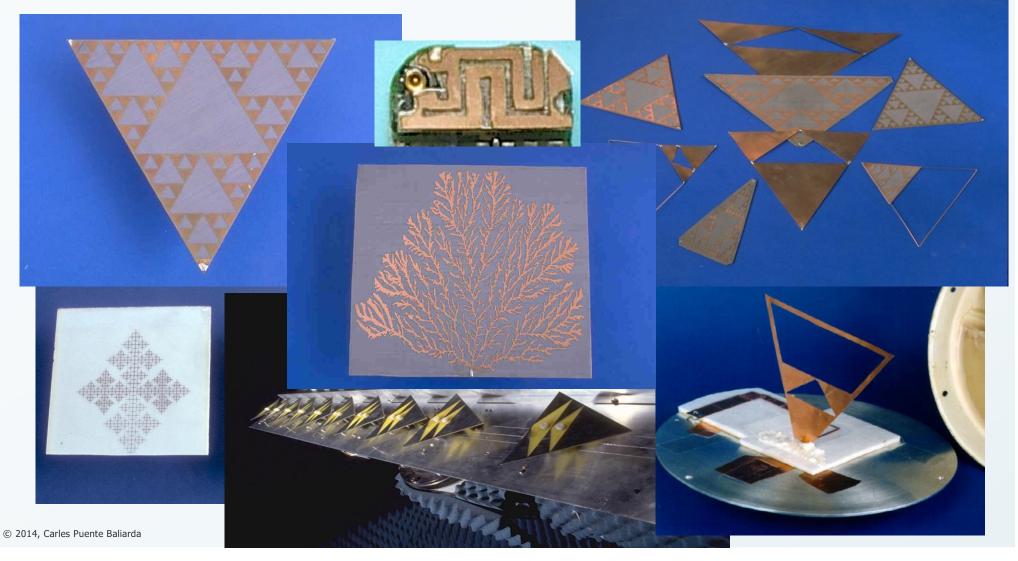


## From Science to Market...

■ 1994-1999 Development of Fractal Antenna technology and derivatives

■ 1999+ Fractal Based Antennas Hit the Market



# FRACTUS (case #1) - Product + Licensing









# fractus

Optimised Antennas for Wireless Devices



Grand Prize Winner



EUROPEAN INVENTOR AWARD 2014 CELEBRATING THE SPIRIT OF INVENTION



**INVENTORS** 

20 EUROPEAN INVENTORS YOU SHOULD KNOW

#### About Fractus' Business Model

 Fractus creates and delivers multi-band and miniature antenna technology to its customers via antenna products, engineering services and technology and patent licenses.



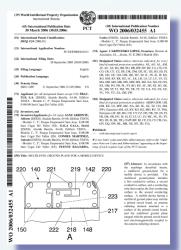
#### **PRODUCTS & SERVICES**

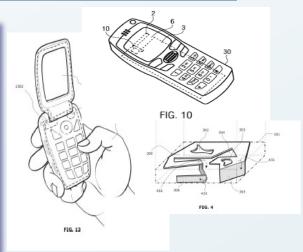
- Cellular Telephony
- Short-Range Wireless
- Antenna in Package
- DVB-H
- Medical Devices



#### **TECH & IP LICENSING**

- Mobile Handsets
- Short Range-Wireless
- Base Station
- Automotive
- Other Markets





## **Patent Licensing Business**









Fractus S.A. Sues Ten Cell Phone Manufacturers for Patent Infringement on Nine Different Patents

May 06 2009 at 04:19 PM

HOUSTON, TX and BARCELONA, SPAIN - On Tuesday, May 5, 2009, Fractus S.A. of Barcelona, Spain sued cell phone manufacturers Samsung, LG, RIM, Pantech, Kyocera, Palm, HTC, Sharp, UTStarcom, and Sanyo for infringing nine different patents held by Fractus.

Fractus is an early pioneer in developing internal antennas for cellular phones and other industries. Founded in 1999, Fractus set out to meet the challenge of delivering antennas small enough to fit inside a cell phone yet powerful enough to support today's multiband cell phones. Fractus has been, and remains, an active supplier of antennas and has shipped millions of antennas worldwide.

Among the numerous awards and honors the company has received for its innovative work, Fractus has been named a 2005 Davos World Economic Forum Technology Pioneer and one of Red Herring's top innovative companies for 2006. It has also won the 2004 Frost & Sullivan award for technological innovation and the 2007 Elektra European Electronics Industry R&D Award.

Fractus holds over 80 patents worldwide, including over 30 United States patents. "We are grateful that Fractus has chosen us to represent them in enforcing these patents," said Max Tribble of Susman Godfrey L.L.P., lead lawyer for Fractus. "It is very brave of Fractus to fight against these cell phone companies, many of whom knew about Fractus and its technology yet still continued to infringe. Fractus's inventions have added tremendous value to both the cell phone user and manufacturer."

IPotential, LLC, has been retained by Fractus as its licensing business advisor.

Fractus is represented by Max Tribble and Justin Nelson of Susman Godfrey L.L.P. and Michael Heim of Heim, Payne & Chorush, L.L.P. The case was filed in the Eastern District of Texas, Tyler Division, Case No. 6:09-cv-203.

# QUALCOMM (case #2) - Product + Licensing

**Q**IIALCOMM<sup>®</sup>

**Products** 

Invention

News

Company



Why do we want what's around the corner to be in front of us today?

It's just human nature. To be restless. Searching. Seeking to pull the future forward faster.

It's just human nature. To create. To invent. To build.

It's human nature to ask: Why not? And when? To which we say, why wait.

Learn More -→



#### QUALCOMM (case #2) – Product + Licensing

**Case Study #1 – QUALCOMM (QTL Division)** 



- Over 100,000 patents and patent applications in 3G, 4G, 5G and other wireless technologies.
- Over 190 telecom equipment manufacturers (handset OEMs, network equipment suppliers, chipset suppliers) licensed worldwide.
- QTL generates<sup>1</sup> / ~1/4 of revenue (over 6,3 b\$), yet ~1/3 of EBT (2021).

<sup>&</sup>lt;sup>1</sup>http://files.shareholder.com/downloads/QCOM/1396824654x0x415196/34ccc0a0-2950-4267-95ff-2be628942a15/QCOM\_Q410\_ER\_Final.pdf

### The 'Carrot' and the 'Stick'



# 'Carrot' Licensing — Bundling IP Product

#### **Technical Support**







**Enginnering Services** 



#### **IP Rights**

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IP Product Bundle

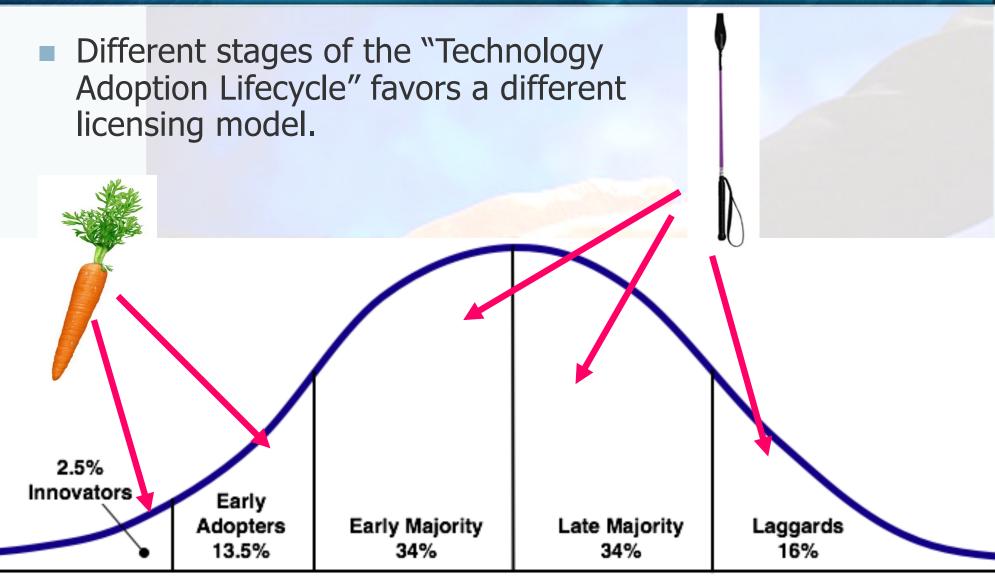




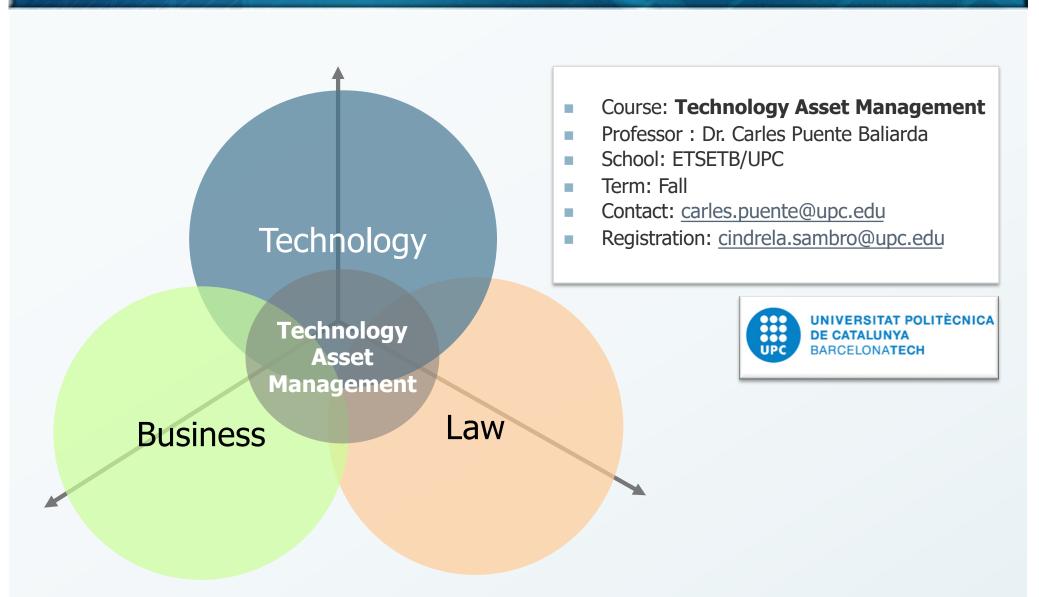


Introducing innovation through carrot licensing usually requires providing accompanying services ...

# Technology Adoption Cycle and Licensing



## TECHNOLOGY ASSET MANAGEMENT (5 ECTS)



# END OF SESSION The enclosed material has been prepared for illustrative purposes and as a basis for class discussion rather

than to represent effective or ineffective handling of an administrative or legal situation. The content of the present class notes is not to be considered as legal advice. If you require legal assistance seek the advice of an attorney.

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