

## GENERATING PATENTABLE IDEAS

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The generation of high quality patents is now a major focus of many high technology companies. Many legal battles are also being fought over intellectual property (such as the one between Apple and Samsung). However, there is no repeatable process for generating a patentable idea. If this were the case then countries such as China would have, by now, overtaken the USA in creating novel products (although China now files more patents). It is also now widely accepted that Patents (which must be novel) are much more valuable (to both companies and universities) than even journal publications. In this presentation I will use a number of my granted patents to illustrate the methods followed to come up with the respective novel ideas.