



December, 2013

„The intellectual property may have more value than the tangible assets. These intellectual values need to be defended and fostered.”

Innovation Management:

- Assessing patentability of ideas
- Competitive edge analysis
- Prior art qualification
- Engineering support to avoid infringement
- Train and support engineers in avoiding third party IP
- Tracing rare prior art to re-gain freedom to operate
- Risk assessment going forward
- Due diligence for investments and M&A based on intellectual property assessment
- Advice for early stage business on establishing patent portfolios

Intellectual Property— Created with Engineering Minds

Engineering creativity and inventiveness provide the innovative edge that sets you apart from your competition. It is your task to decide which ideas to turn into defensible IP such as patents, copyrights, trademarks and design rights—or not to disclose at all and maintain as a trade secret. This important decision may be strongly influenced by pre-existing third party IP.

An extra challenge is to know about the freedom to operate (FTO) “We have a design now—can we use it? Do we own all the rights to proceed?” Accurate positioning can avoid costly legal conflicts and irritation of customers.

To put this together, don’t just assume you have all rights to proceed and do not miss the chance of creating defensible IP. The ECO 5 Team can be a catalyzing broker between inventors and attorneys, and provide you as the management with decision making information.

We take the engineering route to help you creating and defending your IP and to secure your freedom to operate.

We are inventors. We speak Engineering. Fluently.

The ECO 5 Approach

Generating Powerful IP Portfolios: First we talk to your technical team to structure inventive concepts—typically there are hidden gems to unveil that were too “obvious” for the engineer and too “vague” for a patent attorney. Then we perform a deep dive into pre-existing property rights, applications and so-called non-patent literature. We organize the results in a matrix that gives a crisp management view on prior art. For established companies this shows cutting edge positioning—for young companies this spells out most active competition. Perhaps there is space for new IP? For concrete innovations we conclude in a complete patent clearance study.

De-Risking Product Introduction: Re-designing just for avoidance of competing patents is extremely costly—let us take care of your freedom to operate during the engineering phase instead. We support your technical team by guiding in a complex patent landscape with practical tools for training. In some cases we may even contribute technology paths free from third party IP. For a certain product we conclude in a product clearance study.

Distressed IP Situations: Accusations of infringement delay your innovations and severely irritate your customers. If you find yourself locked-in, often overlooked old non-patent literature may hold very powerful tools to ensure your freedom to operate by means of opposition, or revocation. Also your well maintained IP portfolio may provide ways for negotiation? In a world of innovation, IP is simply the currency.

These are just snapshots. How can we work for you?



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ECO 5 Team: Engineering Services for Highly Efficient Power Systems

- Rotating Machines
- Coils and Magnets
- Inductive Heating Systems
- Cryo Technology
- Materials Science
- Grid Expansion and Protection.

Why ECO 5?

The ECO 5 Team has a strong strategic and operational heritage; our engineers worked extensively for operating companies and understand the priorities that clients have in the development and delivery of projects.

Within one compact organization, we have an unrivalled range and depth of knowledge and expertise of all aspects that are vital in delivering a sound project.

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As an engineering provider, the ECO 5 Team is specialized in the development of high-efficiency power systems. Our focus is on renewable energy generators for wind, hydro, and wave power. Beyond these fields, core competencies lie also in fault protection of high-voltage grids and inductive metal heating. In these areas we contribute highly specialized know-how in the application of industrial-grade superconductors as well as in more conventional copper and permanent magnet solutions. Strategic and marketing competencies complement the technical expertise.

We manage customer projects from strategic line up, feasibility analysis up to prototyping. In technical expertise and tools we cover materials science aspects, multiphysics FEA, and 3D CAD. Supporting these activities, we offer our competence in the areas of cryo technology, plant and process safety, and the analysis of IP rights pertaining to a technological development.

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