A Strategic Approach to IP

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My background

- Law & Politics
- Matsushita
- Synopsys
  - Core technology provider to Boom
  - First hot IPO of ’90s
  - Same venture people did e-Bay, Ariba
  - 10x growth with sustained profitability
  - Corporate Venture Fund
- Early Stage
IP Flow is Integral to U.S Asia Business

Product Development  Out-Sourcing  Distribution
Legal Remedies Will be Inadequate

- Cadence – Avant!
  - Four years later
  - Irretrievable market share
  - Customers don’t care

- Borland-Symantec
Need to move Upstream and think Systems

- Involve Lawyers Earlier
- Integrate your thinking
- Three Systems Level Approaches
  - Cisco
  - Omniva
  - Pro-Tec Data