



IPgeniX

22<sup>nd</sup> February 2024

**Strategically Guiding Research  
to Maximise IP Generation**

# IPgeniX Limited

Newly company formed in 2023

**Based on 30 years of commercial experience of managing IP for commercial gain**

MISSION: Optimise IP in academia & early-stage companies to improve commercialisation

Created in response to expressed need from clients

Synthesis of personal operational roles in academia, biotech & big pharma

METHOD: Help inventors to maximise commercially-focused IP generation early

**Initial field of operation is pharma and biotech**

IPgeniX

# Dr John Normanton – Background




  
**UNIVERSITY OF LEEDS**  
*BSc Pharmacology*  
*PhD Neuropharmacology*

  
**IPSEN**  
Innovation for patient care  
*Director*  
*Commercial Project Planning*

  
**UNIVERSITY OF BIRMINGHAM**  
*Research Fellow*  
*(neurophysiology)*

    
**Managing Director**

  
*Co-founder*  
*Chief Operating Officer*  
*(oncology & womens' health)*

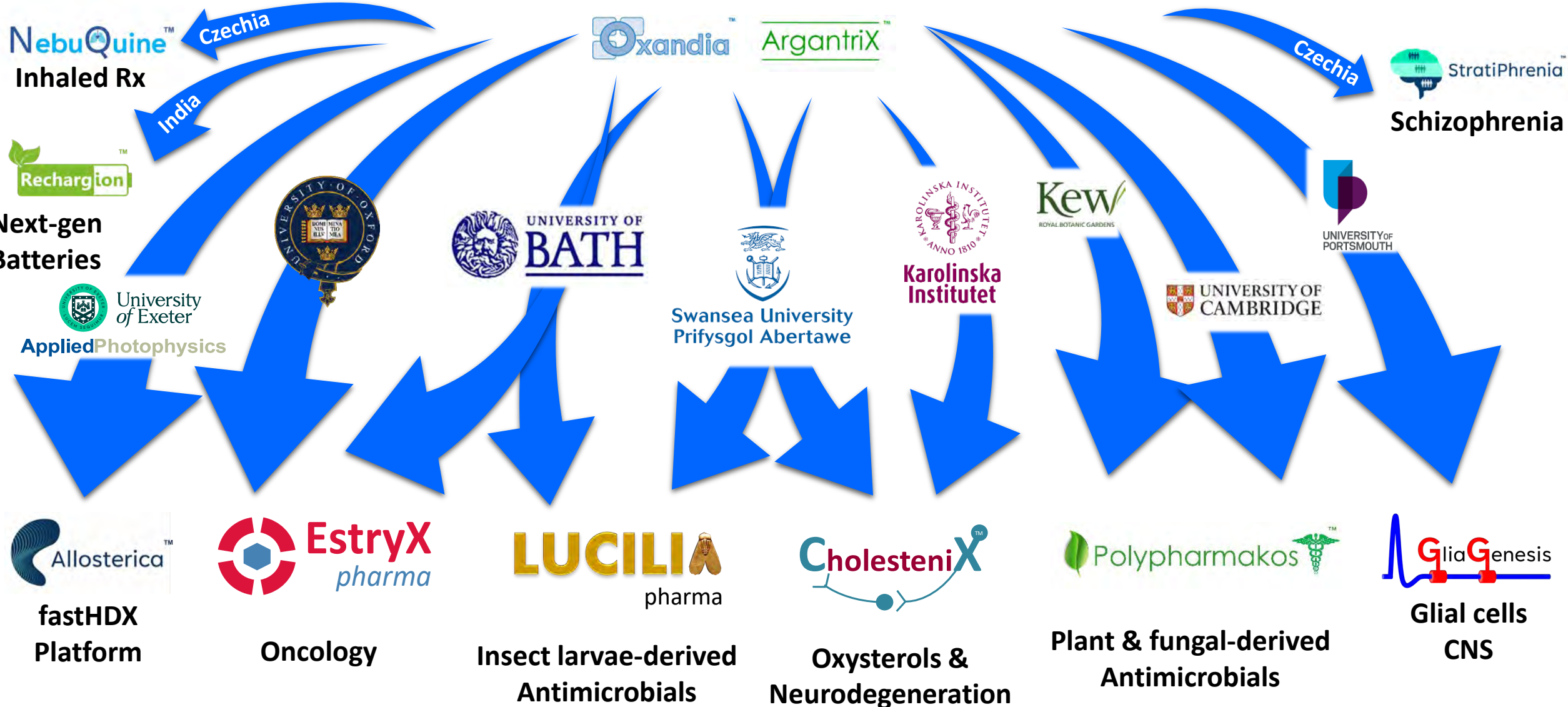
  
*Demonstrator, College Lecturer*  
*& Junior Fellow*  
*(neurophysiology)*

 **SANDOZ**  
 **NOVARTIS**  
*Clinical Research*  
*(oncology)*

  
*Tech. Transfer & Venture Capital*  
*(bio- & agri-sciences)*

**Imperial College London**  
  
*Founding member*  
*Tech. Transfer*  
*(pharma & biosciences)*

# Academic-related Spinouts



# Our Combined Approach

IPgeniX



>18 years of working together as a team for many different clients

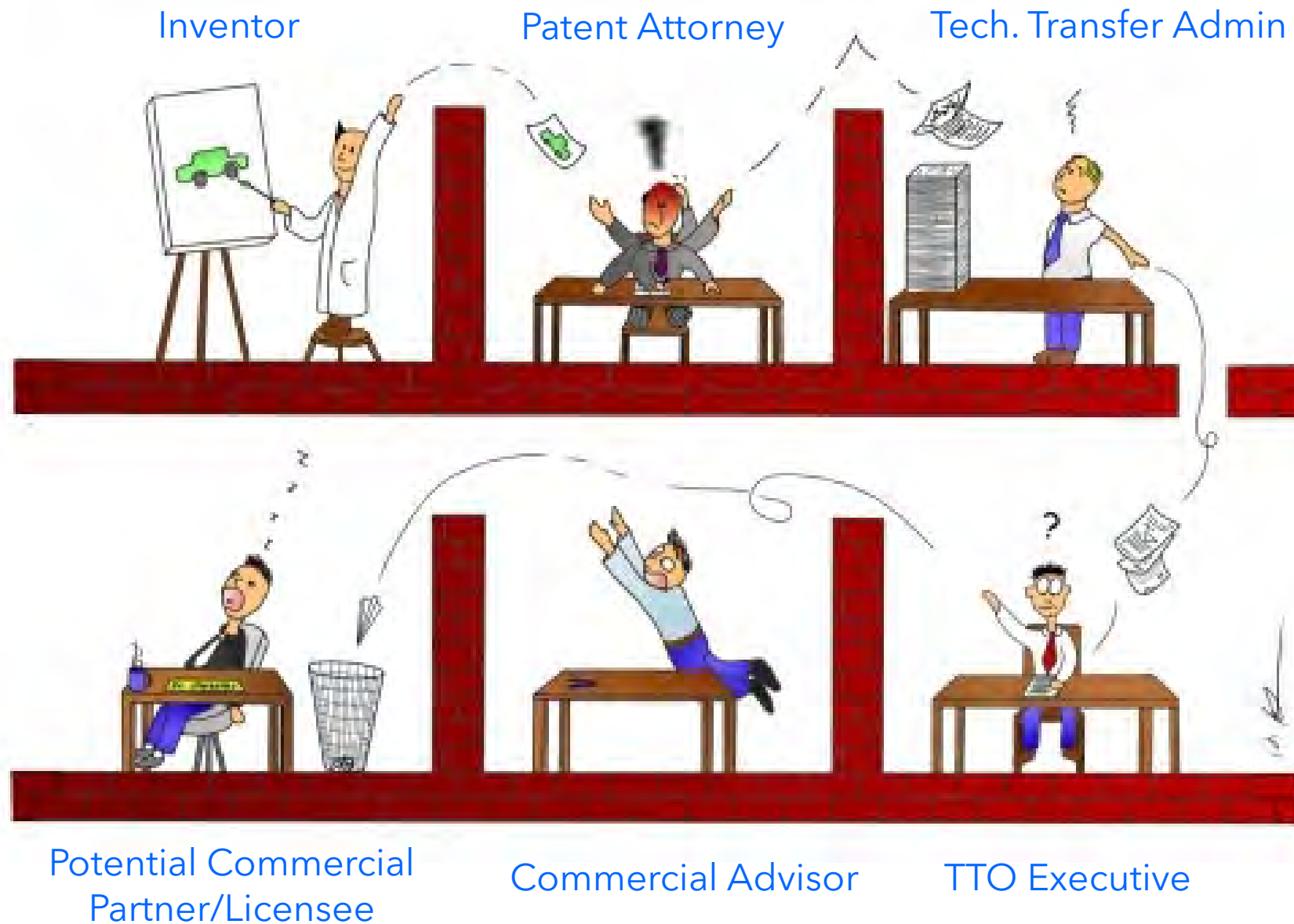
**Integrated service of business development advice coupled with IP attorney skills**

In knowledge-intensive industries these two are inseparable

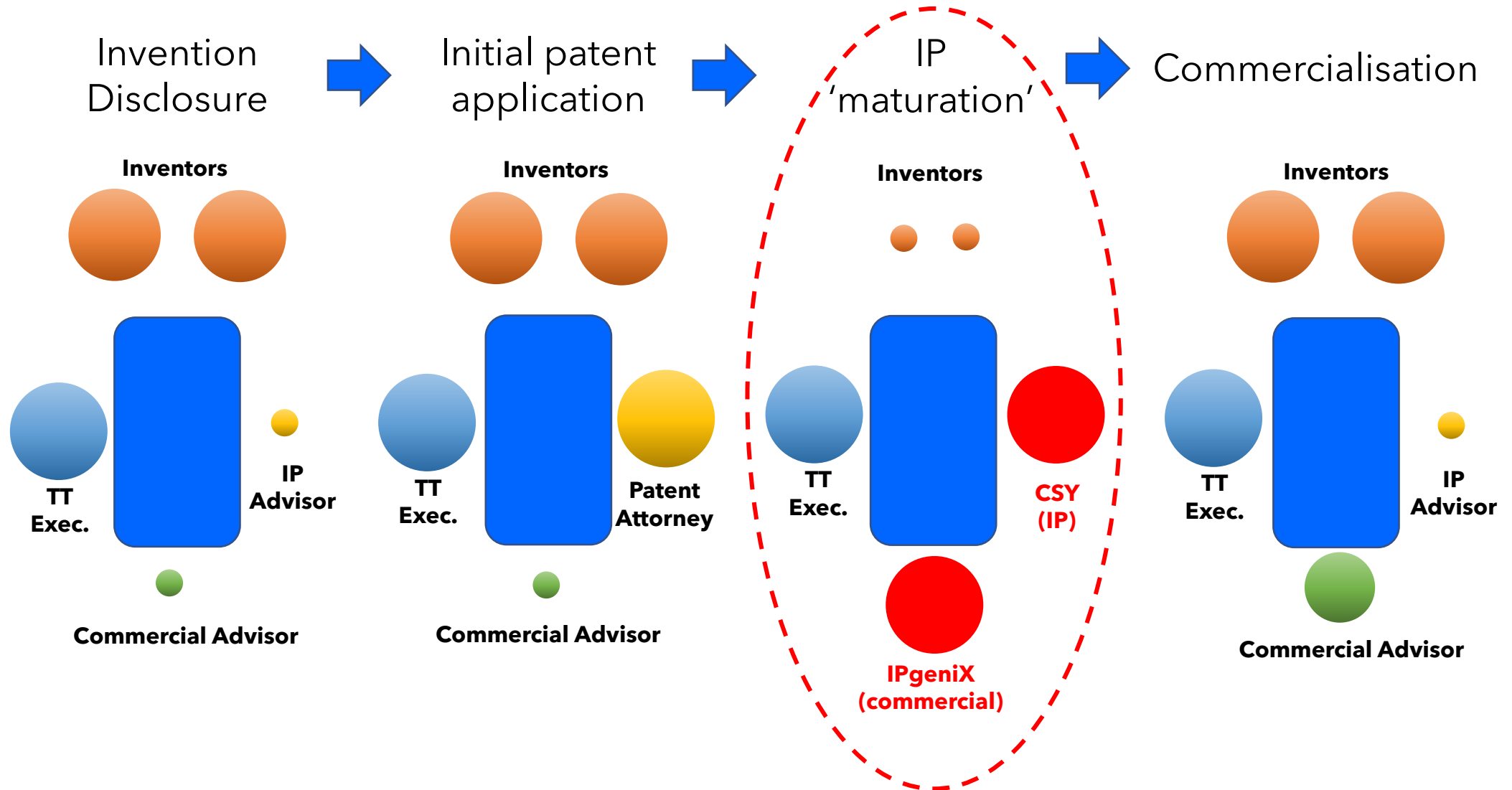
However, in many environments these two areas are dealt with in 'silos'

**Academia is probably the most extreme example of this**

# Academic Technology Transfer very 'process' focused



# An Evolving Technology Transfer System



# What we do at IPgeniX

## **Unfiled Invention & IP Audit**

Review your technology & patent application and discuss with research team to see if any further inventions could immediately be added to IP estate

## **Patent Portfolio Strategy Support**

Provide advice on R&D support for prosecution of patent estate to best align IP to business and commercialization objectives

## **Guided R&D to Optimize IP**

Work with inventors & R&D teams to try to devise experimentation that may quickly lead to new high-value IP



# Academia v. Industry



# Trying to Redress The 'Importance Mismatch'

## Academia

### **Science**

Intellectual Property

Capable of viable Commercial Developed

Reproducibility

Competitive advantage

## Industry

Science

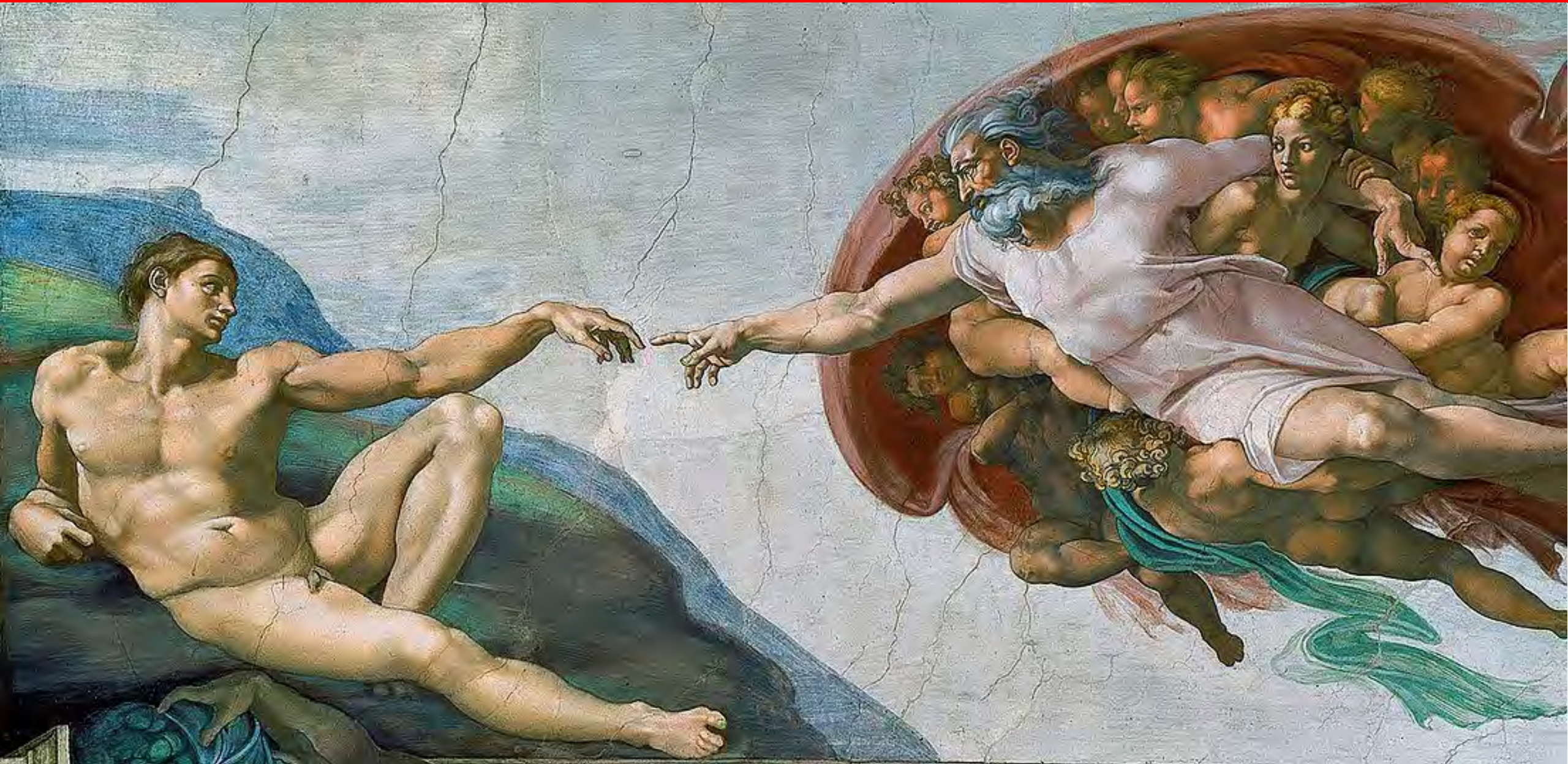
### **Intellectual Property**

Capable of viable Commercial Developed

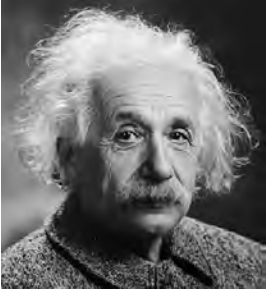
Reproducibility

**Competitive advantage**

# The Classical view of the Invention Process



# The Classical view of the Invention Process



**Inventions come from senior geniuses**

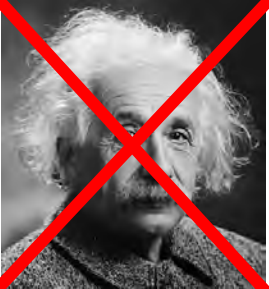


**Inventions come from a blinding flashes of inspiration**



**You can't make commercially valuable inventions just happen**

# The Reality



**Inventions come from senior geniuses**

**Appears to be bimodal – late 20's to early 40's & late 50's to early 70's**  
**NB. Einstein himself published his theory of relativity at 26**



**Inventions come from blinding flashes of inspiration**

**Rarely – usually arise after a relatively long period of thinking, reading and experimentation**



**You can't make commercially valuable inventions just happen**

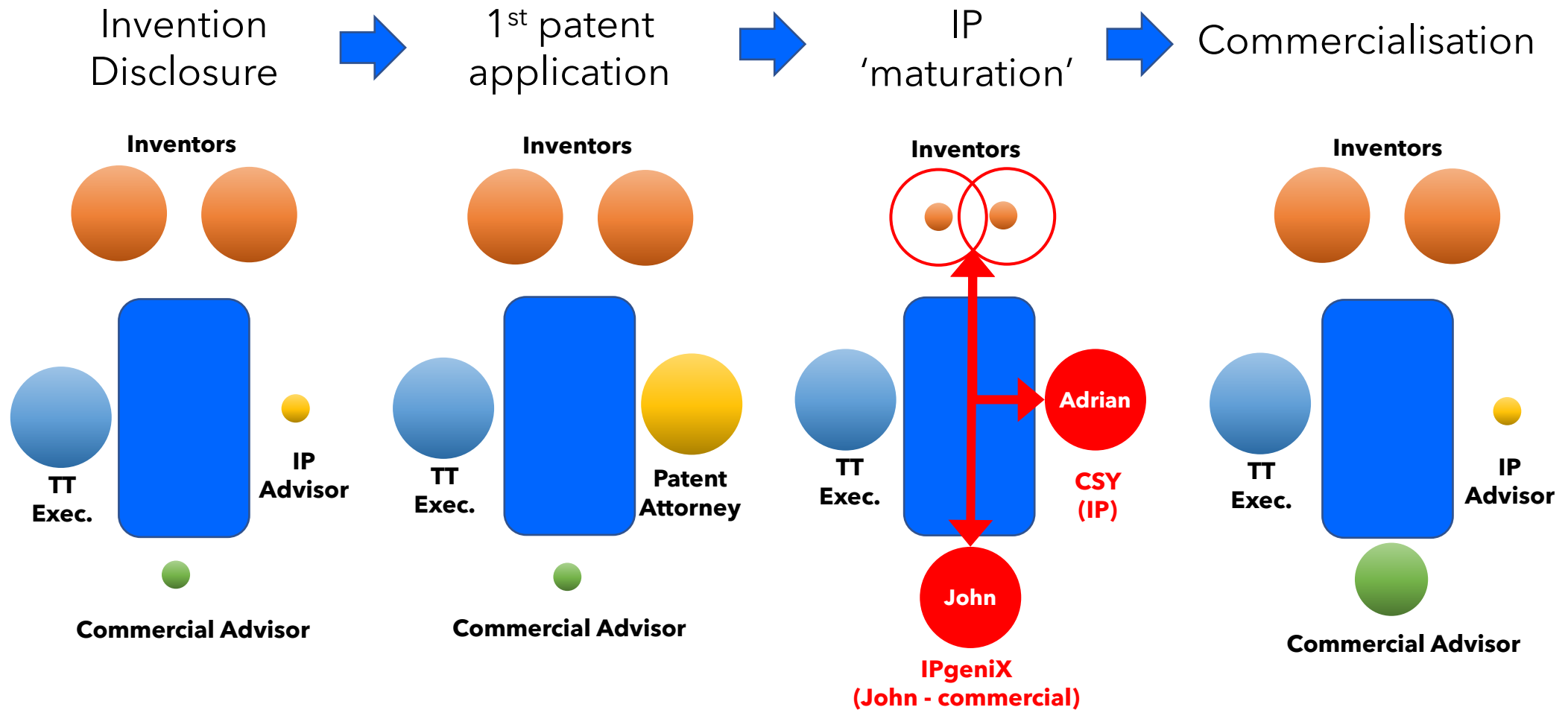
**This is the interesting one that IPgeniX seeks to debunk in academia/biotech by directly supporting the inventive process**

# How to optimize your IP for commercialisation

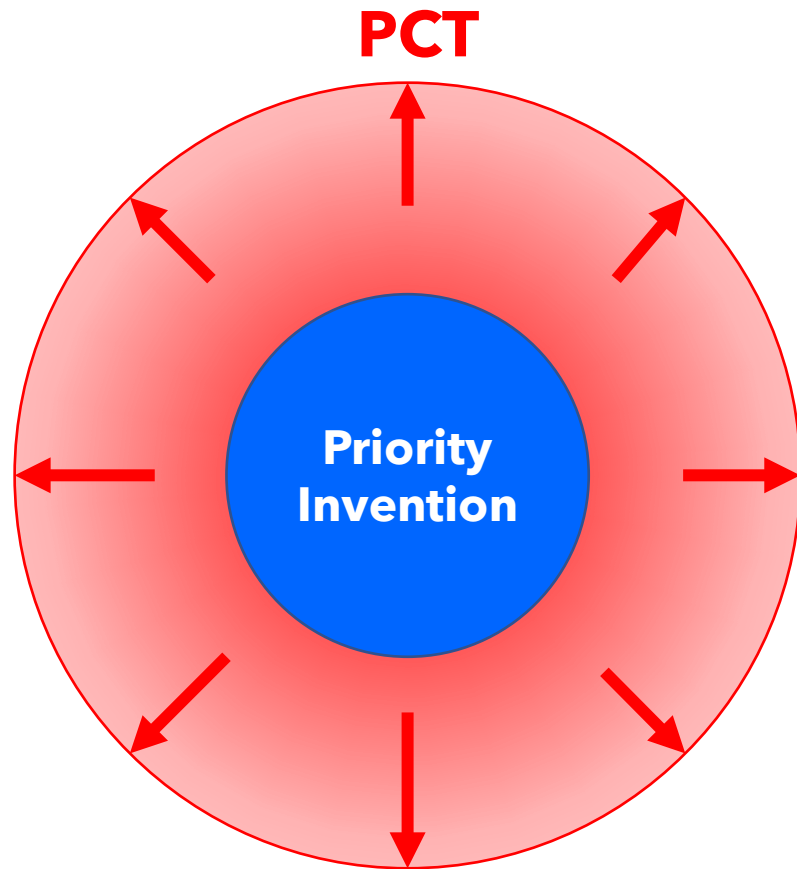


*"We have a cunning plan ..."*

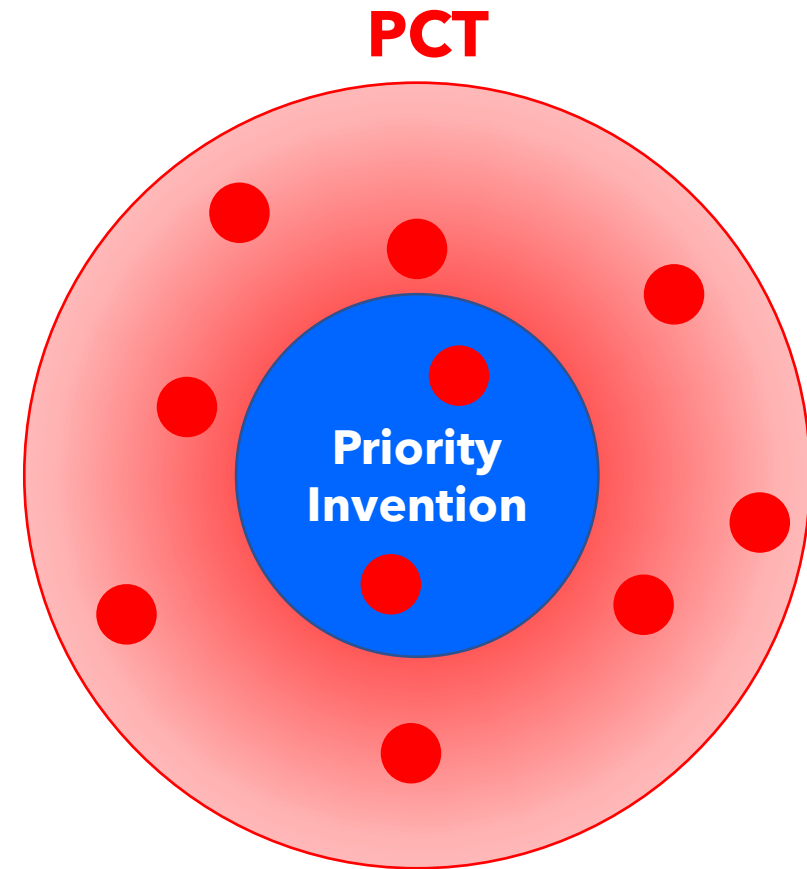
# Push inventors to think 'outside of the box'



# Guide inventors to probe the exemplification of their inventions now



**Define the envelope**



**Strategically infill to support grant of claims of maximum breadth**



# Case study I – Steroid sulfatase inhibitors

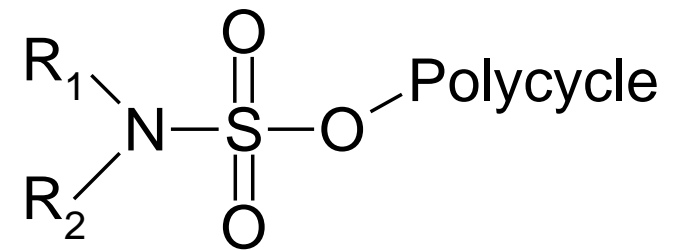
- During synthetic programme on a first active chemical series involving a particularly important R group (already a priority application) asked inventor to come with **6 potential alternative R substituents and rank them by potency 'gut feeling' and anticipated ease of synthesis**
- Priority filings on top 3 prophetic classes prior to publication of 1<sup>st</sup> chemical series
- Half-way to PCT deadline had identified **2<sup>nd</sup> prophetic class was vastly superior**
- Strategically guided exemplification along 3 principles – **'find the best'; 'find the limit' & 'spread the examples'**
- Ultimately granted **extremely broad** US, EP & JP claims
- IP completely dominated a therapeutic class for 20 years
- **Out-licensing/investment/partnering > £35 million**



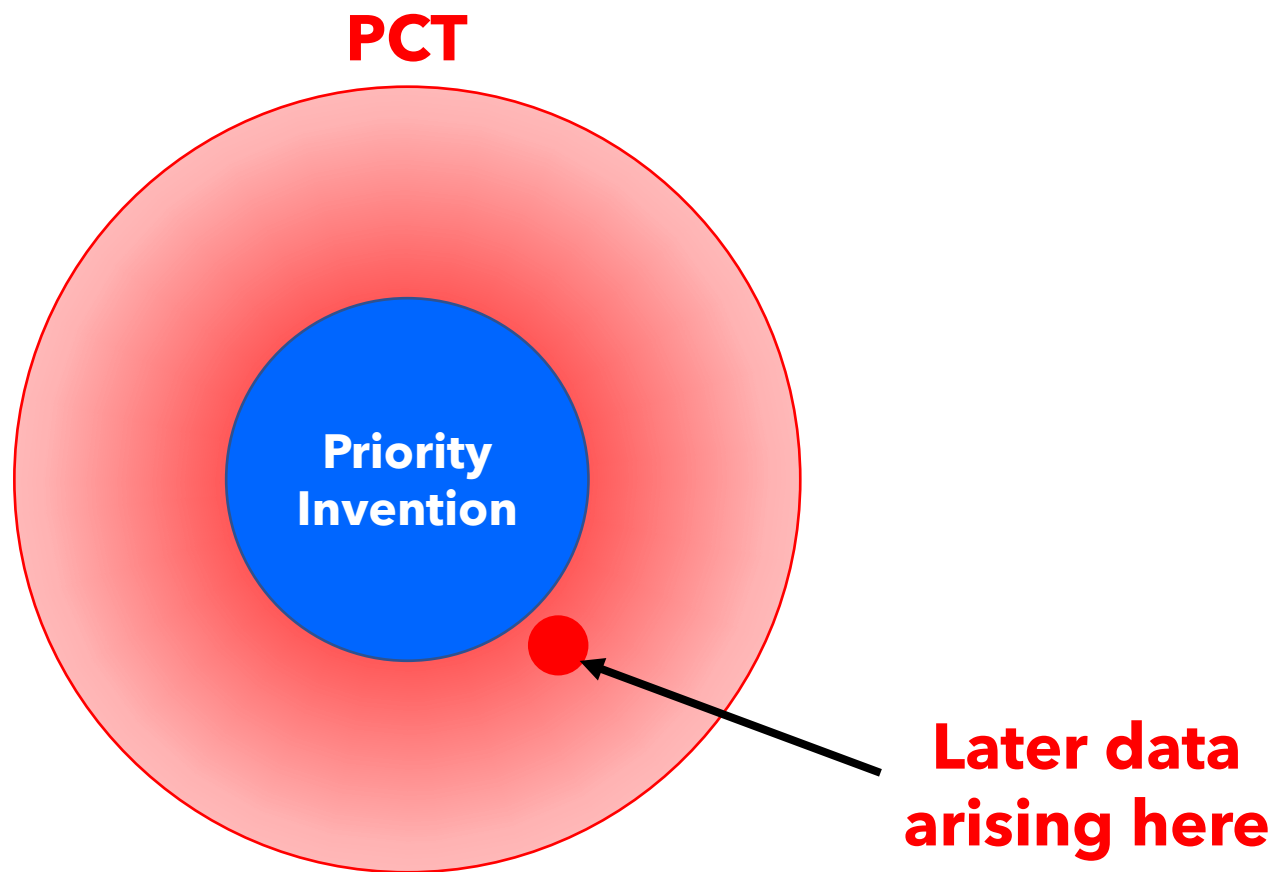
**Prof Barry Potter**



**Early 1990's**



Keep looking carefully through all data for 'hidden' inventions



# Case study II – Mining the entire dataset

- Sterix licensed patent in Case study I to Schering (OC/HRT)
- After positive Phase IIa clinical findings remaining **patent term down to 10 years and only in US, EP & JP**
- JRN convened **multidisciplinary IP taskforce** to meet for 2 days to review all historic unpublished data and propose 'hidden' inventions of potential commercial valuable
- Off-site meeting in small hotel in Winchester
- Attendees: med chem (1), biology (2), clinical (1), patenting (3) and project coordination (1), chaired by JRN
- On evening of day 1 JRN identified an early finding on **strange dose-response behaviour** when dosing dramatically reduced (unpublished)
- By evening of day 2 attorneys had drafted priority patent application on **low-dose (once weekly) usage**



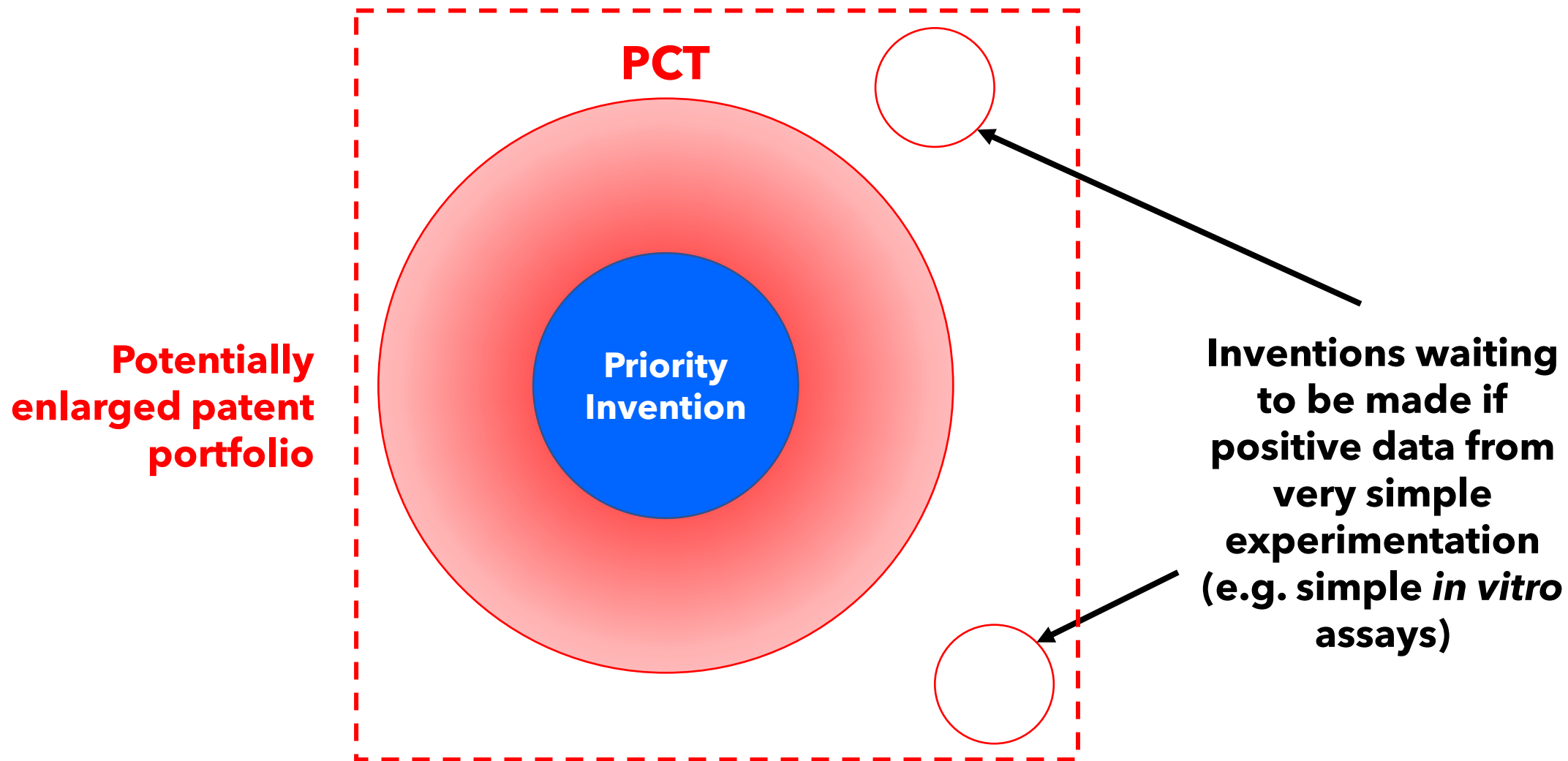
**late 1990's**

**Gained 8 years of patent term and ultimately filed in 42 countries/territories for clinical candidate with estimated peak sales of £750 million p.a.**

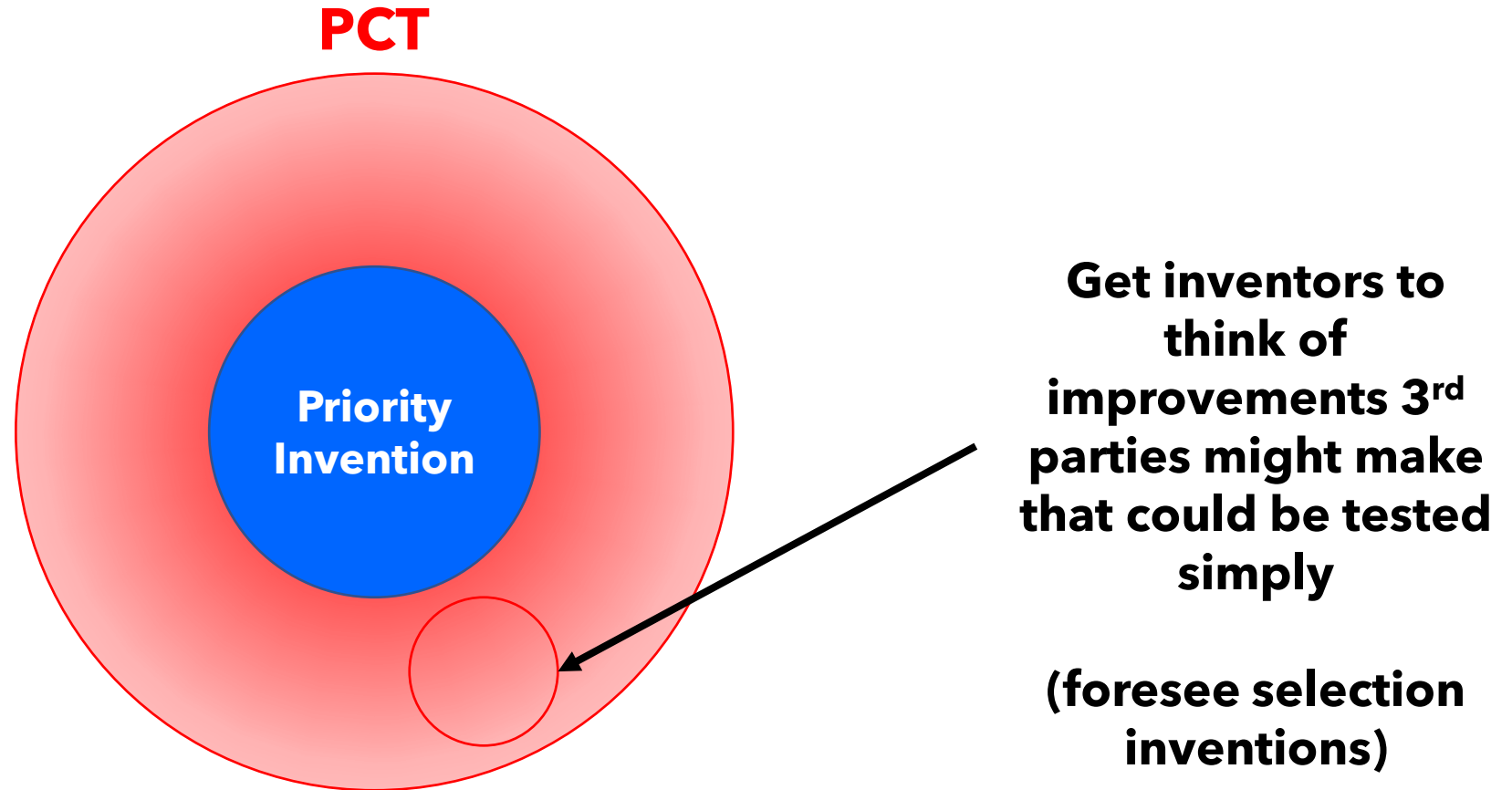
**Sadly failed in Phase III**



# Work with inventors to consider uses/effects outside of their field



# Guide inventors to try to work around their own invention



Strategic use of publication could also be part of your strategy



**Washing your laundry in public might create a bigger prior art hurdle for 3<sup>rd</sup> parties!**

IPgeniX tries to become integral part of your inventive team

**IPgeniX team may often  
become co-inventors of  
new IP generated**



# Take Home Messages





# Commercialisation is a Team Sport that IPgeniX can manage



- Inspire your inventors to invent – **they love to invent and always have hundreds of ideas!**
- Consider simple **collaborative R&D** to strengthen your IP in other fields before commercialising
- Look for commercial **value inflexion points** that you might be able to reach before commercialising
- Work out precisely **what does your commercial target wants to see**
- Make your **IP look as big, important & industry-like** as possible

# Contact Information



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