

## WHAT IS A PATENT WITHOUT VALUE?

While issuance of a ribboned patent is an exciting event, RatnerPrestia understands that a patent does not provide value to a client unless it meets the client's business objectives. Whether these objectives include developing an exclusive marketing position, building a licensing portfolio, gaining a negotiating chip or a combination of these goals, they have a common theme: creating a competitive advantage.

RatnerPrestia has earned a solid reputation for performing patent procurement with the highest quality standards while at the same time meeting our client's business goals. Prior to preparing a patent application, our professionals work with the client to learn their commercial environment and develop a tailored procurement strategy. RatnerPrestia attorneys often participate in client patent review meetings to maintain perspective of the client's overall business and ensure the strategy remains consistent with corporate objectives.

Each developed strategy is used to guide all phases of patent procurement, from designing the search, specification and claim drafting, and negotiation with the patent office. During prosecution of the patent application, we maintain a dialog with our clients to confirm that the claims continue to have value in view of the ever-changing business environment.

With such cooperative efforts, RatnerPrestia strives to help clients protect their innovations through patents that can be used to create market barriers for competitors, establish royalty streams or provide the client with negotiating leverage.

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## RATNERPRESTIA PATENT PROCUREMENT



**WHEN YOUR INNOVATION  
LEADS TO COMPETITIVE  
ADVANTAGE...**

## RATNERPRESTIA'S PATENT PRACTICE

RatnerPrestia's patent procurement group includes professionals with diverse technical and legal experience. Client teams are matched with each client's technology and business to provide clients with customized patent portfolio management in an efficient and cost effective manner.

Technical backgrounds include:

- electronics,
- bioengineering,
- biotechnology,
- pharmaceuticals,
- material science,
- chemistry,
- physics,
- manufacturing,
- computer engineering, and
- software

## BUILDING A STRONG PATENT PORTFOLIO

Developing a strong patent portfolio that provides broad value and competitive advantage requires a comprehensive strategy including:

- understanding our client's purpose for the patent,
- educating client personnel on corporate practices to ensure ideas are properly submitted and steps are taken to prevent premature disclosure of inventions,
- understanding the current invention, the history of development and potential competitor design-arounds,
- understanding the current state of the art,
- drafting an application that supports multiple embodiments of the invention and claims having varying breadth,
- working with clients during negotiation with the patent office to ensure claims continue to apply in view of the changing business environment,
- advising on foreign patent protection and how it might fit with global business goals, and
- reviewing patent families and advising on potential areas for further protection to strengthen the market barrier against competitors and identify the areas where patent protection is most cost effective for the desired goals.

RatnerPrestia's professionals have the legal, technical and business experience to assist clients in every aspect of building a strong patent portfolio.

## WHY CHOOSE RATNERPRESTIA?

We recognize that managing your patent portfolio is only a portion of your responsibilities and that the patents are only a part of a larger, comprehensive business strategy. To help clients manage the time commitment and costs associated with their patent portfolios, RatnerPrestia has worked with clients to implement:

- alternative fee arrangements, including fixed fees for all phases of patent procurement,
- periodic reporting, as dictated by the client, summarizing the status of all matters,
- client teams comprising professionals from multiple disciplines, e.g. licensing, risk management, trademarks, and litigation/dispute resolution, to apply comprehensive IP strategies and solutions,
- education programs for client employees to ensure employees are following IP policies and strategies to maximize IP value, and
- portfolio audits to identify strengths and weakness and opportunities to leverage IP assets.

These are representative examples of value added services RatnerPrestia has provided to clients through its co-operative, client focused philosophy.

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