

צעד המצאתי

Summer 2016

How Many Patents Does Your Company Really Need?



A study of U.S. issued patents reveals that in the first five months of 2016, IBM received an average of 24 U.S. patents per day. In fact, in the first five months of the year, many companies received more than 1,000 U.S. patents each. These statistics beg the question, “what is a reasonable number of patents for my company to obtain?”

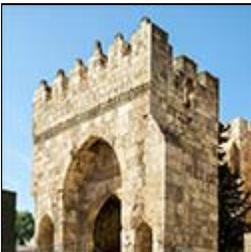
To find out, and for graphs showing how your company fits in, [click here](#).

Recent Articles by Finnegan Partners



[Wanted: Strong Cyber Patents](#)

[Darren Jiron](#) and [Elliot Cook](#) explain the need for strong patents in the cybertech area in Israel.



[Jerusalem as a Hi-Tech Power](#)

[Gerson Panitch](#) explores the rise of hi-tech in Jerusalem.



[How to Waste Money on Your Company's Patents](#)

[Ben Ingel](#) explains some of the most common mistakes companies make when building their patent portfolios.

Finnegan Celebrates Representing Israel's Leading Companies

In less than seven years since the founding of its Israel practice, Finnegan, who was just named as the **2016 Global IP Firm of the Year** by a leading industry publication, surpassed 100 clients in Israel. In celebration, on May 30, Finnegan



sponsored this year's Best Practices in IP conference in Tel Aviv, hosting a gala cocktail party at which nearly 20 of Israel's most innovative companies displayed their high tech innovations patented by Finnegan. A common message echoed by the exhibitors is that it is not enough to simply obtain patents. To be effective, patents must be strategically designed to stand up in court and block competitors. Most of Finnegan's 100 clients chose Finnegan for its proprietary strategic business oriented model of patent development.

Finnegan Education



Tel Aviv University Offers Patent Strategy to MBA Students

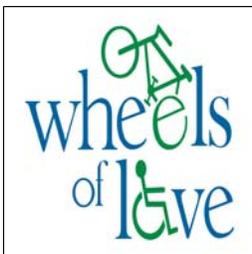
This summer more than 80 MBA students at Tel Aviv University were exposed to a first-of-its-kind course in patent strategy. The course, which was taught by Finnegan partner [Gerson Panitch](#), focused on what every business person needs to know about how to use patents to advance a company's business interests. "Business schools focus on teaching finance, marketing, sales, human resources, and other conventional business topics. Given that as much as 85% of a company's value can be derived from its intellectual property, it makes sense for a business school to teach business students how to maximize corporate value using patents," Panitch explained.

Upcoming Events



Finnegan Sponsors Journey Conference

Please visit our special booth at this year's 20th anniversary Journey conference on September 28, 2016, at the Tel Aviv Hilton, where we would be pleased to answer your questions about strategic patenting!



Finnegan Sponsors ALYN Wheels of Love Charity Ride

For the third year in a row, Finnegan is a proud sponsor of [Alyn's Wheels Of Love Charity Ride](#), a special five-day bike ride that supports an amazing children's rehabilitative hospital in Jerusalem. More than 300 riders will join us from over 15 countries during the ride, which will take place November 6-10, 2016. Please consider riding with us or sponsoring the Finnegan team! [Join us or sponsor our team!](#)

About Finnegan

Finnegan is one of the world's largest IP law firms and a go-to source for Israeli companies. We represent more than 100 of Israel's leading and most sophisticated enterprises, helping navigate IP disputes and patent infringement litigation, counseling on how to strategically protect technology to maximize value, managing patent portfolios, and developing revenue streams through creative patenting and licensing. In the words of *Chambers USA*, "Finnegan's work is nothing short of exceptional." www.finnegan.com
www.finnegan.co.il

Finnegan publishes newsletters, blogs, and *IP Updates* that provide news, statistics, and analysis of recent court decisions. Our newsletters and blogs focus on Federal Circuit practice, PTAB practice, trademark and copyright law, patent prosecution and counseling, and IP licensing. To sign-up to receive newsletters, blog posts, or *IP Updates*, please click here.

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