

DAIMLER

JIPA-Symposium 03.02.2011

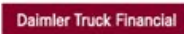
Dr. Christian Hahner

Daimler offers worldwide a full range of automotive vehicles – from 2 seater smart to 40 t Actros

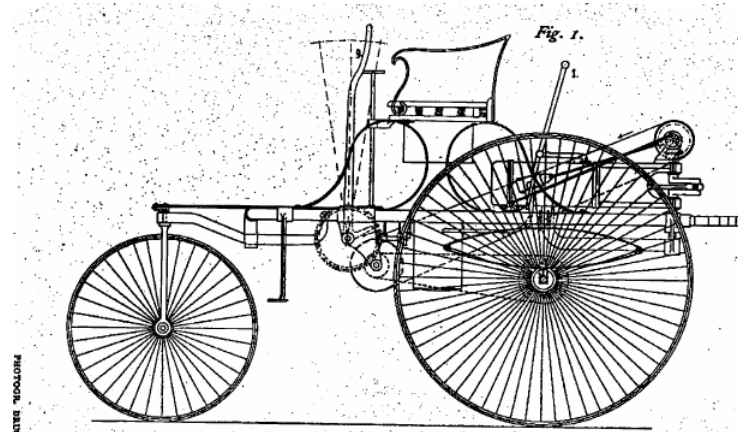
Mercedes-Benz
CarsDaimler
TrucksMercedes-Benz
VansDaimler
BusesDaimler
Financial Services

Revenues	€ 41.3 bn	€ 18.4 bn	€ 6.2 bn	€ 4.2 bn	€ 12.0 bn
Employees	93,572	70,699	15,226	17,188	6,800

Main Brands:



Filing the patent for the first automobile 125 years ago our founders started a history of IP following 'the best or nothing'



We invented the automobile...



PATENTSCHRIFT

№ 37435

KLASSE 46: LUFT- UND GASKRAFTMASCHINEN.

BENZ & CO. IN MANNHEIM.

Fahrzeug mit Gasmotorentrieb.

Patentiert im Deutschen Reich vom 29. Januar 1886 ab.

Vorliegende Construction bezweckt den Betrieb hauptsächlich leichter Fuhrwerke und kleiner Schiffe, wie solche zur Beförderung von 1 bis 4 Personen verwendet werden.

Auf der beiliegenden Zeichnung ist ein kleiner Wagen nach Art der Tricycles, für 2 Personen erbaut, dargestellt. Ein kleiner Gasmotor, gleichviel welchen Systems, dient als Triebkraft. Derselbe erhält sein Gas aus einem mitzuführenden Apparat, in welchem Gas aus Ligroin oder anderen vergasenden Stoffen erzeugt wird. Der Cylinder des Motors wird durch Verdampfen von Wasser auf gleicher

system 1, werden dort zum grössten Theil condensirt und treten wieder als Wasser unten in den Cylinder ein. Der nicht condensirte Dampf entweicht durch die Oeffnung 2.

Das zum Betrieb des Motors nöthige Gas wird aus leicht verdunstenden Oelen, wie Ligroin, dargestellt. Um stets ein gleichmässiges Gasgemenge zu erhalten, ist es nöthig, dafs neben dem gleichmässigen Luftzutritt und der gleich hohen Temperatur des Ligroins auch der Stand des letzteren im Kupferkessel 4 ein möglichst gleicher sei, und ist zu diesem Zweck der Vorrathsbehälter 5 mit dem Kupfer-



... and are passionate about its future

IP is fully integrated into the R+D organization with offices around the world contributing to one IP-Portfolio

Patents



2.100 Initial patent applications per year

Portfolio: 18.000

Brands



450 Brand applications per year – Portfolio: 35.000

Designs



320 Design applications per year – Portfolio: 5.500

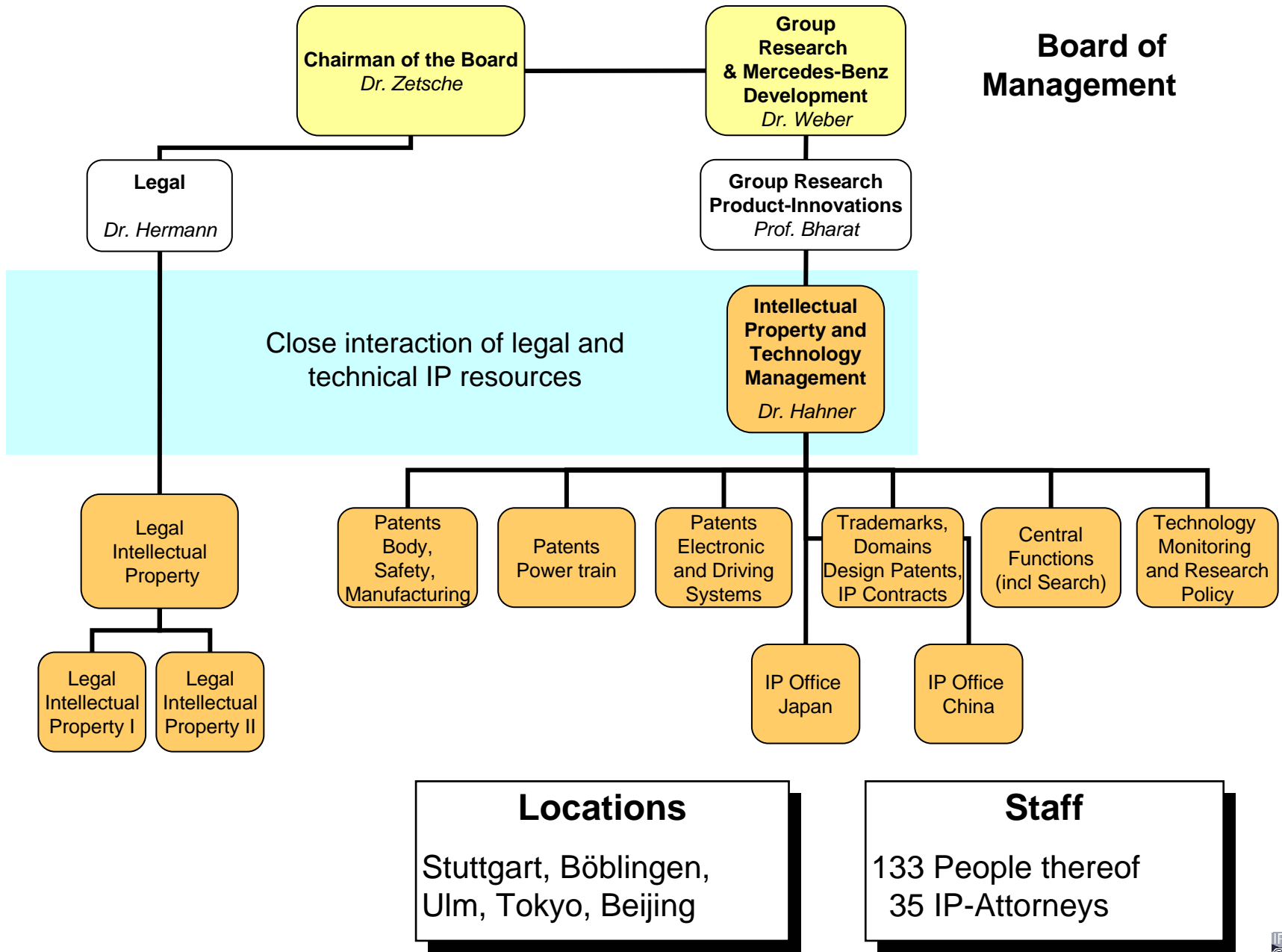
Domains

www.bluetek.de

2.500 Domain applications per year – Portfolio: 7.000

Based on data 2010

IP-Management and Technology monitoring in one organization



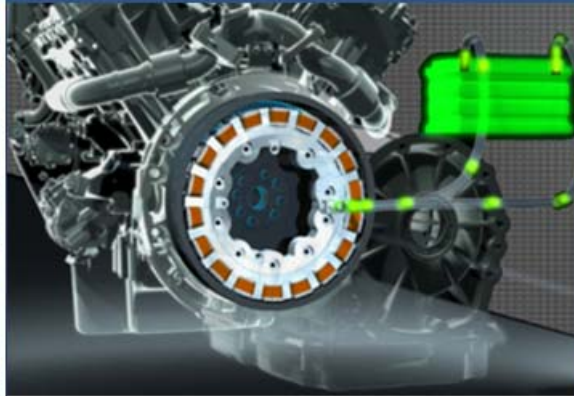
Challenge: Secure Innovation for a range of technologies with different regulatory premises worldwide – e.g. powertrain

Further optimization of combustion engine



BlueEFFICIENCY
CGI, BlueDIRECT, BlueTEC,
DIESOTTO

Increase efficiency with hybridization



Hybrid
Range Extender
Plug-In

Locally emission-free driving



Electric drive
E-CELL/E-CELL PLUS
F-CELL

Clean fuels



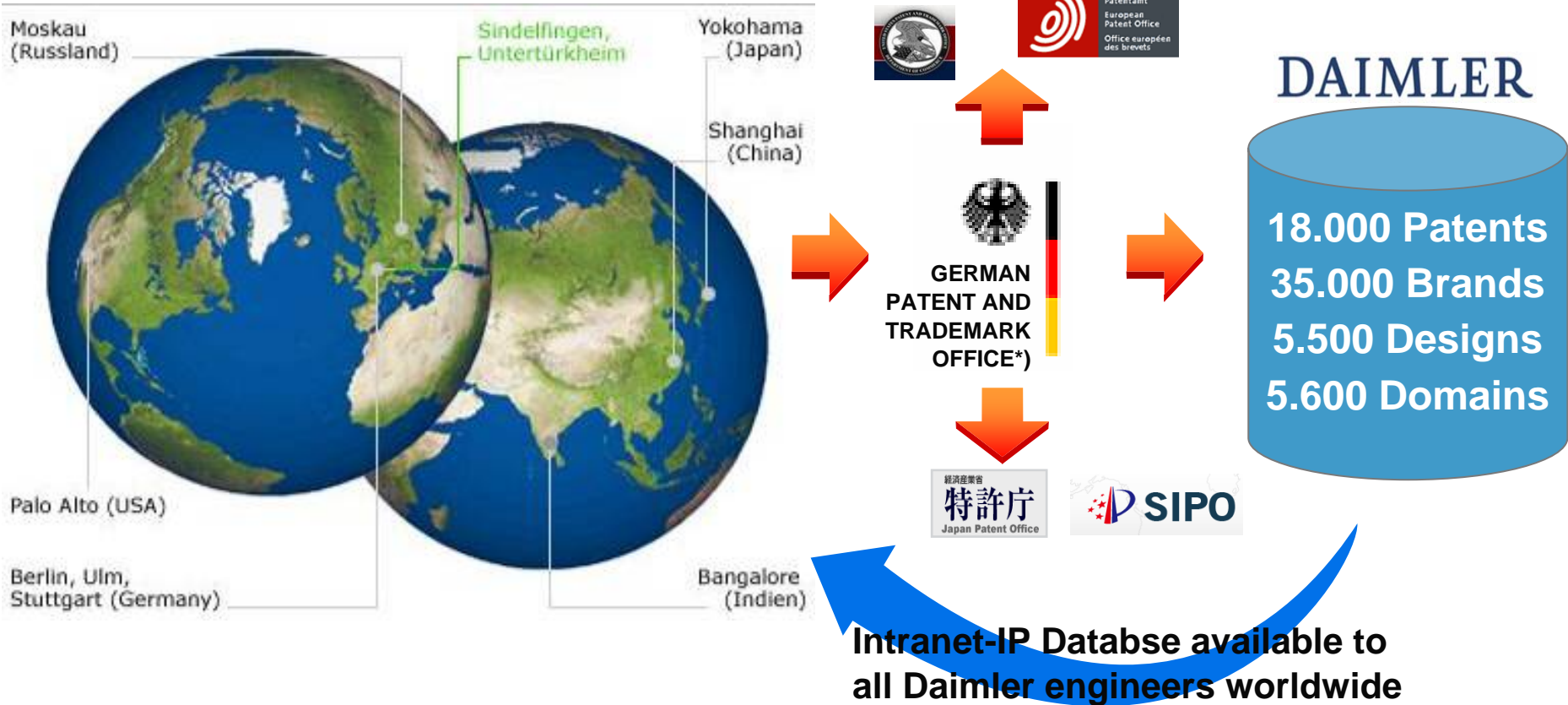
**Energy sources
for future
mobility**

Battery/Fuel cell



Worldwide generated IP filed in the name of Daimler AG is orchestrated by central IP office

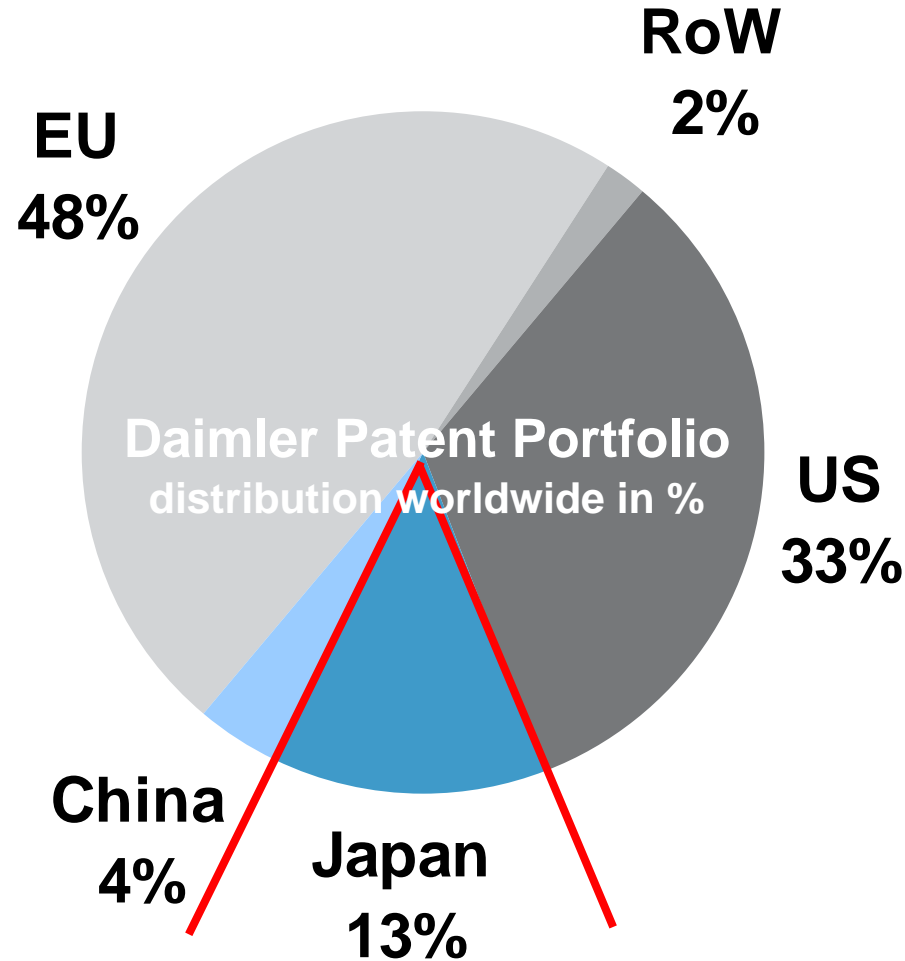
Daimler Research Center worldwide



Strategic filter to harmonize IP standards

*) office for first filings may differ due to local legal requirements

Japan is 3rd largest international filing country for Daimler...



... facing some differences to the german IP system

Some Differences of Japanese and German IP System

- **Request for examination: 7 years in Germany; 3 years in Japan (from filing)**
- **Separation of Search request and examination possible in Germany**
- **Prosecution Costs (filing, request for examination, registration) high in Japan**
 - => JPO: 213.500 YEN (1.950 EUR)
 - => DPMA: 52.000 YEN (460 EUR)
- **Challenging granting rate due to national Phase Search results**
 - Positive Search result from EPA (ISR) are often not valid in JP
(new X and Y documents found in the national phase in JP)
- **In average long Granting Time (after request for examination)**

COUNTRY	JP	US	DE	EP
YEARS to Granting	3,3	2,4	2,7	2,6

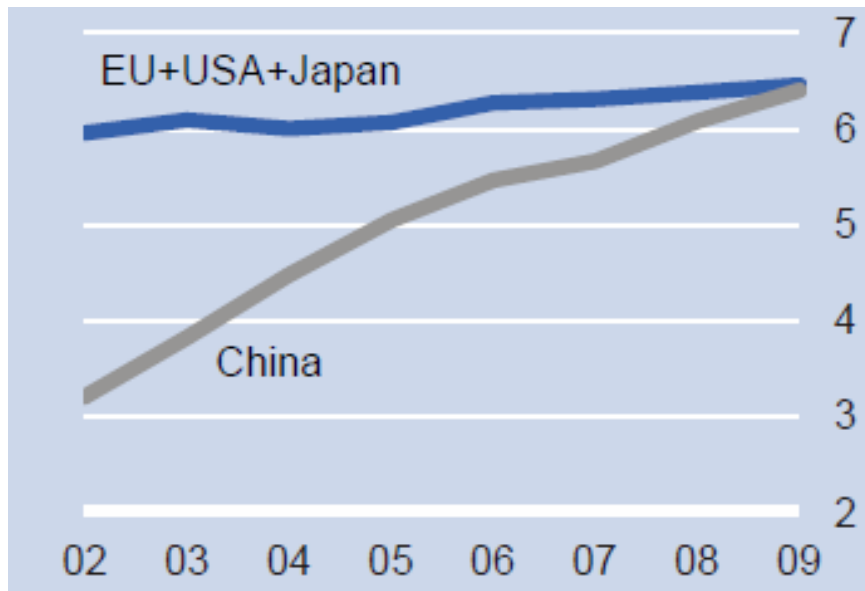
Data: Daimler IP-Portfolio – time period 2000 - 2009; restricted to time from request for examination until grant of patent

Automotive IP world is expanding

Growing importance of the chinese automotive market seems to go in line with chinese IP-activities

Students starting to study engineering

2008-2009 in Mio



Source: DB Research, Eurostat 2010;
National statistics of China

Distribution of worldwide patent filings

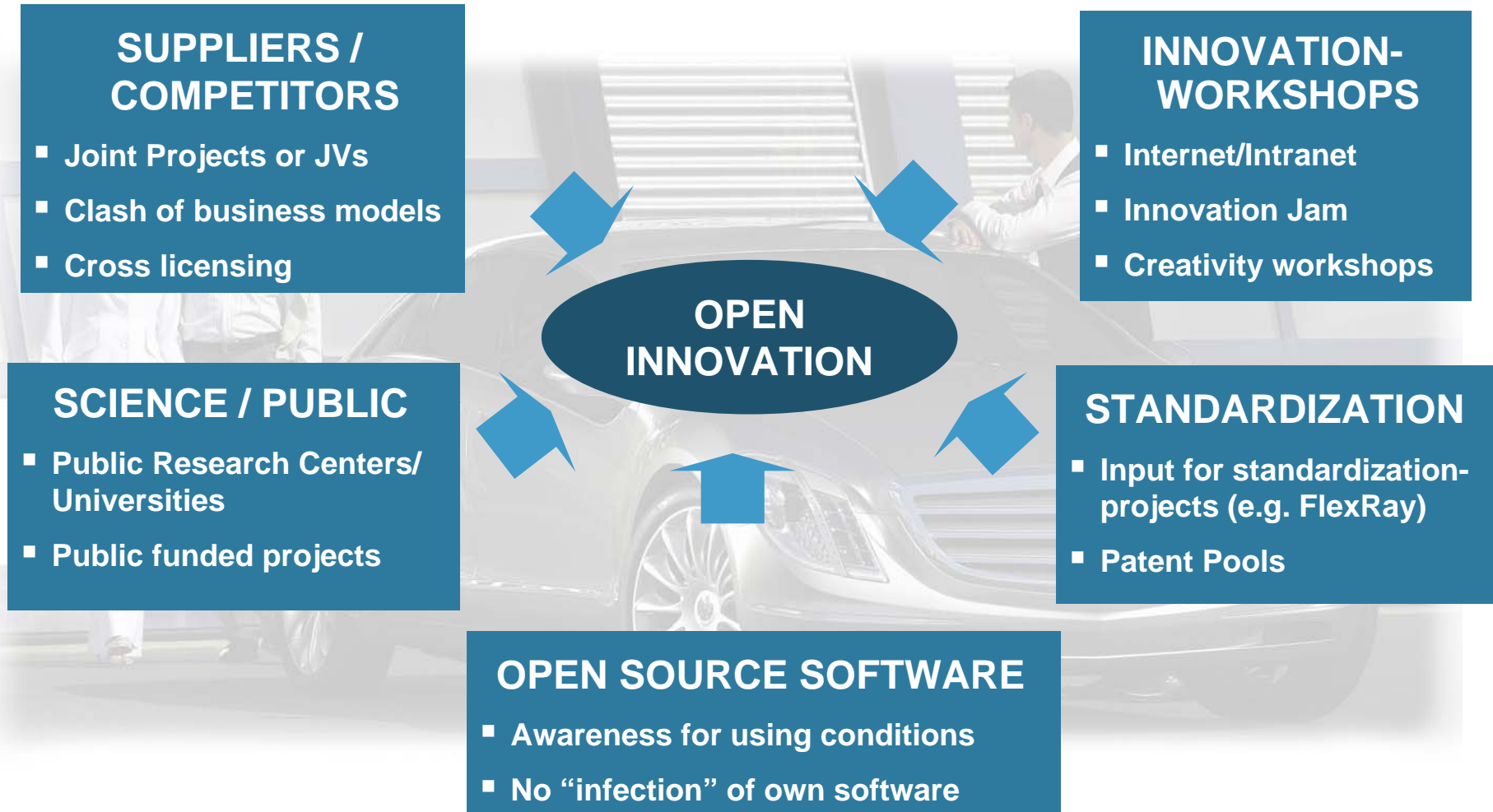
In percentage % of worldwide number of patent filings



Source: WIPO 2011

Change in roles and tasks of central IP offices

For Automotive Industry Open innovation applies in different settings and is part of the business model



Own training and development of IP-staff necessary to be prepared for the multiple tasks of a modern IP-employee

- **Engineering education is prerequisite for patent attorneys**
- **Bar examinations for European and/or German patent attorney are offered via in-house and external trainings**
- **Costs for trainings and examination are paid by company in exchange to at least a 2 year binding to Daimler after finishing the exam**
- **Constant yearly update-trainings for the whole IP-team not only in law but especially in international IP-Management**
- **Difficult: bring legal, managerial and language-skills together**

Challenge is to stay competitive with law-firms