



IP Protection for ICT & Green Technology

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and IP Conference
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IP Opportunities for ICT & GreenTech

- *What is Intellectual Property (IP)?*
- *What is the ICT/GreenTech/IP Connection?*
- *IP Case Studies in Green ICT*
- *IP for Green ICT: Opportunities and Challenges*



Intellectual Property

- *Inventions – Patents & Trade Secrets*
- *Trade Marks – Registered ® & Unregistered™*
- *Copyright © – Literary, Artistic etc.*
- *Designs – Registered & Unregistered*
- *Others – CLR (unregistered), PBR (registered)*

What are Intellectual Property Rights?



TREK 2000[®]
Thumb Drive[®]
Flash Memory Device

REGISTERED DESIGNS

Shape of device

CIRCUIT LAYOUT RIGHTS

IC Layout

PATENT

Hardware & Software

REGISTERED TRADEMARKS

“Thumb Drive” & “TOUCH”

GET UP & REPUTATION

Packaging & Unreg TM's

COPYRIGHT

Software & User Manual

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The ICT/ GreenTech/IP Connection

Ref:

Green Technology: Driving Economic and Environmental Benefits from ICT
January 2009 World Economic Forum

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GreenTech in ICT



- **Smart Buildings & Infrastructure**



- **Smart Manufacturing**



- **Smart Energy Management**



- **Sustainable Energy Production**

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GreenTech in ICT



➤ **Carbon Accounting & Tracking**



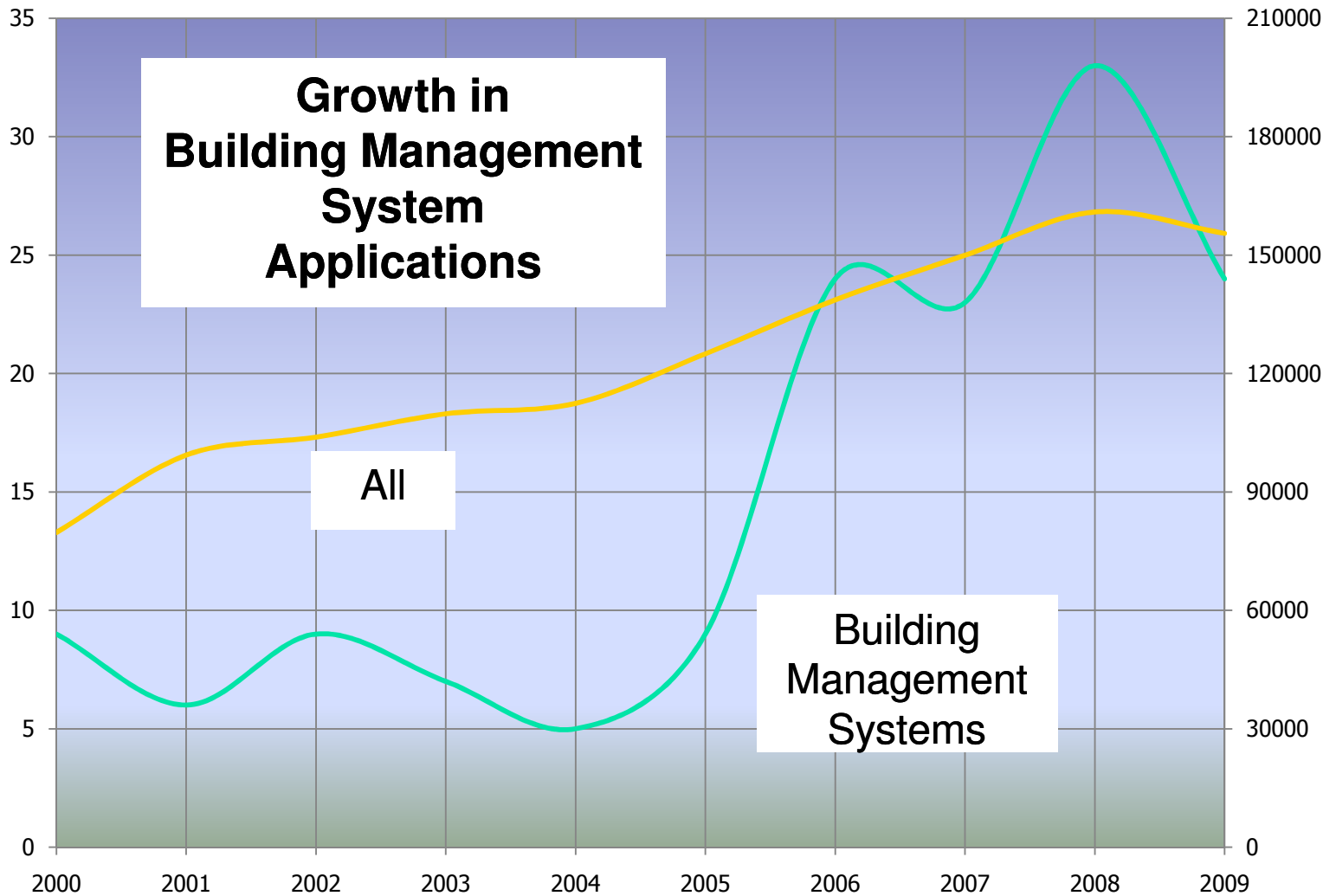
➤ **Virtual Meetings**



➤ **Data Centre Technologies**

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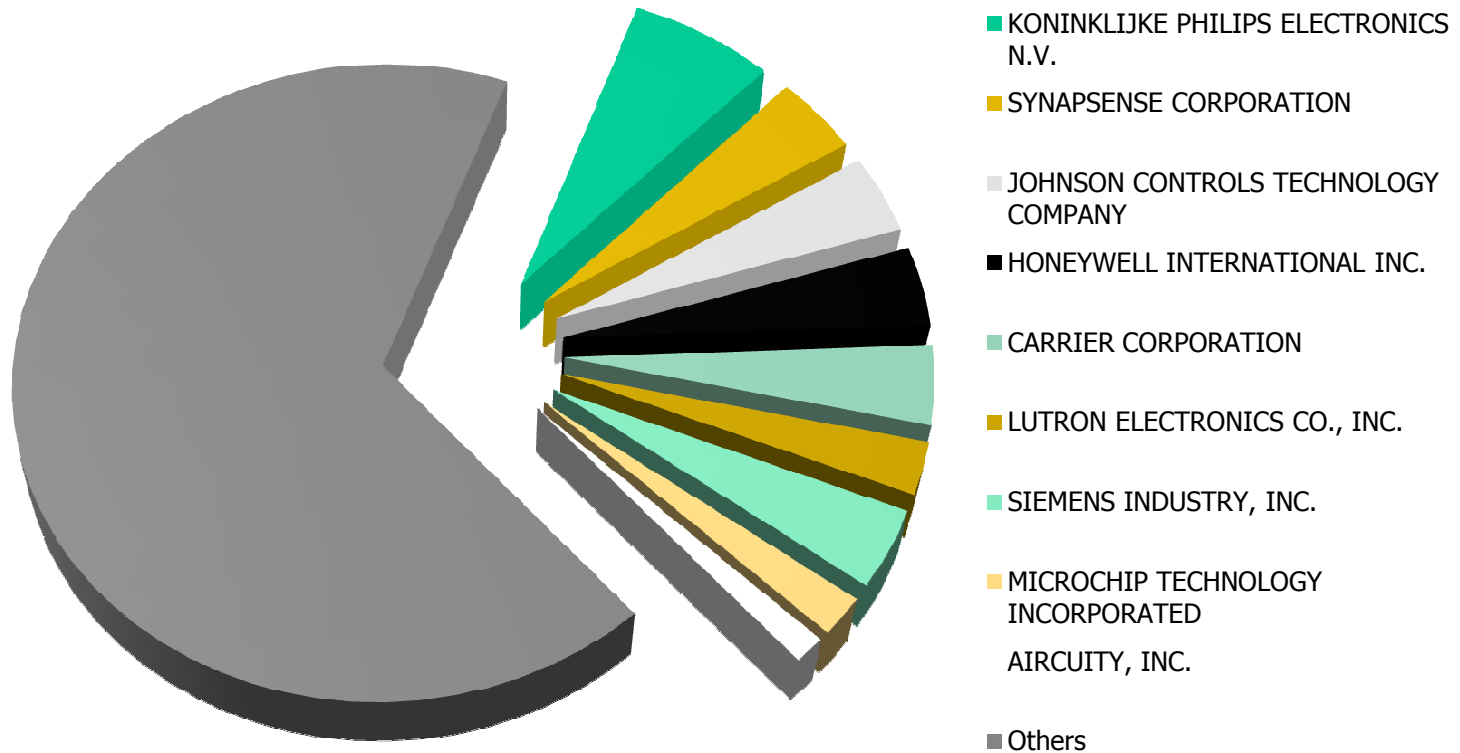


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Leading Companies: Building Management Systems



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Building Management System

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(30) Priority Data:
60/824,400 1 September 2006 (01.09.2006) US
11/847,718 30 August 2007 (30.08.2007) US

(71) Applicant (for all designated States except US): FLOW
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TX 75247 (US).

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(74) Agent: WILLIAMS, Bradley, P.; Baker Botts L.L.P.,
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(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,

AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH,
CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG,
ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL,
IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK,
LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW,
MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL,
PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY,
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European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,
PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:
— as to applicant's entitlement to apply for and be granted a
patent (Rule 4.17(i))
— as to the applicant's entitlement to claim the priority of the
earlier application (Rule 4.17(iii))

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WO 2008/028110 A2

(54) Title: ELECTRONICALLY BASED CONTROL VALVE WITH FEEDBACK TO A BUILDING MANAGEMENT SYSTEM(BMS)

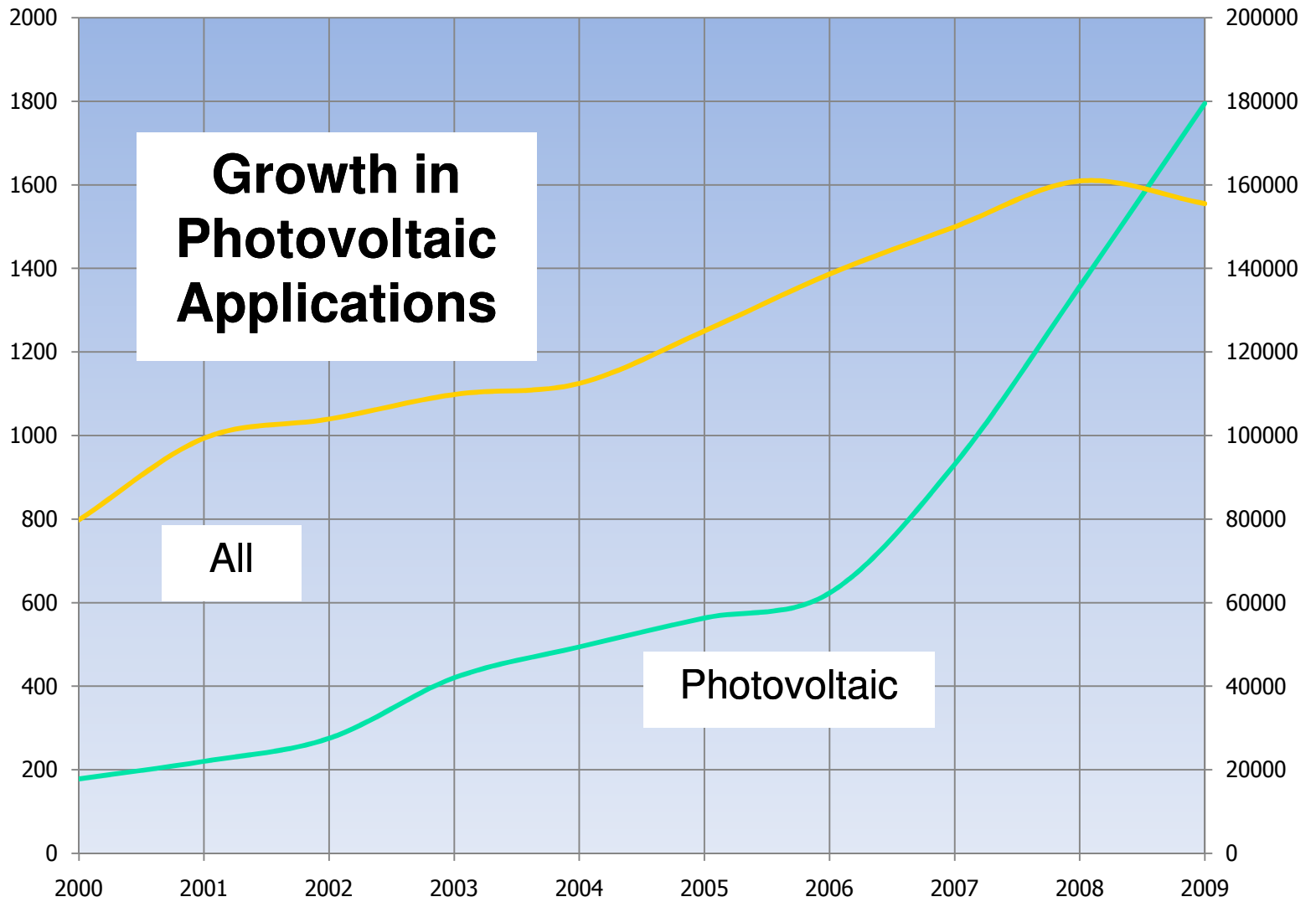
(57) Abstract: According to one embodiment of the invention, a method for regulating temperature in a system comprises receiving, at a building management system, information concerning a degree of opening of a plurality of control valves. Each of the plurality of control valves is associated with at least one terminal that is in communication with a supply header line of a system, and is operable to open or close according to its own logic based on the demand of the associated terminal or terminals. A determination is made, based on the degree of opening of the plurality of control valves, as to whether changes need to be made to the operating parameters of production equipment of the system. The changes to the production equipment operation of the system are operable to change at least one parameter of a fluid being supplied to the supply header line of the system. An inflation of changes is made if it is determined that the change needs to be made. The changes in the production equipment yield a difference in the at least one parameter of the fluid.

Applicant:
Flow Design Inc

Title:
Electronically Based
Control Valve with
Feedback to a Building
Management System

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Patent and Trade Mark Attorneys



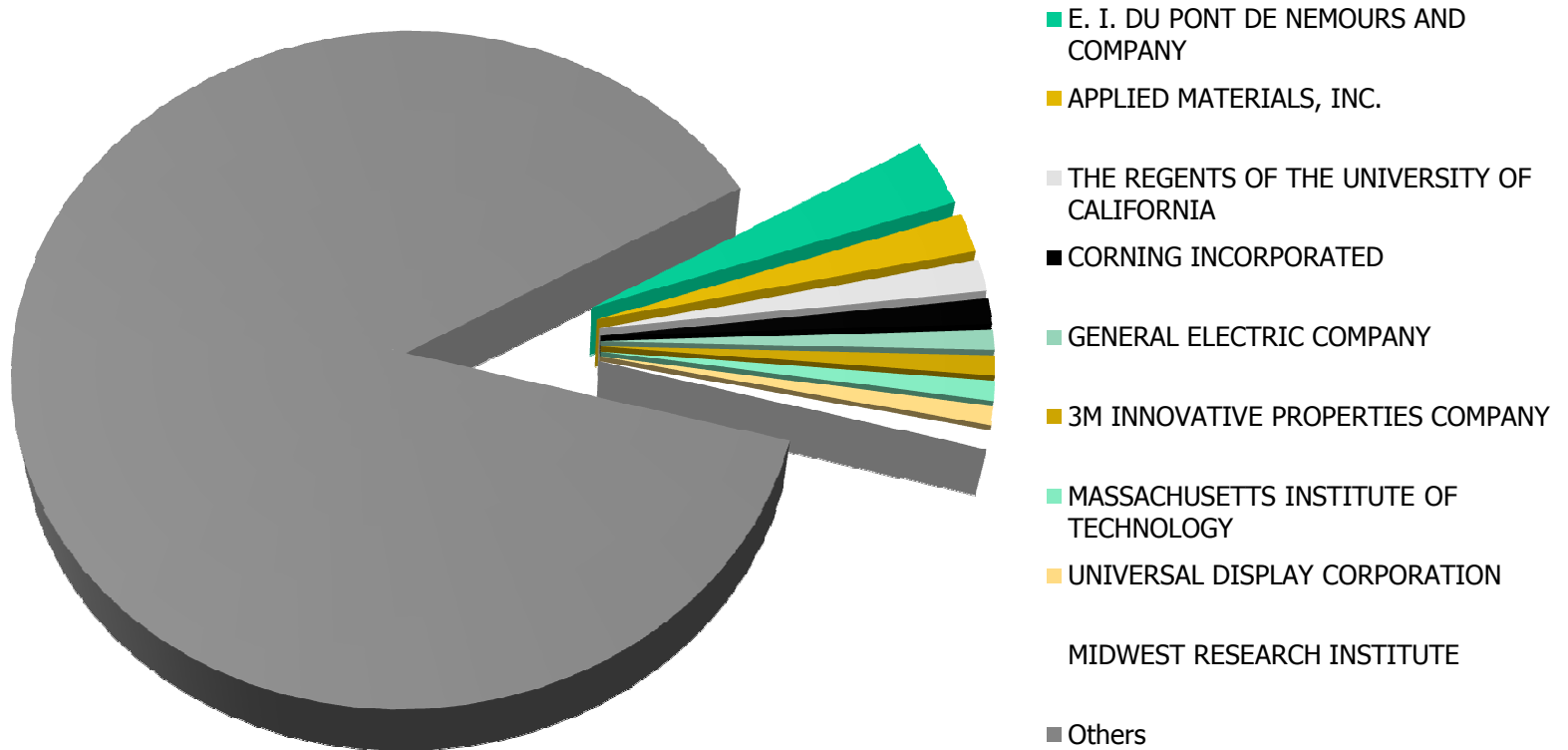


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Leading Companies: Photovoltaic



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Photovoltaic

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(74) Agents: ETTAN MEHULAL LAW GROUP et al.; 10
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PCT/IB2008/055092

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kind of national protection available): AE, AG, AL, AM,
AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA,
CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE,
EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID,
IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK,
LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW,
MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT,
RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ,
TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM,
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600992,589 5 December 2007 (05.12.2007) US

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kind of regional protection available): ARIPO (BW, GH,
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European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL,
NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG,
CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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DELSMAN, Lior (IL/IL); 59 Shimon Ben-Zvi, 53631
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43556 Ra'anana (IL); FISHELOV, Amir (IL/IL); 32 Ben
Yosef, 69125 Tel Aviv (IL).

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(54) Title: PHOTOVOLTAIC SYSTEM POWER TRACKING METHOD

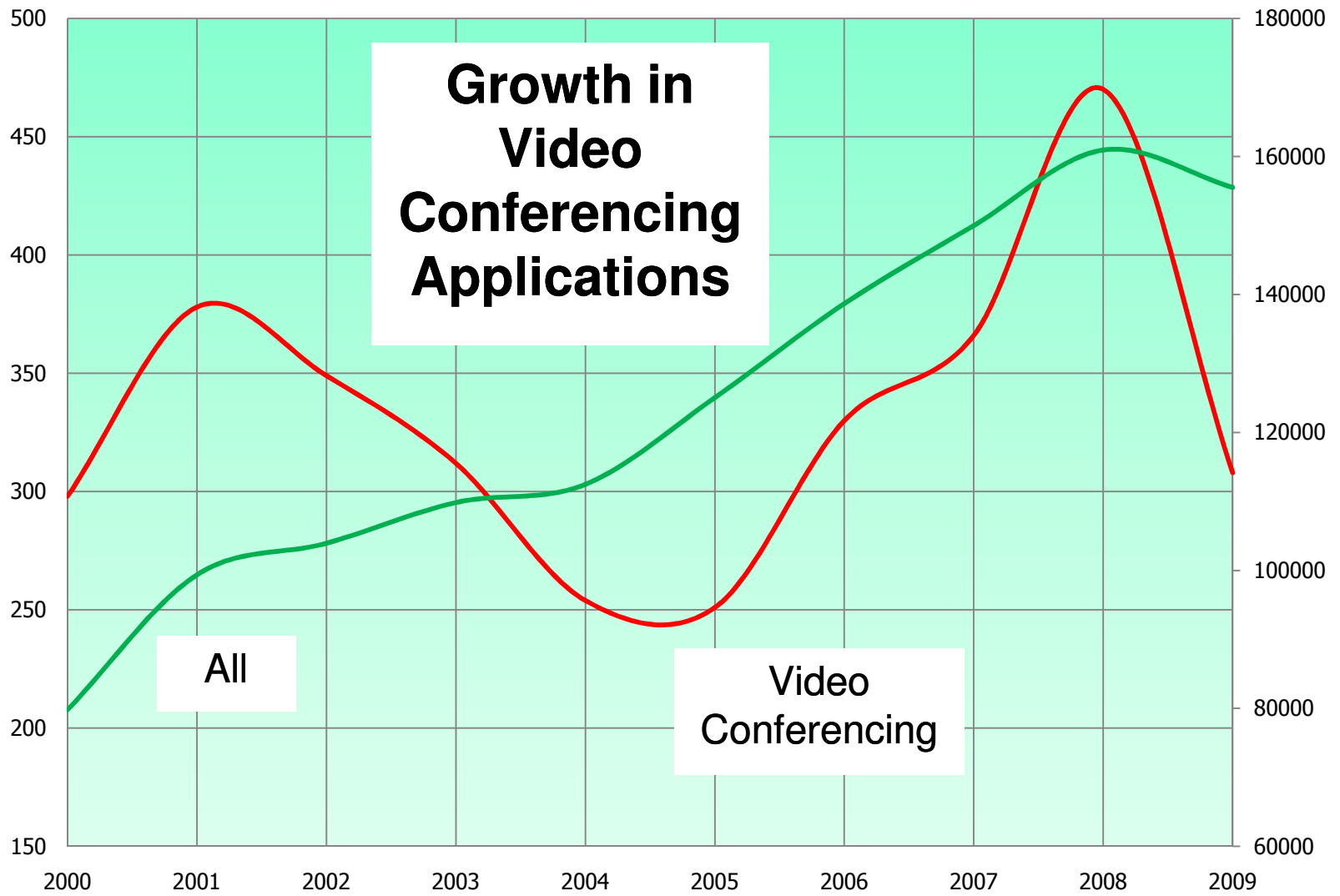
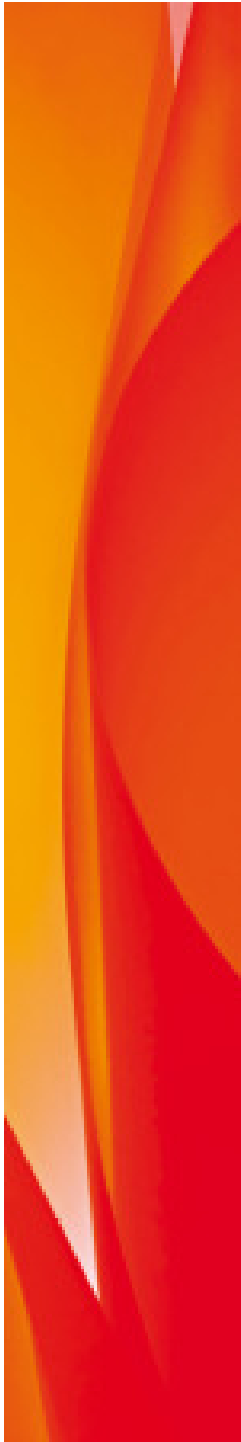
(57) Abstract: A photovoltaic system including a photovoltaic cell, and an electronic module connected to the photovoltaic cell. The electronic module is adapted to produce at least one control signal indicative of electrical power being generated by the photovoltaic cells. A tracking controller is adapted to receive the control signal(s) and based on the control signal(s), the controller is adapted to control a tracking motor for adjusting the system so that electrical power generated by the photovoltaic cells is increased. The photovoltaic system may include an optical element, adapted for concentrating solar light onto the photovoltaic cells. The electronic module preferably performs direct current (DC) to direct current (DC) power conversion and maximum power point tracking by electrical power, current, or voltage at either their inputs or their outputs. Alternatively, the tracking controller is configured to also perform maximum power point tracking by increasing to a local maximum electrical power by varying at least one of (i) current or voltage output from the photovoltaic cell or (ii) current or voltage output from the electronic module.

Applicant:
Solaredge Technologies
Ltd

Title:
Photovoltaic System
Power Tracking Method

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Patent and Trade Mark Attorneys



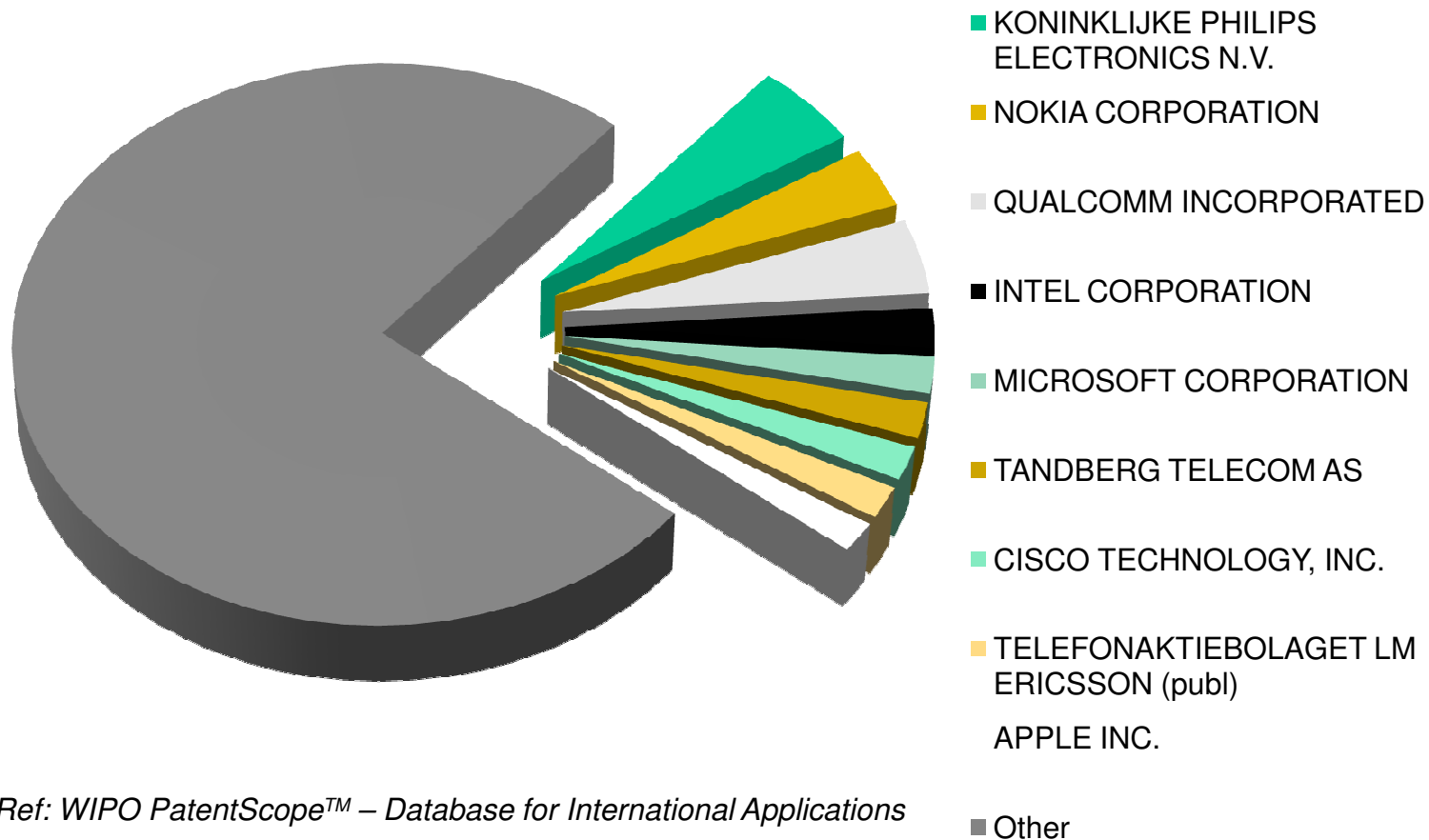


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Leading Companies: Video Conferencing



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Video Conferencing

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(26) Publication Language: English

(30) Priority Data:
11/738,354 20 April 2007 (20.04.2007) US

(71) Applicant (for all designated States except US): FAT-BOTTOMLINE, L.L.C. [US/US]; 150 Clovis Avenue, #101, Clovis, California 93612 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): MCLELLAND, Tom [US/US]; 191 West Serena Avenue, Clovis, California 93612 (US). TAGGART, Paul [US/US]; 274 West Lester Avenue, Clovis, California 93619 (US). ROLLINS, Jackson [US/US]; 1433 West 1100 North, Provo, Utah 84604 (US). EHAT, Peter [US/US]; 2230 North 2270

West, Lehi, Utah 84043 (US). KRISHNAMENI, Krishna [US/US]; 5125 North 9th Street, Apt. 103, Fresno, California 93710 (US). BROWN, Lorin [US/US]; 179 West Portals Avenue #107, Clovis, California 93612 (US).

(74) Agent: KRIEGER, Michael F. KIRTON & McCONKIE, 1800 Eagle Gate Tower, 60 East South Temple, Salt Lake City, Utah 84111 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, RS, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH,

[Continued on next page]

(54) Title: ONLINE VIDEOOPERATOR MANAGEMENT SYSTEM

WO 2008/131344 A1

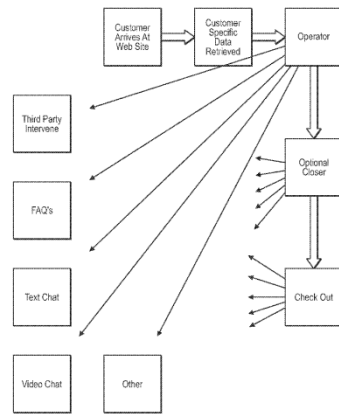


FIG. 3

(57) Abstract: The invention relates to systems for assisting customers through online commercial transactions utilizing a mix of live and pre-recorded video presentations and interactions. Embodiments of the invention comprise: a) a customer connected to a network by a customer interface; b) an operator connected to a network by an operator interface; c) a display window in the customer interface which displays a live video feed of operator or a pre-recorded video clip d) an interaction between said customer and said operator selected from a list comprising live text chat, live video conference, pre-recorded video messages, third party intervention, and changing the appearance of the customer interface; e) a recording device for recording customer behaviors and interactions with operator; f) data storage for retention of said customer behaviors and interactions with operator; and g) recall device for playing at least one pre-recorded video clip selected by an operator for said customer.

Applicant:
FatBottmLine LLC

Title:
Online Video Operator
Management System

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IP for ICT GreenTech: Opportunities and Challenges

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Issues for Discussion

A. General Issues

B. ICT GreenTech Opportunities

C. ICT GreenTech Challenges

General Issues

- **Patent –v- Trade Secret**
 - *Every patent application must be published to the world 18 months after filing*
 - *You must describe the best way of performing the invention*
 - *A trade secret is secret until you release it (or it escapes)*
 - *Unauthorized release may be actionable*
 - *But once its out, its out.*



General Issues

➤ *Economic Considerations*

- *A patented product should command a premium price*
- *Does that premium cover the patenting costs ?*
- *Do I really need a patent in every country*
- *If my main markets are US and Taiwan, what happens if someone makes it in China ?*



General Issues

Effective Commercial Life of Invention

- *If my proprietary software is obsolete in 6 months, should I patent this ?*
- *If the industry changes standards every 5 years, should I keep paying maintenance costs ?*



ICT GreenTech Challenges

- *Compulsory Licenses for Developing Countries*
- *Economic Environment*
- *Rapidly evolving technology*

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ICT GreenTech Opportunities

- ***Stimulus funding going to R&D and GreenTech***
- ***Cross-Licensing for Multi-disciplinary Industries***
- ***Accelerated Processing for GreenTech Patent Applications***

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Thank You

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