

# Case Study: IP Ring Fencing

YourEncore helps refine IP competitive position and file two coffee patents

## Challenge

To enhance competitive positioning of a novel technology, a leading food and beverage wanted to ring fence the technology with strong IP. It has already filed a process patent, but needed to quickly identify a more comprehensive IP strategy.

## Solution

To obtain fresh, external perspectives, the team leveraged the YourEncore innFusion<sup>SM</sup> methodology. Client IP and coffee technology/R&D team members and a team of external experts followed a focused ideation process to identify solutions to strengthen the company's IP strategy.

The session was led by a skilled facilitator with 30+ years in consumer product innovation/development, and experience conducting 30+ sessions.

## RESULTS

**Filed two patents** building on the following recommendations:

1

**Reframe the IP strategy for higher commercial viability and strengthened** ring fencing of the technology.

2

**Prioritize an actionable IP roadmap** that emphasized protection of core IP in the near-term and development of additional insights to strengthen IP in the medium-term.

“We’ve done internal Ring Fencing in the past that was not quite as constructive as this...from a technical point of view, there have been some really good ideas that emerged. We just don't have time to go away and think about this all the time, so having this opportunity has been very valuable.

-Group Leader, IP Group, R&D