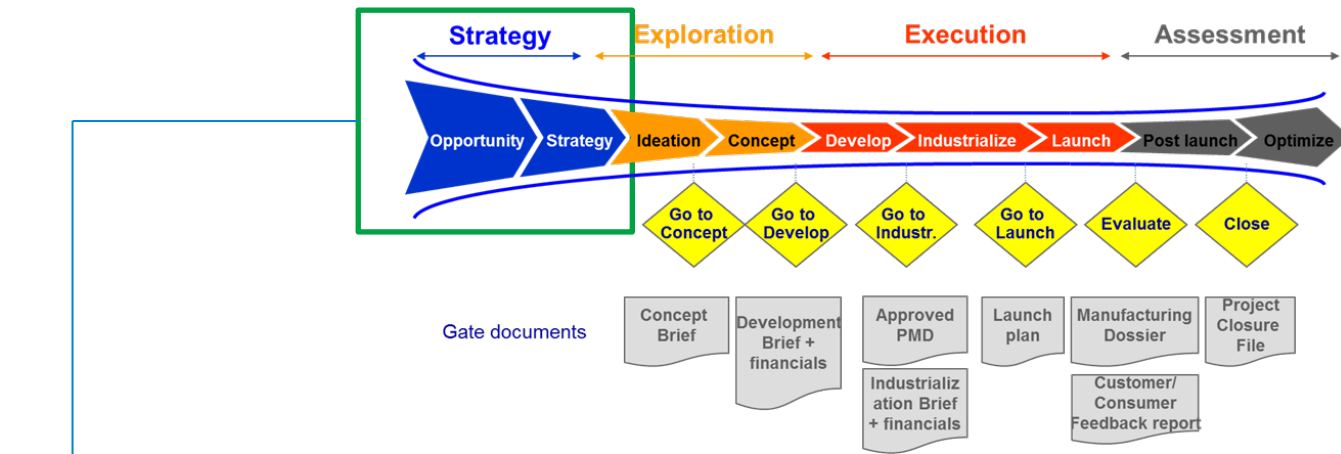


- Patents for freedom to operate (front end and development)

Front End
OFFENSIVE STRATEGY

Development
DEFENSIVE STRATEGY

IP as part of company's strategy



IP is one of the criteria to evaluate a new project (Gate 0, Go/NO Go)

IP is repeatedly checked during project development

- Mapping of new technologies
- Priority searches to check FTO for new solutions
- Infringement analysis
- Filing of new applications
- Managing of ongoing patent procedures
- Oppositions – Observations vs. Competitors patents
- Mapping of competitors new applications (weekly alerts)
- Periodic check of critical applications procedure (monthly)



IP operationally run as «normal» business with own P&L responsibility

The GEA logo is rendered in a bold, black, sans-serif font. A thick, black, curved line sweeps across the middle of the letters, starting from the left side of the 'G', passing through the 'E', and ending at the top of the 'A'. The logo is centered horizontally and set against a bright, glowing white circular background that fades into the surrounding blue field.

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