

CASE STUDY OF BRAIN LEAGUE'S PORTFOLIO MANAGEMENT SERVICES.

CLIENT: An American company operating in powerline communications segment

ABOUT THE CLIENT:

The client provides advanced communications solutions to electrical utilities that enable multiple smart grid applications. The client's standard based hybrid network platform is highly available, cyber secured and interoperable with multiple wired and wireless interfaces.

KEY CHALLENGES:

As the client was developing products in a highly competitive market, they had to protect their intellectual property at all levels including their inventions and trade marks with a firm who had the expertise and were cost effective.

The client holds some of the earliest patents in the power line communication (PLC) and continues to be the leader in the PLC domain. Being the pioneer in PLC domain, IP plays a critical part in their overall business strategy. The client's patent portfolio spans across continents. As a result, the client had to deal with multiple law firms in the different regions they were active. They have a sizeable portfolio, which means they had deadlines to be met on a continuous basis and they had to be on their toes all the time to ensure that necessary actions were taken in relation to their patent portfolio. The client, being a technology leader, licenses its technologies to other entities in a number of regions. Also, they need to keep a close watch on competitors and other players who would potentially infringe on their technologies.

Since the client's patent portfolio spanned across countries, they had to manage relationships with law firms in all those countries. Dealing with law firms directly had

driven their costs higher and also they had the over head of having to handle these relationships through in-house resources.

What the client needed was a trusted partner who could handle all their IP needs across continents so that they could focus on their core competencies.

ENGAGEMENT MODEL:

The client engaged Brain League to handle all their IP requirements realizing the end to end capabilities of Brain League. In short, Brain League is the IP department of the client.

Brain League, being the IP department of the client, provided a whole host of services to the client. The services include:

- Patentability analysis and Searching
- Patent Drafting, Filing and Prosecution in which ever countries we file
- Patent and Technology Mapping
- Competitor watch
- IP Portfolio Management (through blOne, a proprietary S/w to manage IP portfolio of our clients)

This includes

- Docketing
- Current status view
- One stop for all relevant information
- Customer alerts
- Alerts configurable as per convenience
- FTO and Infringement analysis

Results:

- **Completely outsourced IP operations**
- **Focus on core competencies**
- **IP costs reduced by more than 50%**
- **Increased efficiency in managing IP**

BRAIN LEAGUE'S BUSINESS MODEL:

Brain League works with National and International clients and we protect and manage IP for our clients in more than 50 countries. Brain League's vision is to provide truly integrated IP services across the globe. In line with our vision, we strive to provide integrated IP services to firms across the globe. Our endeavor is to act as a single point of contact for our clients and take care of all their IP needs. We have established strategic relationships with law firms across the globe to provide value added services. These strategic relationships are structured in such a way that the overall cost to our clients is reduced drastically. Since we work with our partners on a consistent basis, we get the benefit of economies of scale and get preferred service (include preferred rates) for all IP requirements of our clients.