

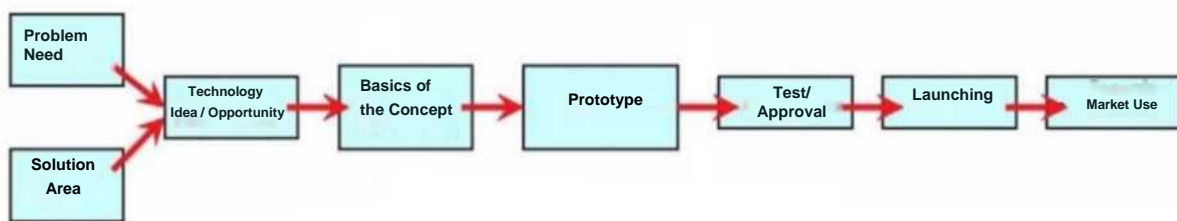


**COMMERCIALIZATION  
OF PATENTS**

## COMMERCIALIZATION OF PATENTS

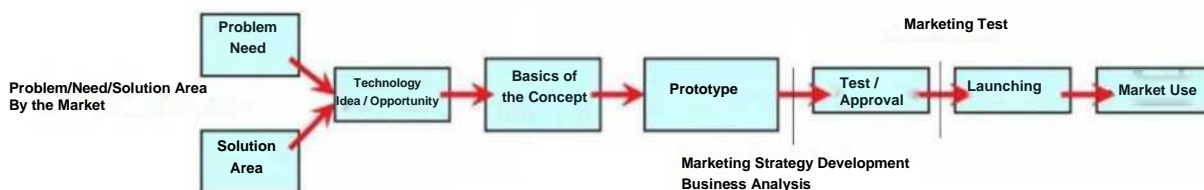
The effort to create value-added products in the field across the entire ecosystem is admirable. In this article, we will list a few tips from our experience by examining successful and unsuccessful applications. We believe that our suggestions will bring about successful commercialization and will reduce the number of patents about shelf, vision, defense purposes, or so-called sleeping patents.

1- As a model of commercialization in our country, the following steps are generally required.



The biggest shortage of this model is that it takes place at the very end of the market. It cannot thoroughly analyze the market needs during the intermediate processes. A large number of non-commercialized patents means that the problems of the market are not resolved. Firstly, the emergence of successful commercialized patents requires a deep analysis of the solution related to the problem presented to the customer/user/manufacturer/supplier, etc. in the stages of production and consumption (not R&D and invention). For this reason, this above-mentioned model needs an intervention in two points to significantly increase the success of commercialization.

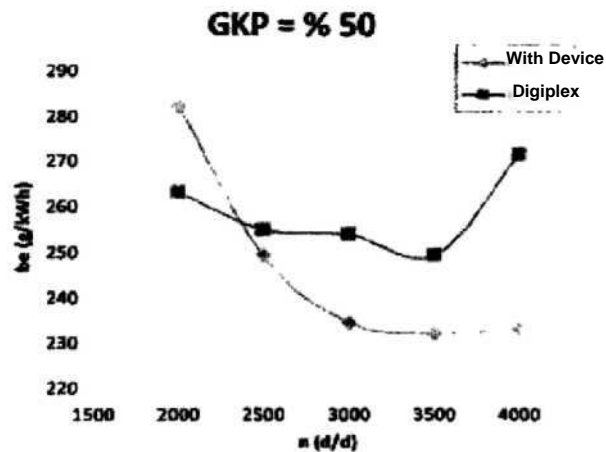
Business has a basic pedestal. Don't produce goods that you can't sell. Working on a product or service that cannot be sold or used means that consumption the resources of people, institutions, and society.



The previous sentences should not be interpreted as we should not produce or invest in R&D, since developed countries have a part in everything, or as we cannot create room for ourselves in the market. South Korea uses a method called mirroring as a means of innovation. This method puts the industry leader in a spot and holds a mirror against it. It presents an alternative product over the product of the industry leader in such a way that it doesn't create a technical and legal problem. It is one of the most successful methods for achieving valuable innovation and products.



2- There is no focus on unique superior features compared to their counterparts in technical project writing and patent writing. Instead, the focus is on the differences. The financial and technical benefits of unique superior features will also increase commercialization success by portraying them with talking reports. Below is a test result for a fuel-saving device. It is clearly and objectively illustrated that the amount of specific fuel consumed by the vehicle decreases as the vehicle reaches high rpm.



3- Similarly, there should be depictions of patent contents and technical problems. These depictions should help people understand the problem. Also, one clear sentence should be added. The problem solved by the invention and unique features of the invention should be transferable to third parties within 10-15 seconds.





Steve Jobs used this phrase while presenting the iPod: "1000 songs in your pocket". Similarly, there could be a specific slogan for every patent.

4- Investors have a very simple evaluation criterion. What I'll put in and what I'll take in return. The overall expectation here is to get profitability more than the profit margin of the sector and more than the overall interest rates. The future projection of the patent, (i.e., the share it will receive from the world and Turkish market, the lifetime of a patent, net profits over the years) should be able to demonstrate wins & losses with a simple income statement.

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