

1st Introduction Seminar & Info-Event

DFP™

DESIGN FOR **PATENTABILITY**™

with **Sergei Ikoenko**

Founder Design for Patentability™ Institute



Target Audience:

CEO's, Product Developer and Designer, Patent Officers, Innovation Manager, ...

Design for Patentability™ (DFP) is a powerful **innovative design methodology** that is based on a rational and disciplined process. It employs an efficient suite of tools and methods for improving existing products and technologies as well as for developing **winning next-generation products**.

These approaches can also be used to develop the required functionality, reduce the cost of manufacturing processes, enabling the new and improved products to be brought to market with a very high probability of being patented.

Design for Patentability™ approaches secure satisfying the necessary **criteria of patentability**, develop a firewall of independent and dependent claims as well as enable to circumvent competitive patents providing freedom to operate and, in most cases, IP protection of the alternative designs. Innovative hybridization with patentable outcome, identification of "white spots" for patenting are other areas where DFP has proved to be extremely powerful.

Kostenloser Informationsabend / Info-Evening, free of charge

Termin / Date: September 06, 2019 (Fr) / 06. September 2019 (Fr)

Dauer / Duration: 18:00 - 20:00

Kosten / Costs: ----

1-Tages Seminar / 1-Day Seminar

Termin / Date: September 09, 2019 (Mo) / 09. September 2019 (Mo)

Dauer / Duration: 09:00 - 15:00

Kosten / Costs: **390 €** (exkl. USt / excl. VAT) / incl. handouts

Ort / Location: see:PORT, www.seeport.at
A-9210 Pörschach am Wörthersee, Hauptstrasse 204, Austria

Sprache / Language: English

Veranstalter: Jantschgi C&R / Design for Patentability™ Institute

Anmeldung / Registration bis 26. August 2019 / till August 26, 2019

DI Jürgen Jantschgi, Jantschgi C&R

E: office@jantschgi.at, T: +43 676 9406476, I: www.jantschgi.at

Trainer & Organization



Sergei Ikovenko, Dr.-Eng., Ph.D., P.E., Professor

Founder Design for Patentability™ Institute (2019)
 TRIZ Master (MA TRIZ Level 5) &
 Chairman of MATRIZ Council of Methodology and Expertise (Certification)
 Teacher Systematic Innovation at MIT and Tufts University

Jürgen Jantschgi, DI

Jantschgi C&R, Play Innovation – TRIZ & more
 MA TRIZ Level 3 & TRIZ Champion (09/2018)
 Higher College for Engineering Wolfsberg (HTL Wolfsberg), Headmaster



Short Overview: Content Introduction Seminar

Design for **Patentability**™

1. Analytical Tools for DFP

- Independent Claim decomposition: Decomposition rules / Possibility of bringing in Supersystem components
- Ghost components™
- Independent Claim function modeling - rules, recommendations, ranking

2. The Strategy of competitive patent circumvention by Trimming

- Specifics of function analysis for patent circumvention: Level of performance / Ranking
- Algorithm of competitive patent circumvention
- Recommendations for trimming scenario selection
- Dragon Patents™ and how to deal with them

3. The Strategy of competitive patent circumvention by Substitution

- Strategies for selecting a component for substitution
- Issues with the Doctrine of Equivalents: Non-literal infringement / Definition of an equivalent
- Using FOS to avoid patent infringement
- Substitution strategy and Prosecution History Estoppel

4. The Antidote Strategy for patent application strengthening

- Other side of competitive patent circumvention
- Using the strategy on patent applications
- Using the strategy on issued patents

5. Introduction to Trends of Engineering System Evolution (TESE) and TESE for Picket Fence Strategy

- Surrounding the competitive patent with the TESE improvement fence
- Using the approach for developing dependent claims for your patent application

Design for **Patentability**™ is being successfully used by many world leading corporations:

General Electric, Samsung, Hyundai Motor Company, ABB, Siemens, FIAT Group, Procter & Gamble, Unilever, POSCO, LG, Intel, and many others. It is also a part of a number of engineering programs of the world best universities.

Design for **Patentability**™ Institute

Affiliations, partnerships and cooperation



<http://dfp-institute.com/>

Design for Patentability™ is a trademark of DFP Institute, registration pending.

Design for **Patentability**™ Institute is conducting DFP training as well as DFP project facilitation that has resulted in many hundreds of patented solutions in the USA, South Korea, India, Japan, China, Germany, Italy, Russia and many other countries.

