



UNITED STATES PATENT AND TRADEMARK OFFICE

Patenting by Young U.S. Companies Innovating in the “Green” Technologies

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Entrepreneurship and Green Tech at the USPTO

We recognize that technology entrepreneurship is an essential element in economic growth, rising standards of living, and bringing longer, better lives to people

- » Economics teaches us that innovation and technology entrepreneurship embody uncertainty and information problems, and that competition in new markets and new products is fierce
- » In theory, IP can help to solve some problems of the young embryonic firm, by offering a credible signal of value, providing a means by which needed capital can flow, and enabling protection during commercialization and when competing for customers

The USPTO's focus on the needs of entrepreneurs, and "green" entrepreneurs, reflects this understanding

- » Green-tech acceleration initiatives Mark 1 and Mark 2
- » The 3-track Initiative: Applicant control of examination timing



Responses to the *Berkeley Patent Survey* from “Greentech” companies

Reason to care about small entrepreneurial firms

- Dynamism, job growth

Results from the survey forthcoming as *Graham, Merges, Samuelson & Sichelman*, “High Technology Entrepreneurs and the Patent System: Results from the 2008 Berkeley Patent Survey, Berkeley Tech. L.J. (2010)

Green technologies

- List from *Greentech Media*
- 65 total respondents
- 2 excluded as outliers (employees > 300)



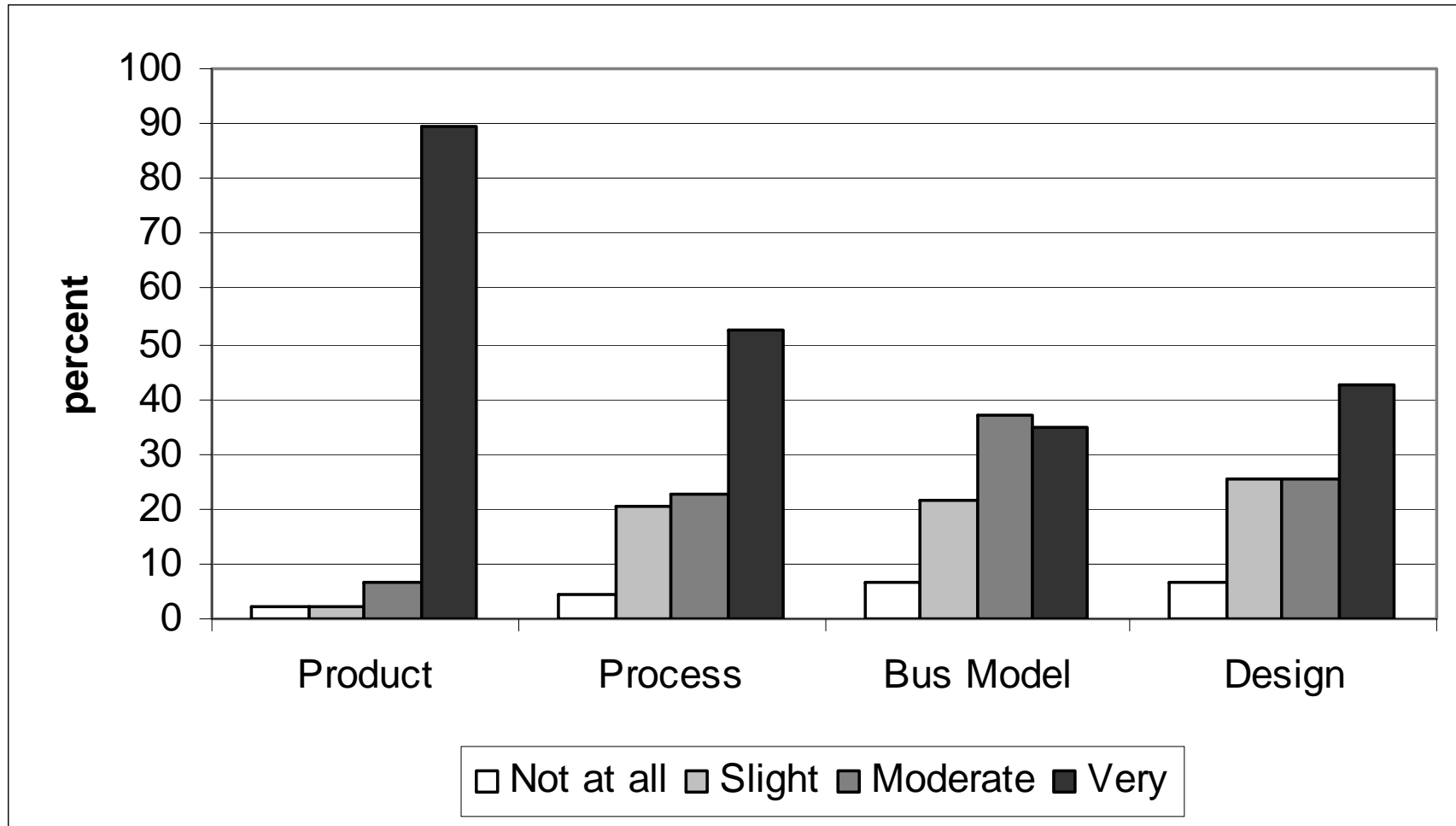
Some basic statistics

Start-up (spin-out / JV)?	87%
Average employees?	6.3
Share engineers/scientists?	65%
Own patents or applications?	77%
Average patents & applications? *	19/10

* Among owners

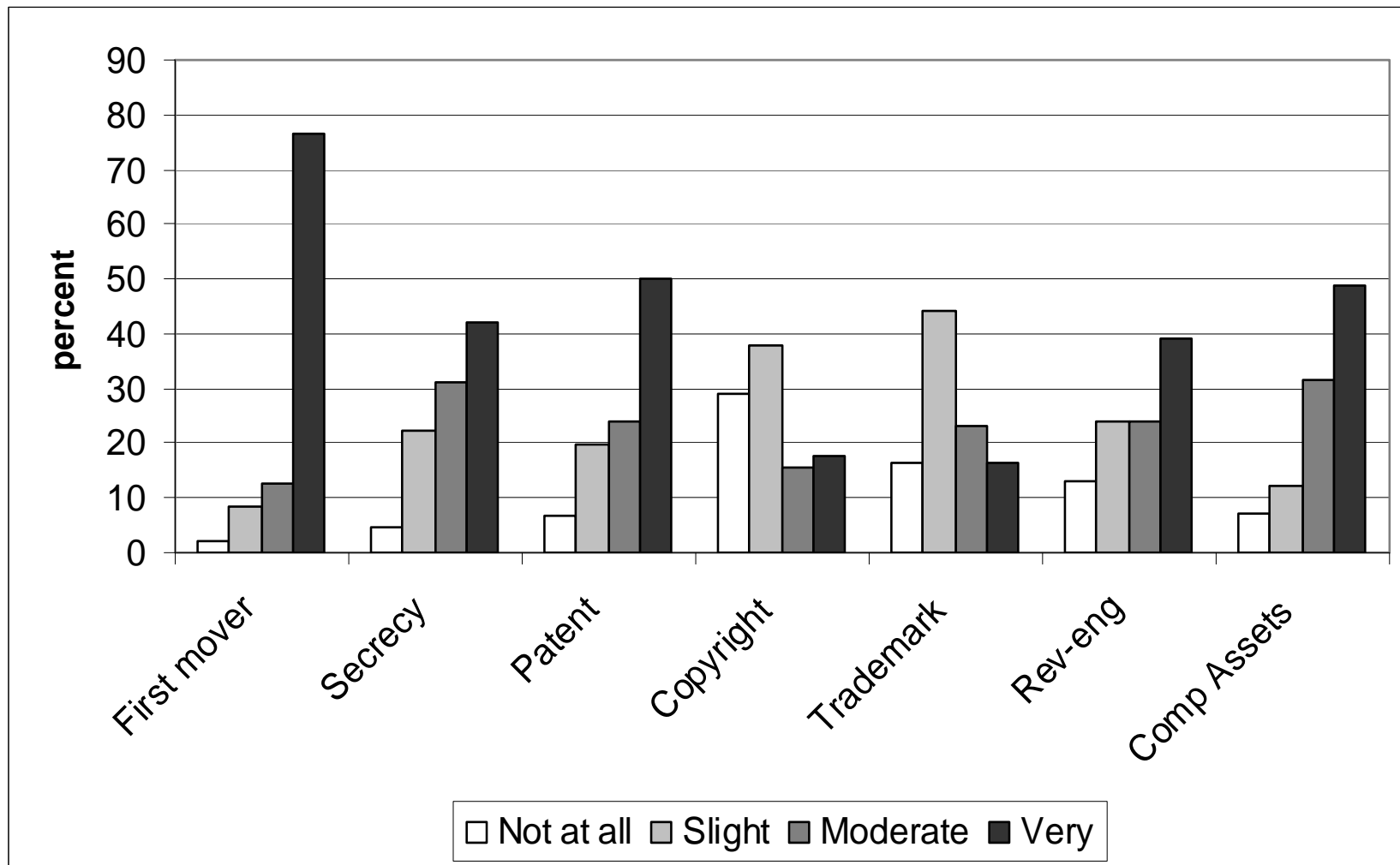


How important is each of these types of innovation to your business strategy?



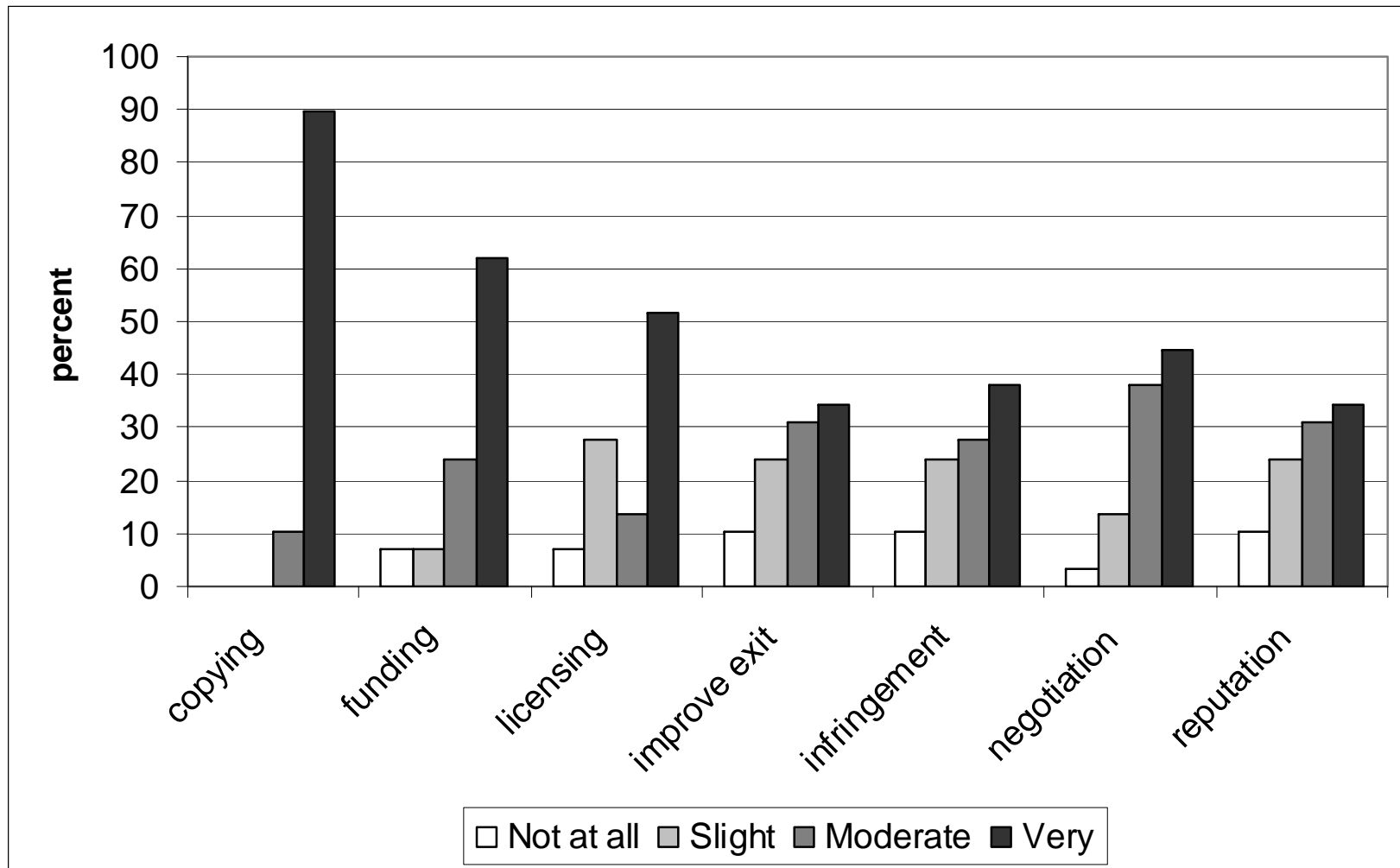


How important is each of the following for capturing competitive advantage from your company's innovations?



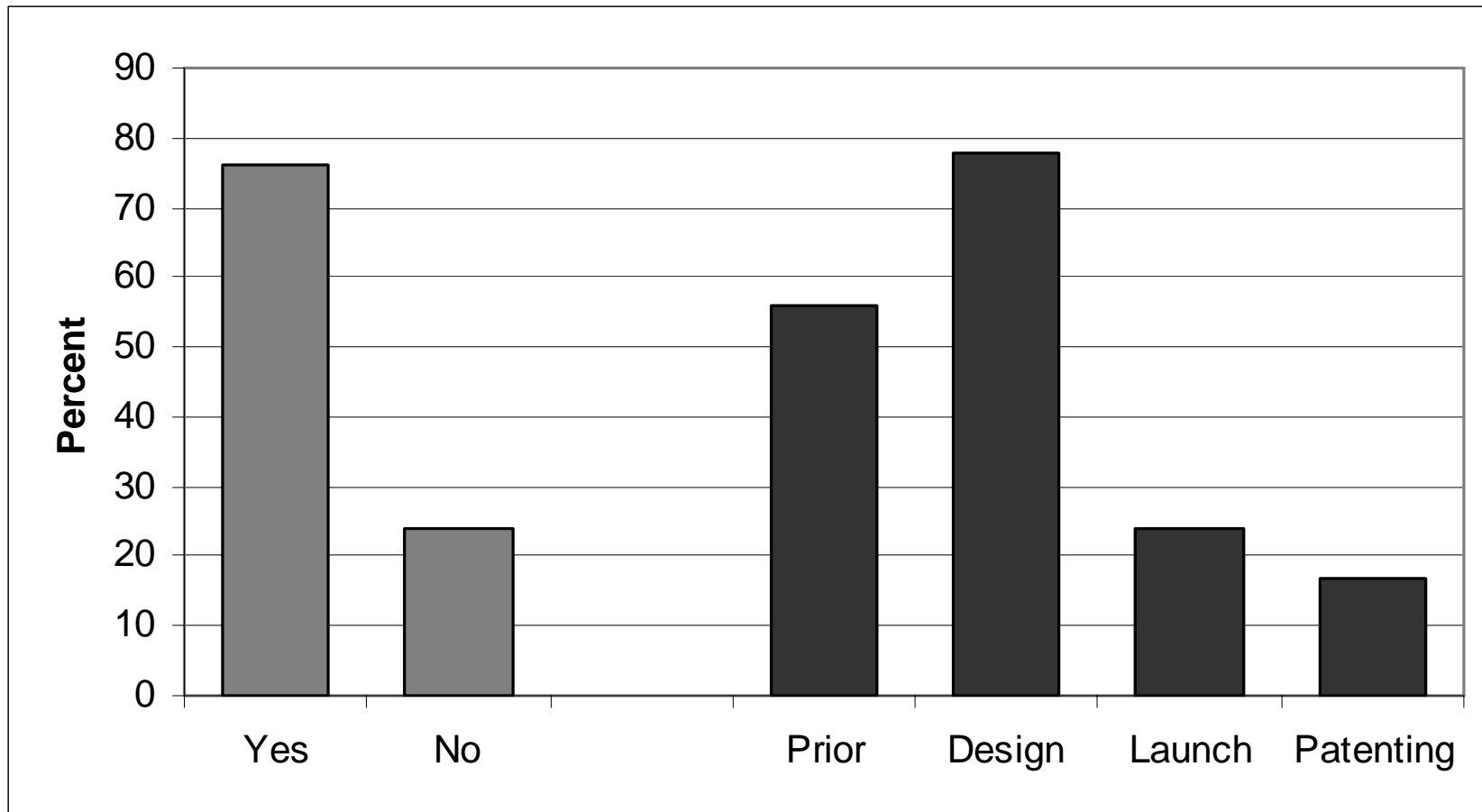


(Among patent filers), how important are the following when applying?





Is your technology team checking the patent literature during the innovation process, and if so, at what stage?





Summary

Technology entrepreneurship is an important determinant of economic growth

The evidence suggests that patenting plays an important role in “green” entrepreneurship

- » Competing, securing funding, supporting business models

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