



Summer 2017

Stop Wasting Money on Ineffective Patents and Start Investing in Strength!



[How to Stop Wasting Money and Start Growing Real Value in Your Company's Patent Portfolio](#)

by **[Ben Ingel](#)**

Patents have the potential to provide significant strategic benefits to your company. Drafted and filed properly, they can help protect your products from being copied by competitors, and deter them from suing for fear of a counter-suit. Licensing patents can secure a passive source of income. Investors often regard companies with strong patents as having higher market value. However, patents developed non-strategically might drain the budget thus having an adverse effect on the company, while failing to achieve all the mentioned potential benefits. Many startup and mature companies make three common mistakes with their patents. To find out the mistakes and how to avoid them, click [here](#).



[Are Software Medical Inventions Patentable?](#)

by **[Elliot Cook](#)**

There has been significant discussion in recent years about patenting hi-tech software, but very little discussion about patenting medical software. In the following article reprinted from Haaretz, Finnegan's Elliot Cook provides helpful insights into how to protect medical software. Click [here](#) to read more.

Tel Aviv University to Offer Patent Strategy Course to MBA Students

For the second year in a row, Tel Aviv University is offering a course entitled "Development and Use of Patents as a Strategic Business Tool"

After last year's course was over-subscribed on the day registration opened, the Business School at Tel Aviv University is again offering a course entitled "Development and Use of Patents as a Strategic Business Tool." Business schools traditionally have done a great job of teaching the strategy of finance, marketing, sales, management and a host of other disciplines, explains **[Gerson Panitch](#)**, a Finnegan partner who is teaching the course again this July. "But when it comes to patents, no more than a rudimentary understanding is typically provided. Tel Aviv University is on the cutting edge, recognizing that since most Israeli companies rely on patents as a valuation generator, it is important for business students to gain a deeper understanding of the strategic development and use of patents as a valuation generator," Panitch added. The 20 hour course is open to students of Tel Aviv University. Students from other universities may apply, but their acceptance will be based on availability.

Finnegan Events



Raanana MedTech Innovation Center

IN PARTNERSHIP WITH



INVITE YOU TO

ALUMNI FAIR & INVESTOR EVENT



#JUNE-TECH

ימינוק - חודש טכנולוגי ברעננה

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medtechstartup.org.il



PROGRAM

REFRESHMENTS

ALUMNI FAIR

7-MINUTE PITCHES

NETWORKING

Thursday, June 22nd
14:00hs

WOPA @ XURA Building
Hashizaf 4, Raanana

Finnegan Sponsoring MedTech Fair Introducing Investors and StartUps

June 22, 2017

On the six month anniversary of its founding, MedTech Raanana will host a fair to introduce potential investors to MedTech's initial class of medical device start ups. The event, which is co-sponsored by Finnegan, is part of Raanana's June-Tech activities, and will take place at the beautiful new XURA building in Raanana.

For more information see - <https://www.meetup.com/MedTechRaanana/events/240333945/>

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Get tips, ideas, and information on everything that is IP related from our partners and clients.

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
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Finnegan Resources

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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