



The Future of Patent Reform

Patent (Pa)Trolling:
*Enforcing Patents in Licensing and
Litigation as a Business Strategy*

David M. Kettner

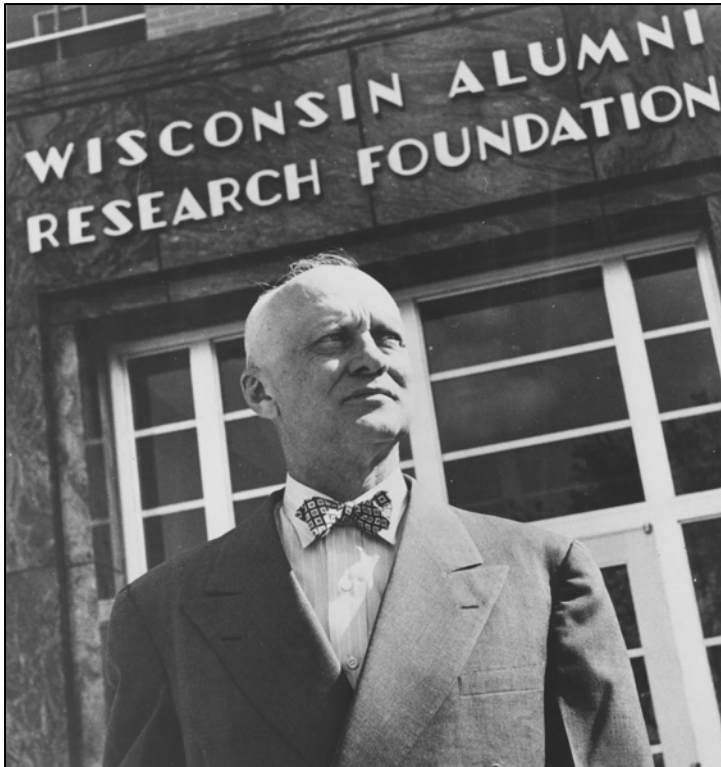
Chief Legal Counsel



WARF

Wisconsin Alumni Research Foundation

Introduction to WARF



1925 – Harry Steenbock
Vitamin D by Irradiation

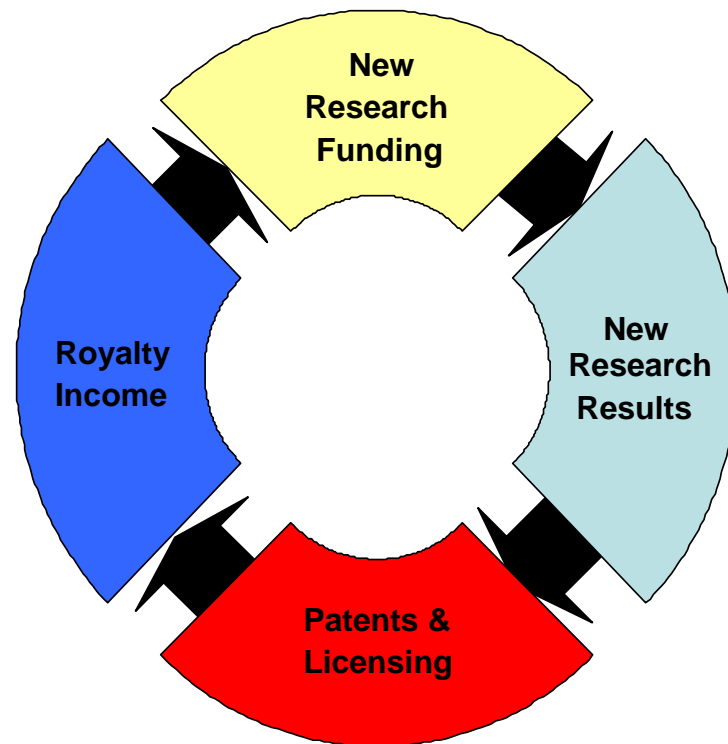
- Established in 1925 by Professor Harry Steenbock
- Exclusive patent management organization for the University of Wisconsin-Madison
- Tax-exempt, non-profit organization
- More than \$1 billion in products sold each year under license to WARF

“Consistently among top ten universities in intellectual property production”

WARF Mission

Mission: *To support scientific research at the University of Wisconsin - Madison*

- Move inventions developed at the University to the marketplace
- Investing revenues to fund further research at the University and its Affiliated Organizations



WARF Contributions

- ✦ Contributed over \$900 million to the University of Wisconsin – Madison since 1925
 - Currently providing over \$50 million per year
- ✦ Funded the construction of 6 buildings on campus
- ✦ Funding the construction and development of the Morgridge Institute for Research
- ✦ Funding the WiCell Research Institute
 - Embryonic Stem Cell Research and National Stem Cell Bank
- ✦ Currently paying royalties to over 300 UW-Madison researchers

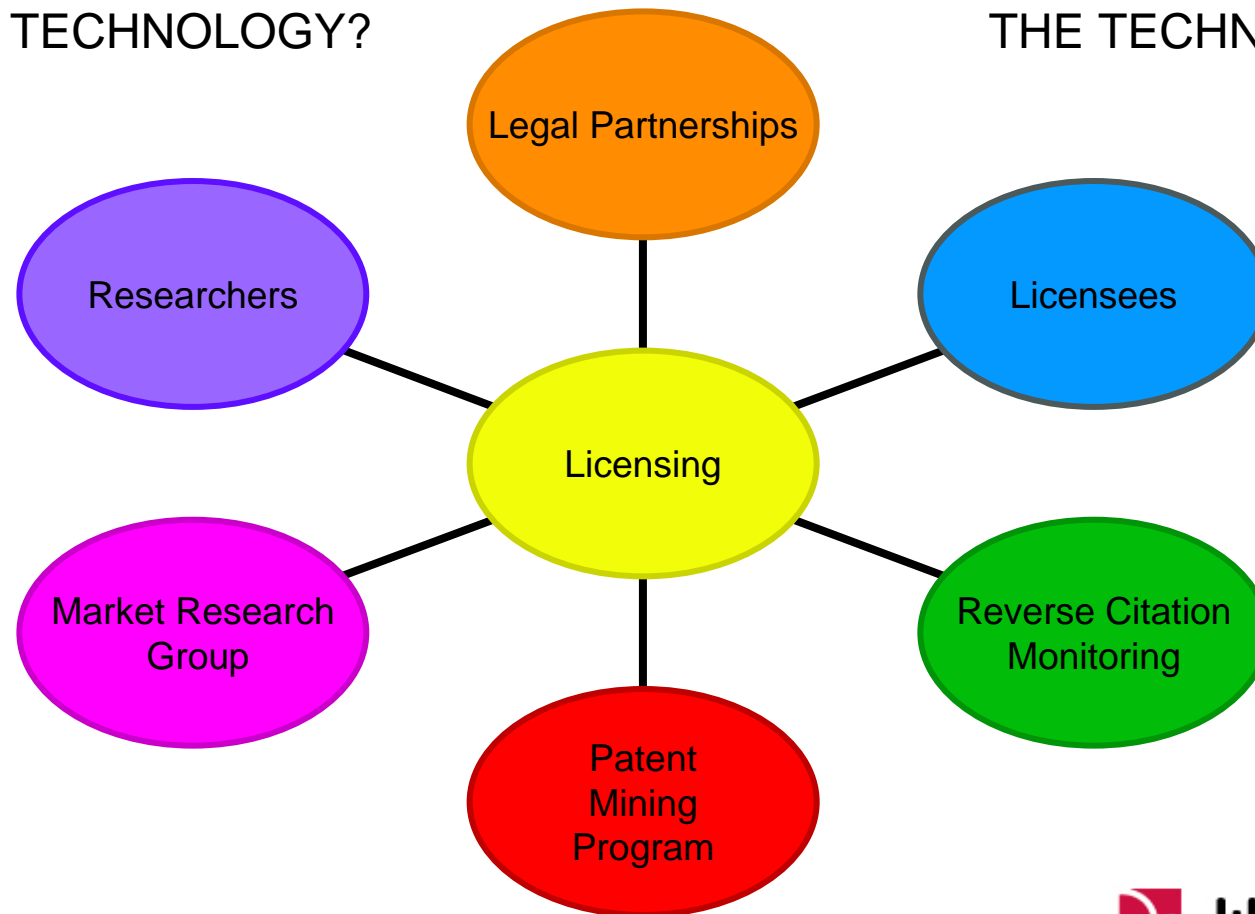
WARF Patent Portfolio

- Current U.S. Issued Patents: 981
- Pending U.S. Patent Applications: 815
- Current Licensed Technologies: 717
- Available for Licensing: 1079 (60%)

License Development

DO THEY WANT TO USE
THE TECHNOLOGY?

ARE THEY USING
THE TECHNOLOGY?



License or Enforcement?



Primary Goal is to License

- Build Relationships
- Avoid the Cost of Litigation

Enforcement Activities

- Fiduciary Responsibility
 - Licensees
 - University
 - Researchers
 - Government Sponsors
- Important for maintaining licensing activity



Questions?

Is this Patent Trolling or Patrolling?

Is Patent Reform necessary?

Will Patent Reform do anything?



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