



REDDIE & GROSE

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28 FEBRUARY 2024

FUTURE PROPULSION TECHNOLOGIES — KEY IP RIGHTS

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FIRM PROFILE



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FUTURE TRANSPORT TEAM AT REDDIE & GROSE LLP

The dedicated **Future Transport team** at Reddie & Grose has a deep understanding of their clients' technologies and business, and work with them to secure the best protection for their intellectual property. They bring their combined decades of experience to advise on **IP strategy** to ensure it ties in with the overall business strategy of their clients. With that strategic thinking, IP protection in this technology area can turn from a mere cost to a **valuable asset**.

Reddie & Grose LLP has nearly 100 IP Professionals, coming from a broad range of backgrounds, including mechanical, automotive, aeronautical, chemical and electrical engineering, as well as materials science, physics and software. The team is able to adapt to their clients' business and technology with ease.

On top of that technical background, the team has a wide range of experience in the **IP profession**, with many having in-house experience, and all having worked with start-ups, SMEs and multi-nationals.



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INNOVATION & IP PROTECTION



INNOVATION?

Applying new processes, introducing new techniques, or establishing successful ideas to **create new value**



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INTELLECTUAL PROPERTY

- Patents
- Trade Secrets
- Designs
- Trade marks
- Copyright



ASSETS

- IP Rights are assets in a business
- Protect innovation
- Protect investment
- Protect position in market

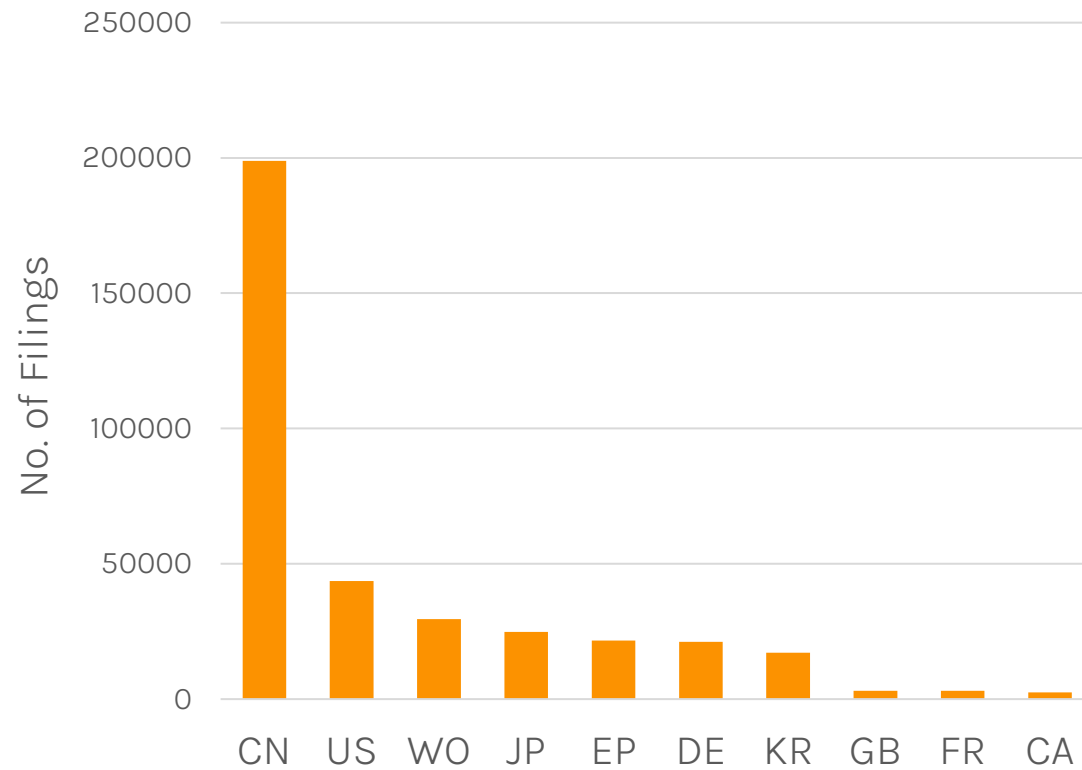




WORLDWIDE
AND UK IP

WORLDWIDE IP

Where is IP being protected?



All patent applications are classified according to the technology. Showing the following classifications:

- MOTOR VEHICLES
- ELECTRIC MACHINES
- CONTROL OR REGULATION OF ELECTRIC MOTORS
- CLIMATE CHANGE MITIGATION TECHNOLOGIES RELATED TO TRANSPORTATION

Since the beginning of **2019**

WORLDWIDE IP

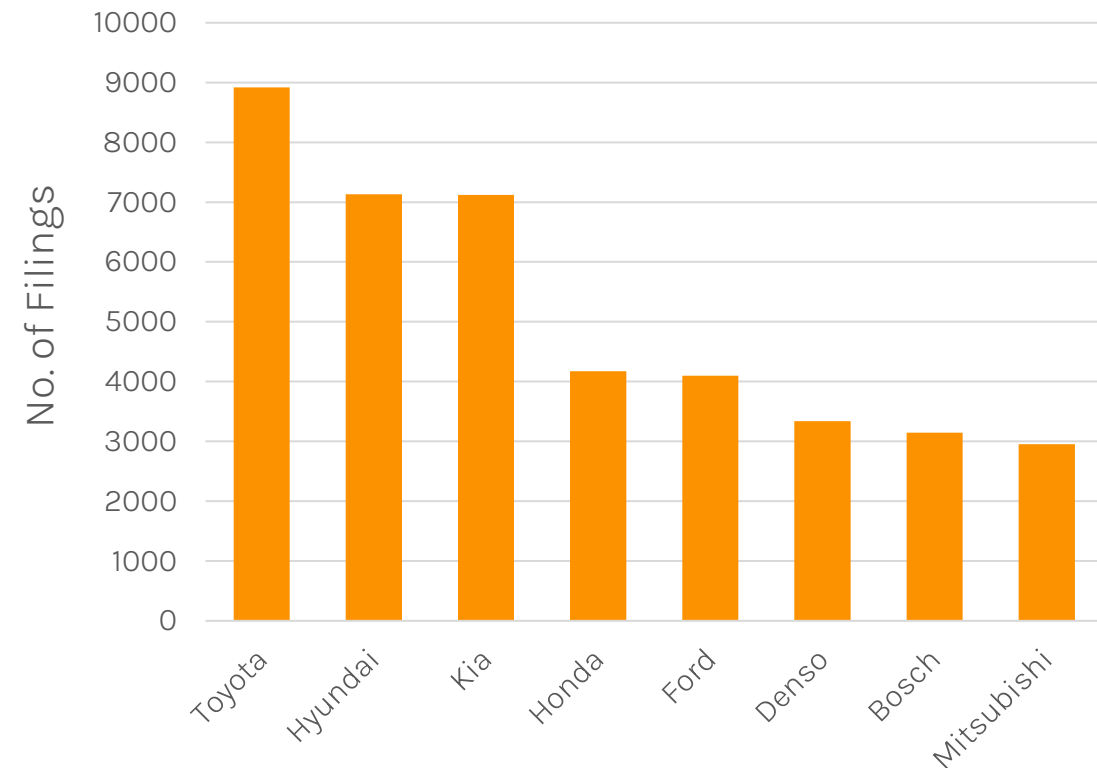
The major OEMs and Tier 1s are filing the most patent applications

Proxy for R&D spend

For OEMs, it enables them to differentiate in the market, protect against competitors, license to suppliers

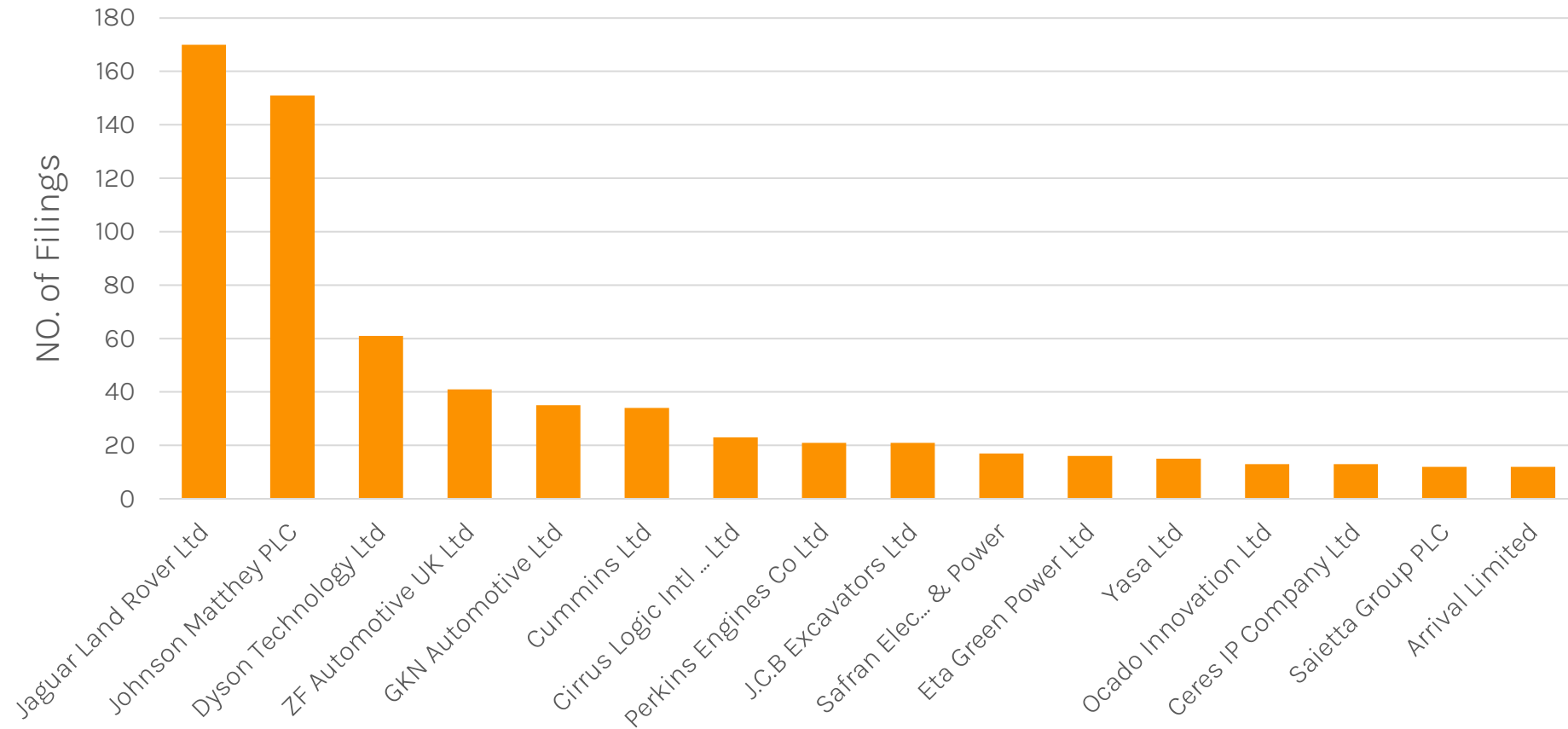
For Tier 1s, it enables them to maintain their position as suppliers

Who is filing for this IP protection?



UK IP

Who is filing for this IP protection from the UK?

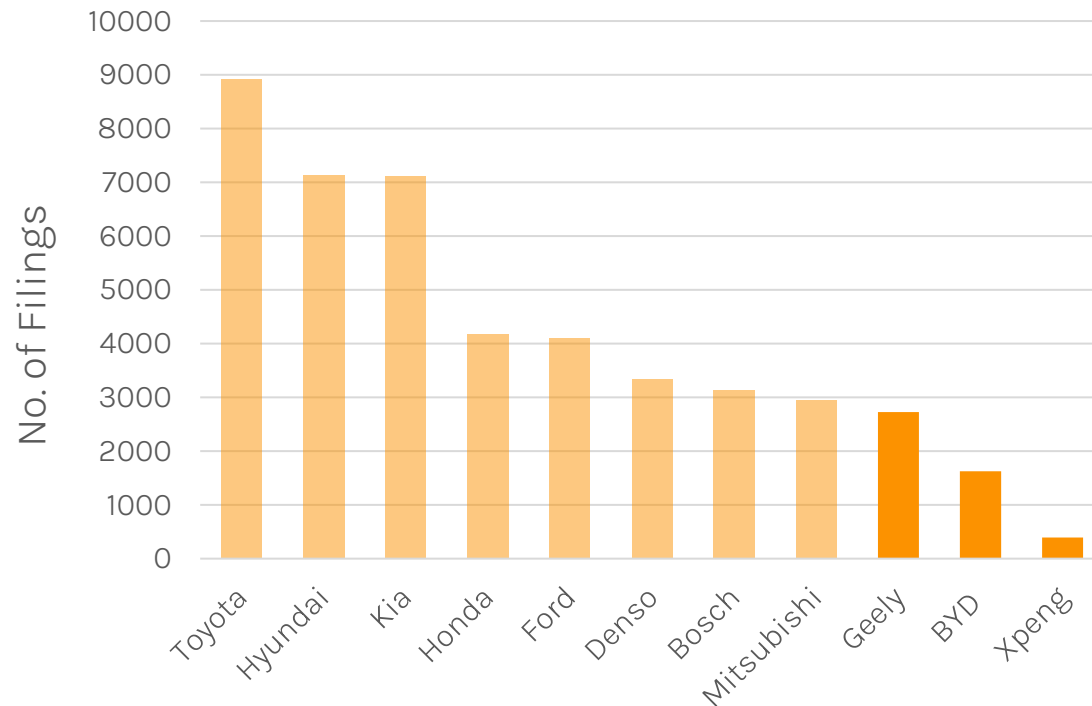




DISRUPTORS?

DISRUPTOR IP

What about the Chinese OEMs coming into Europe?



Mainly filing in China, with less than 10% of the filings in Europe

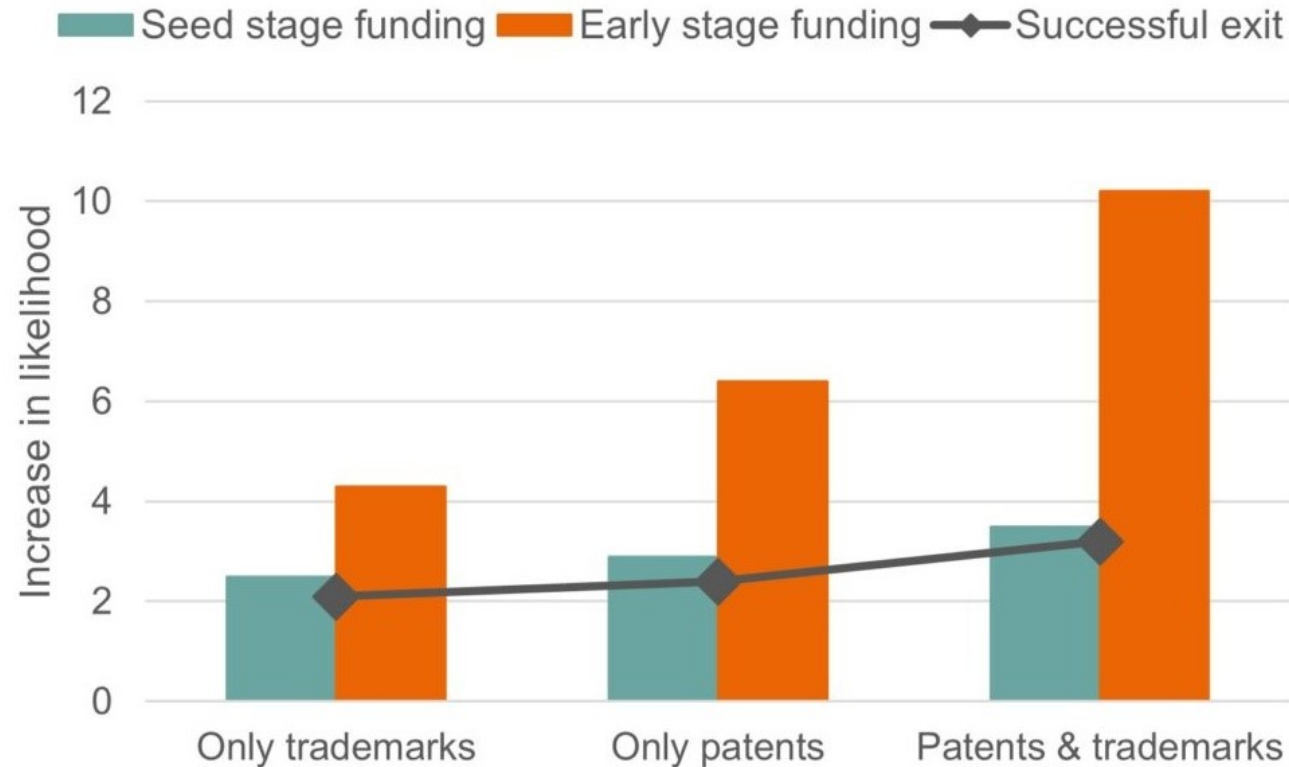
All areas of technology, from chassis structures, charging, and thermal management, to autonomous driving

Not included here, but extending the search to all areas of technology, including infotainment, etc, increases the numbers for the Chinese companies by **FIVE** times.



VALUE ADD

INVESTMENT



Even more importantly, start-ups with both Patents & Trademarks increased their chances of a successful exit by over **THREE** times.

*<https://link.epo.org/web/publications/studies/en-patents-trade-marks-and-startup-finance-study.pdf>

CASE STUDY



Image credit: Arrival

ARRIVAL

- Reportedly selling off their IP, at least in the UK
- Amounts to 70 or so UK or European patents and patent applications
- Even at the end, IP is providing value



KEY IP

KEY IP

Your IP!

- There is no other IP so critical to your business than your own
- Develop an IP Strategy, and implement it



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