

LO IMPORTANTE NO ES PATENTAR

- Día mundial de la PI – 26 abril 2021
- PI y PYMEs: llevar las ideas al mercado
- Arrasate

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Presentación

IÑIGO IRIZAR ARCELUS. SOCIO FUNDADOR DE HANDITU.

- Vendedor de antirrobos de bici y moto por todo el mundo (www.luma.es)
- BA (Norsis, Foro Europeo, [Blackbinder](#))
- Consultor en Innovación (Instrumento PYME, CDTI, GV, FSS)
- Consultor de empresa PYME, en general: Estrategia, Innovación, reestructuración de empresas, etc.
- Profesor en TECNUN.

Du Pont — LA CUESTIÓN DE LA RENTABILIDAD

$$\text{ROE} = \underbrace{\frac{\text{Beneficio neto}}{\text{Ventas}} \times \frac{\text{Ventas}}{\text{Activos}}}_{\frac{\text{Beneficio neto}}{\text{Activos}} \text{ ROA}} \times \frac{\text{Activos}}{\text{Patrimonio}}$$

Vender defendiendo la participación de mercado

“Seat Ibiza tiene el 100% de mercado de Seat Ibiza”
(Profesor José Antonio Segarra, IESE).

Es decir, cuando eres preferido, eres preferido.

Si eres preferido, ¿cómo defiendes tu diferencia?



Vender defendiendo el margen

1 producto
con una referencia compartida
con otros 6 proveedores



1 producto único
por marca, prestaciones y
certificaciones



Vender rentabilizando activos

Activos materiales



Activos inmateriales



La PI como activo inmaterial

¿Es solo para multinacionales?

The screenshot shows the Espacenet search interface with the query 'pa = "Apple Inc"'. The search results page displays 21,143 results found. The search criteria are set to 'AND' and 'Field'. The results are sorted by 'Relevance'. The first result is '1. METHOD AND SYSTEM FOR A WIRELESS MULTI-HOP...'. The search criteria are: 'Applicants' and 'Apple Inc'. The search results are displayed in a list view.

21 143 results found

Query language: en de fr

AND + Field

Applicants = Apple Inc

Search Reset

1. METHOD AND SYSTEM FOR A WIRELESS MULTI-HOP...
US2013142109A1 (B2) • 2013-06-06 • **APPLE INC** [US]
Earliest priority: 2006-02-24 • Earliest publication: 2011-07-26
In a wireless multi-hop relay network arranged in a tree topology, the base station and one or more relay stations are associated as a virtual base station (VBS). The base station and each relay station have a unique virtual...

2. Media Production Application
US2014129943A1 (B2) • 2014-05-08 • **APPLE INC** [US]
Earliest priority: 2010-06-15 • Earliest publication: 2011-12-15
Some embodiments provide a media production application. The application receives a script of a media project and parses the script to identify (i) story sections of the media project and (ii) characters in the media...

3. CLOCK ROUTING TECHNIQUES
US2015205324A1 (B2) • 2015-07-23 • **APPLE INC** [US]
Earliest priority: 2014-01-21 • Earliest publication: 2015-07-23
Techniques are disclosed relating to clock routing techniques in processors with both pipelined and non-pipelined circuitry. In some embodiments, an apparatus includes execution units that are non-pipelined and configured to...

4. Electronic Devices Having Electrostatic Discharge Paths
US2015216024A1 (B2) • 2015-07-30 • **APPLE INC** [US]
Earliest priority: 2014-01-29 • Earliest publication: 2015-07-30
An electronic device may have a display and other electrical components that are sensitive to electrostatic charge. A button may pass through an opening in a layer of the display. A metal trim may surround the button. The...

5. COORDINATE BASED QOS ESCALATION
US2015302544A1 (B2) • 2015-10-22 • **APPLE INC** [US]
Earliest priority: 2014-04-22 • Earliest publication: 2015-10-22
Systems and methods for determining priorities of pixel fetch requests of separate requestors in a display control unit. The distance between the oldest pixel in an output buffer and the output equivalent coordinate of the...

6. ACTUATOR ASSISTED ALIGNMENT OF CONNECTIBLE...
US10164688B2 (A1) • 2018-12-25 • **APPLE INC** [US]
Earliest priority: 2014-04-30 • Earliest publication: 2015-11-05
A first electronic device is positionable between one or more contact positions and an aligned position with respect to a second electronic...

Esta “banda” les hizo morder el polvo

The screenshot shows the Espacenet search interface with the query 'pa = "Fractus SA"'. The search results page displays 77 results found. The search criteria are set to 'AND' and 'Field'. The results are sorted by 'Relevance'. The first result is '1. MULTILEVEL ANTENNA'. The search criteria are: 'Applicants' and 'Fractus SA'. The search results are displayed in a list view.

77 results found

Query language: en de fr

AND + Field

Applicants = Fractus SA

Search Reset

1. MULTILEVEL ANTENNA
JP2007251995A (B2) • 2007-09-27 • **FRACTUS SA**
Earliest priority: 2007-05-23 • Earliest publication: 2007-09-27
PROBLEM TO BE SOLVED: To provide an antenna which operates simultaneously at a plurality of frequencies and of which the size is reduced. SOLUTION: A radiation element of the antenna includes at least one...

2. INTEGRATED CIRCUIT PACKAGE INCLUDING MICRO ...
JP2008259250A • 2008-10-23 • **FRACTUS SA**
Earliest priority: 2008-07-31 • Earliest publication: 2008-10-23
PROBLEM TO BE SOLVED: To provide a micro antenna available for an extremely small package in radio wavelength. SOLUTION: This integrated circuit package comprises a substrate including at least one layer, at least...

3. ANTENNA WITH ONE OR MORE OPENINGS
JP2008059310A • 2008-04-24 • **FRACTUS SA**
Earliest priority: 2007-11-05 • Earliest publication: 2008-04-24
PROBLEM TO BE SOLVED: To provide a new multi-holed antenna, primarily suitable for mobile communication, or generally suitable for any other applications in which an integration of a plurality of telecommunication...

4. Antennaeless wireless device
CN102119467A • 2011-07-06 • **FRACTUS SA**
Earliest priority: 2008-08-04 • Earliest publication: 2010-02-11
The invention refers to an antennaeless wireless handheld or portable device (100) comprising: a user interface module (101), a processing module (102), a memory module (103), a communication module (104) and, a power...

5. COUPLED MULTIBAND ANTENNA
JP2008113462A • 2008-05-15 • **FRACTUS SA**
Earliest priority: 2007-12-17 • Earliest publication: 2008-05-15
PROBLEM TO BE SOLVED: To provide an antenna having an antenna structure in a reduced size for performing broadband operation and/or multiband operation. SOLUTION: The present invention comprises an...

6. Dual-band dual-polarized antenna array
CN1507673A • 2004-06-23 • **FRACTUS SA** [ES]
Earliest priority: 2001-04-16 • Earliest publication: 2002-10-24
The present invention refers generally to a new family of antenna arrays that are able to operate simultaneously at two different frequency bands, while...

La PI como conocimiento

Espacenet Patent search

Enter your search terms

My Espacenet Help Classification search Results

Classification search

lock Search Index A B C D E F G H Y

Classification symbol Title and description

☐ B PERFORMING OPERATIONS; TRANSPORTING

☐ B62 LAND VEHICLES FOR TRAVELLING OTHERWISE THAN ON RAILS

☐ B62H CYCLE STANDS; SUPPORTS OR HOLDERS FOR PARKING OR STORING CYCLES; APPLIANCES PREVENTING OR INDICATING UNAUTHORIZED USE OR THEFT OF CYCLES; LOCKS INTEGRAL WITH CYCLES; DEVICES FOR LEARNING TO RIDE CYCLES

☐ B62H 5/00 Appliances preventing or indicating unauthorised use or theft of cycles; Locks integral with cycles (fittings for preventing or indicating use or theft of vehicles in general B60R; general features of locks E05B)

☐ B62H 5/001 • (Preventing theft of parts or accessories used on cycles, e.g. lamp, dynamo (B62H 5/006 takes precedence; devices for attaching pumps to cycles B62J 11/02))

☐ B62H 5/003 • (using chains or cables (chain or cable locks per se E05B 67/003; with alarm E05B 45/005))

☐ B62H 5/005 • (acting on the stand)

☐ B62H 5/006 • (acting on the saddle)

☐ B62H 5/005000 • (Arrangements or adaptations for supporting U-locks on cycles)

☐ B62H 5/02 • for locking the steering mechanism

☐ B62H 5/04 • acting on the handlebars or equivalent

☐ B62H 5/06 • acting on the front wheel fork or steering head tube

☐ B62H 5/08 • preventing the drive (by acting on powered drive B62M)

☐ B62H 5/10 • acting on a pedal crank

☐ B62H 5/12 • acting on the chain wheel or the chain

☐ B62H 5/14 • preventing wheel rotation ((B62H 5/003 takes precedence))

☐ B62H 5/141 • (by means of sliding bolts (removable B62H 5/145))

☐ B62H 5/142 • (by means of pivoting, or pivoting and sliding bolts)

☐ B62H 5/144 • (pincer-like (pincer-like padlocks E05B 67/32))

☐ B62H 5/145 • (by means of removable bolts)

☐ B62H 5/147 • (by means of circular bolts (padlocks E05B 67/28))

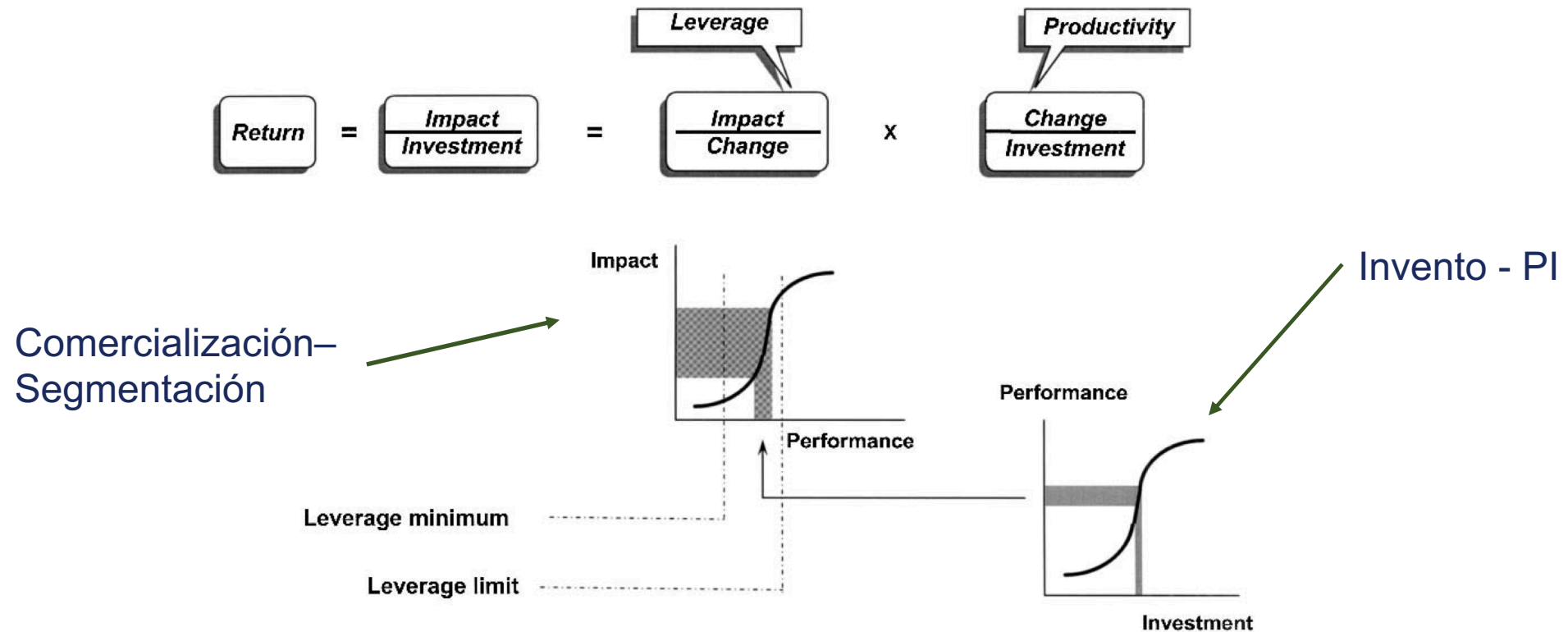
☐ B62H 5/148 • (acting on the hub)

☐ B62H 5/16 • acting on a braking device (locking cycle brake actuating mechanisms B62L 3/06)

☐ B62H 5/20 • indicating unauthorised use, e.g. acting on signalling devices (alarm locks in general E05B 45/00, e.g. alarm cable or chain lock E05B 45/005)

- Evitar reinventar la rueda.
- Evitar infracciones.
- Estimular la creatividad para...
- ir más allá que la competencia o que los nuevos entrantes.
- La imaginación es el límite...
- siempre que camines a hombros de gigantes.

La PI como parte del proceso



La agencia de PI es un aliado, no un proveedor

“Conoce al cliente como a ti mismo y consigue los mejores resultados para él y para la agencia”.

Fuente: Bassat, Luis. El libro rojo de la publicidad (ed. actualizada) (Spanish Edition) . Penguin Random House Grupo Editorial España. 2019.



Lo importante no es patentar

Definition of Innovation

$\text{Innovation} = \text{Invention} * \text{Commercialization}$

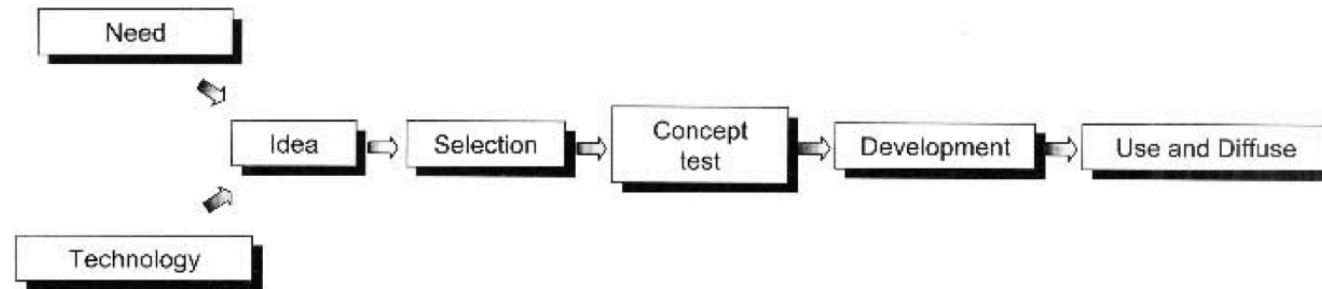


Figure 1.—Model of Innovation adapted from Meyers and Marquis Successful Industrial Innovation (7).



¡Muchas gracias!

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