



Alder

IP Risk Management Tool

Chawton Innovation Services

Providing help to companies and organisations
in the areas of Innovation and Intellectual
Property Management.

Chawton Innovation Services Limited

The Stables

Gosport Road

Chawton

Alton

Hampshire

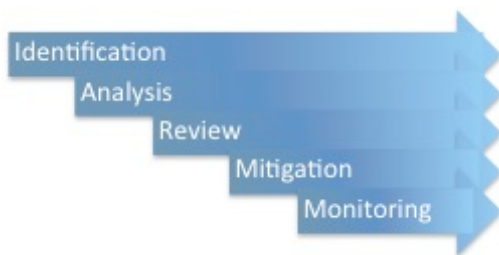
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IP Risk Management Tool

RISK is the chance of something going wrong and the danger that damage or loss will occur. By its very nature there are both rewards and risks associated with IP. For anyone involved in IP, then IP related risks are part of working life. However, many ignore the risks associated with IP or only react when the risk has materialised, which most times is too late.



PROACTIVE mode is about taking preventative measures, ideally aiming to stop the IP risk before it happens. It is about prioritising risks, prioritisation being a combination of the possibility of the risk occurring and estimating the impact. However, it not just about analysing the possibility that some risk will actually occur, but also making sure that a recovery plan is in place and that the recovery plan has been stress tested.



COMPANIES need to operate in proactive mode, carving out time in their schedule for IP risk management and taking responsibility to ensure that they have a good fit for purpose IP risk management process in place, underpinned by a robust IP risk management tool.



The Alder IP Risk Management Tool offers such a solution

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Screen shots from the tool



Risk Names (26 of 26)

1	Sitel patent NPE - actively targeting this sector with their webcam base
2	MMO patent NPE - litigation using their voice recognition for user authentication
3	Patent NPE OXO - tablets finger writing signature authentication
4	Patent NPE OXO - tablets finger writing signature authentication
5	Trademark dispute over use of flying dog logo by KityKitty
6	SEED SSO changing their IP Policy over flux capacitors
7	Patent DE 12344321 facing examination challenge
8	Patent US 12347733 facing an examination challenge
9	Open source software issues with subcontractors in Romania
10	Researchers being poached by Peer in US
11	Unclear ownership and usage of data with a B2B customer in Sweden - /
12	Marketing department may be revealing too much about new products - /
13	Engineers attending open innovation workshop at Gargle campus in Lond
14	No inventor reward program in German R&D site
15	Copyright dispute over images used in promotional material in Latin Amer
16	Domain registration needed for Flying Dog Project
17	Patent Assertion letter received from MobileTel
18	Possible patent infringement against Acme Solar
19	Jance Sterling's Thesis for Master course at Imperial College
20	Cambridge University meeting on owning all IP related to our joint research
21	Counterfeit products reports by UK Customs at Southampton
22	Leavers stealing confidential process info on memory sticks
23	Suspected counterfeit products on e-marketplace - B-Bay
24	We lack a robust fit for purpose trade secret process
25	Financial Services client BARBAYS will not accept any OSS in Product ACC
26	Product LGV - desired domain name not available

Risk Details

Risk Name
Trademark dispute over use of flying dog logo by Ace Canine Inc

Date Created
3-Jun-2014

Risk Owner
Julie Elridge

Risk Impact and Timing

Risk Probability	Risk Impact
3 - Moderate	2 - Minor
Cost £K	Date Risk Proximity
9,845,612.00	5-Mar-2016

Description
Out flying dog logo is being abused in Rio by Ace Canine Inc festival entertainment company. Could damage our brand value in Brazil.

Date Last Review
26-Mar-2016

Date Next Review
26-Mar-2016

Date Updated
26-Apr-2016

Risk Tags
Has Tags

Business Group Impacted by Risk
Business Unit: OneConsumer Prod

Risk Status
Rejected

Raised By
Angela Headstone

Risk Response
Transfer

Risk Category
Social Media

Risk Source
Supplier

Geographical Scope
Albana

Advanced Filter
On/Off Define Deselect

Name Filter
X

Mark Risks
Set Mark Clear Mark Set All Clear All

Special Functions
Summary Analysis Suggestion

Associated Actions (4)

3	Investigate adding a new patent based on inference engine.
4	Defend patent 12347733
6	Update Employment contracts for US Researchers
10	Add Inventor Reward Program in German R&D centre

Launch

Alder
IP Risk Management

View, edit and link Risks, Actions and Documents

Manage Risks **Manage Actions** **Manage Documents** **History Analysis**

Dashboard
Risks = 26

Risk Status	Risk Impact Rating	Action Status	Document Status
Accepted 10	2 - Minor 5	Blocked 2	Draft 3
Closed 2	3 - Moderate 13	Planning 5	Ready for Review 1
Draft 10	4 - Major 7	Progress - Half way 1	Reviewed 1
Ready for Review 2	5 - Disaster 1	Progress - Started 2	Unclassified 3
Rejected 1		Reviewed 4	
Unclassified 1		Unclassified 1	

Configure
Configure Lists Register Settings Reset Tables

Save Register
Save Save New Periodically save a new version.

Risk Impact Guidance and Configuration

Risk Probability Guidance
1 - Insignificant Use

Probability Level 1 - Just a slim chance. Team are extremely skilled in managing the Risk. Risk detection is easy.

Thoughtfully define what each Risk Probability Level means for your organisation. Save

Risk Tolerance Level
Risk Weight is Impact * Probability. Risk weights higher or equal to the Risk Tolerance level are reported as Top Risks. 15 Save

Note - Any changes to Risk will be applied on Exit

Risk Impact Guidance
1 - Rare Use

Impact Level 1 - Marginal impact

Thoughtfully define what each Risk Impact Level means for your organisation. Save

Set Cost Currency for Risk Impact and Action Costs
£k Decimal Places 2 Save

Maximum 10 chars. For example, GBP k, £k, Eur (m)

Exit Cancel

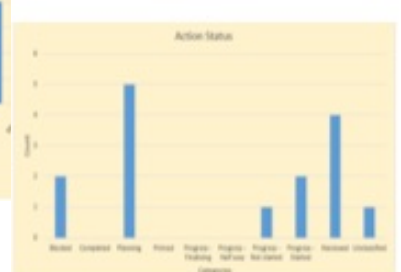
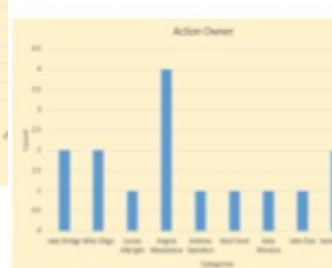
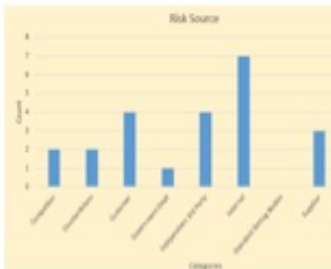
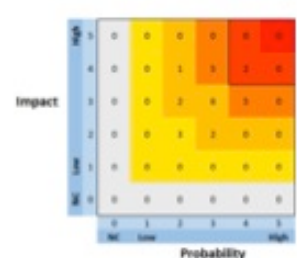
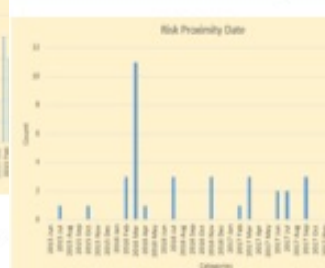
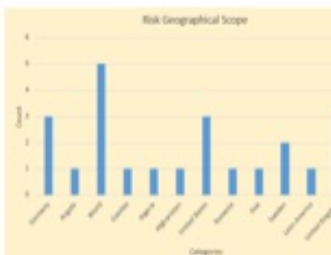
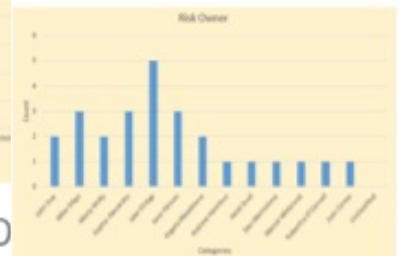
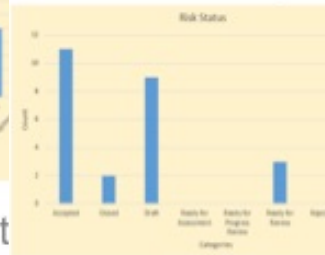
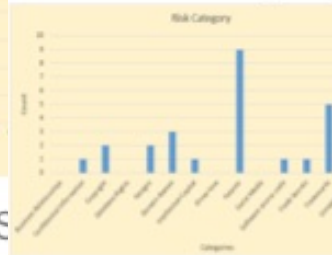
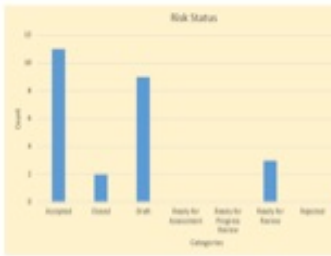


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Example reports



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Features and functions



- ◆ The Alder tool has been designed to be relatively easy to install, configure and take into use
- ◆ The Alder tool merges the features and functions of a generic risk register with the features and functions of many IP data management systems to create a dedicated IP risk management tool
- ◆ The Alder tool underpins the IP risk management process and its key phases – Identification; Analysis; Review; Mitigation; Monitoring
- ◆ It has clear simple and logical data entry screens enabling the entry of IP related risks and the associated metadata, with limited specialised training or legal help needed for the user
- ◆ It contains a detailed built in IP risk classification methodology. This classification methodology is easily customised. The categorisation capabilities of the Alder tool may also be extended using a 'tagging' feature
- ◆ A special feature enables the calibration of the impact and probability levels
- ◆ The Alder tool contains a specialised database developed for IP risk management
- ◆ The Alder tool has a feature which creates a historical audit trail of additions and changes
- ◆ The 'review module' supports regular reviews of the IP related risks logging the participants, the date and the key outputs of such reviews
- ◆ The 'action module' enables all associated actions from the reviews to be logged and tracked such as the actions to first analyse a potential IP risk and then to mitigate such risks if genuine
- ◆ The Alder tool enables the user to track the costs of both IP risks and the costs of the actions to mitigate such risks
- ◆ The filtering feature enables the user to conduct both quick and advanced searches through the data
- ◆ A comprehensive and customisable suite of reports may be automatically generated by the Alder tool
- ◆ A USB hard-key device protects the Alder tool from un-authorised access
- ◆ The Alder tool has been designed using Microsoft technology
- ◆ The Alder tool should be installed locally, but the data can be local or a network drive. Data is NOT stored on the cloud



A 'white label' variant of the Alder tool is available to Law Firms, IP Firms, IP Consultancy Firms and General Consultancy firms

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