

# 1<sup>st</sup> Introduction Seminar

## 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.

**Termin / Date:** December 07, 2019 (Saturday) / 07. Dezember 2019 (Samstag)

**Dauer / Duration:** 09:00 - 15:00

**Ort / Location:** Philips Austria GmbH  
A-9020 Klagenfurt, Koningsbergerstraße 11, Austria

**Trainer:** Sergei Ikoenko, Founder DFP™ Institute

**Kosten / Costs:** 490 € (exkl. USt / excl. VAT) / incl. handouts

Sprache / Language: English

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

**Spezialoption - Teilnahme online (GoToMeeting):**

**Kosten / Costs:** 250 € (exkl. USt / excl. VAT), incl. pdf-handouts

**Anmeldung / Registration** bis 22. November 2019 / till November 22, 2019

DI Jürgen Jantschgi, Jantschgi C&R

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**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.

## 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

### 6. Innovation Hybridization:

- Hybridization Approach, its types and “non-obviousness”/inventive step
- Feature Transfer Algorithm
- Establishing cross-linking for “non-obviousness”

## 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.