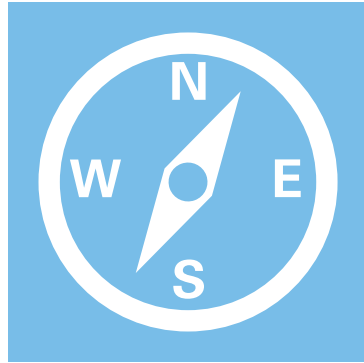


# Applied Biosystems Legal Review





general legal



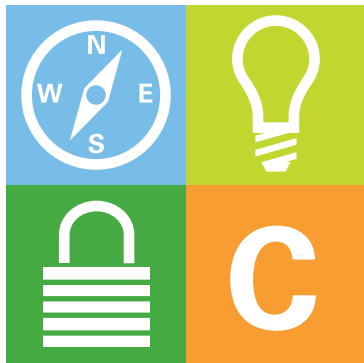
patent ART  
awareness



invention  
management



information  
assurance



collaboration  
practices



collaboration  
practices



project icon



# Understanding Intellectual Property

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In this chapter, you will learn why Intellectual Property (IP) is important to Applied Biosystems and what knowledge and skills are necessary to be successful with your IP duties.

## **You will cover:**

- Defining Intellectual Property (IP)
- Understanding the Value of Our IP
- Developing IP Skills and Knowledge
- Creating IP Development Plan

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## Exercise: Defining the Value of Our IP

### What you will do

You will define the value of IP at Applied Biosystems and how your participation adds to the strength and capability of our business by protecting our innovative solutions.

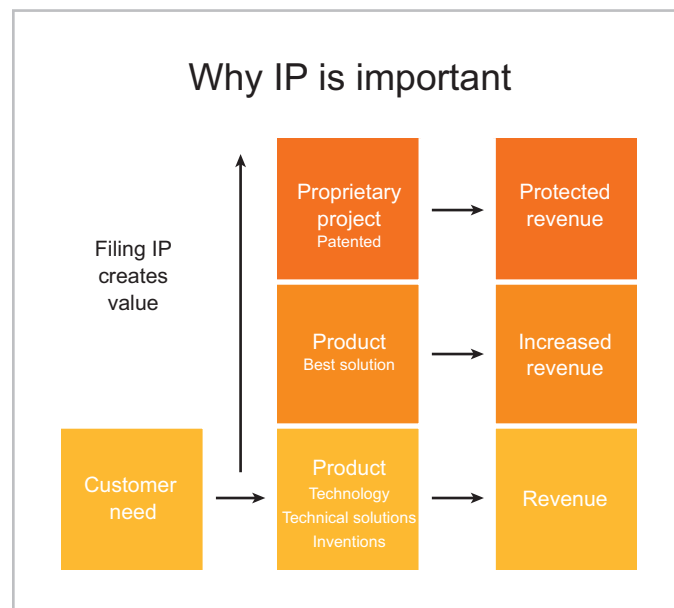
### Related learning component(s)

Defining Intellectual Property

QRG – General IP (insert QRG name)

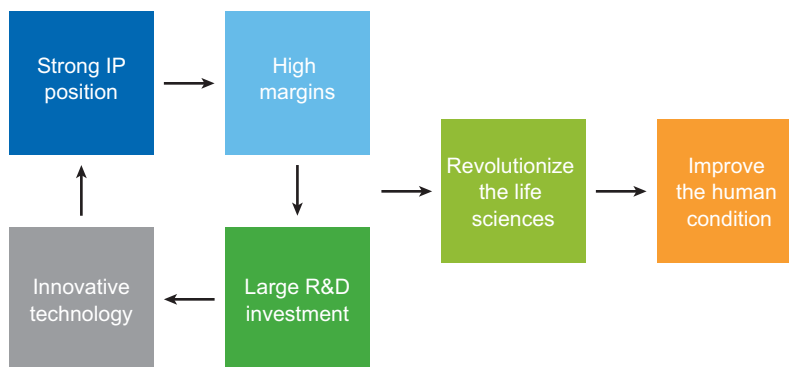
### Before you begin

You should have an understanding of Intellectual Property. You will also learn how our investment in R&D and ART solves valuable business problems and how we need to continue this in a practicable and protected manner.



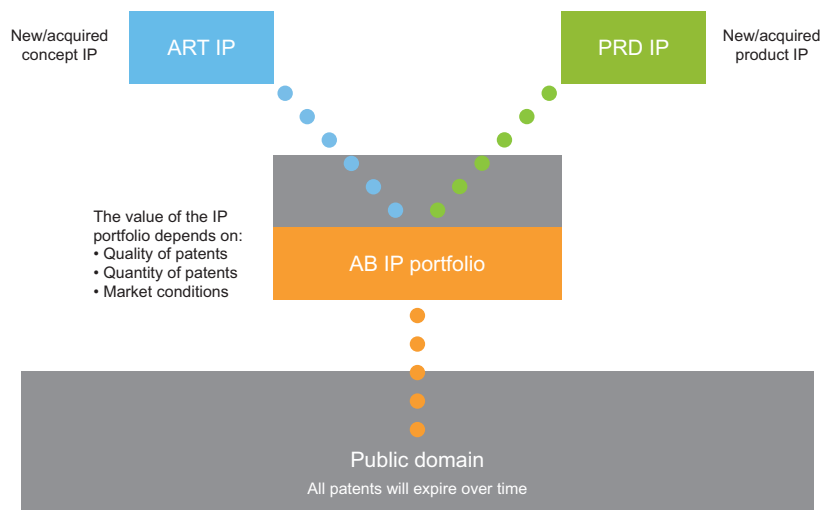
## Innovative and revolutionary technology Is not enough Intellectual Property at AB

The critical combination of innovative technology and strong IP position is what allows our work to continue



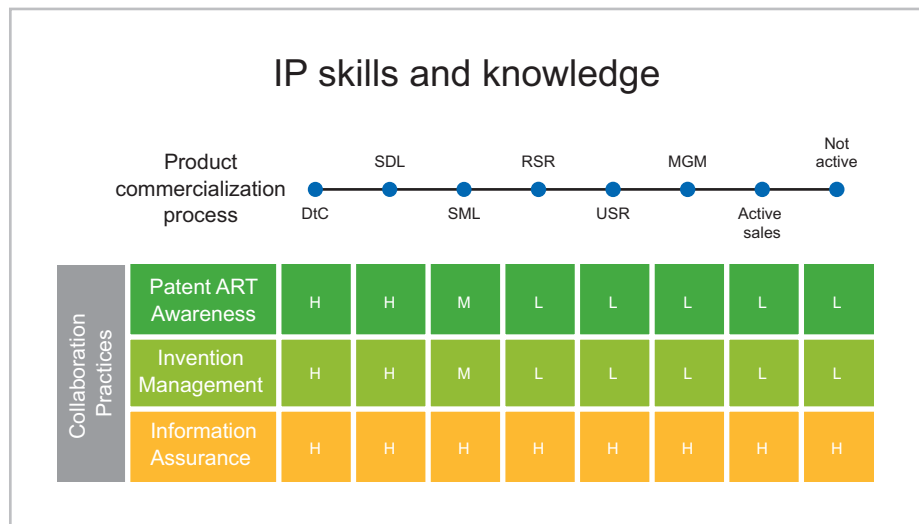
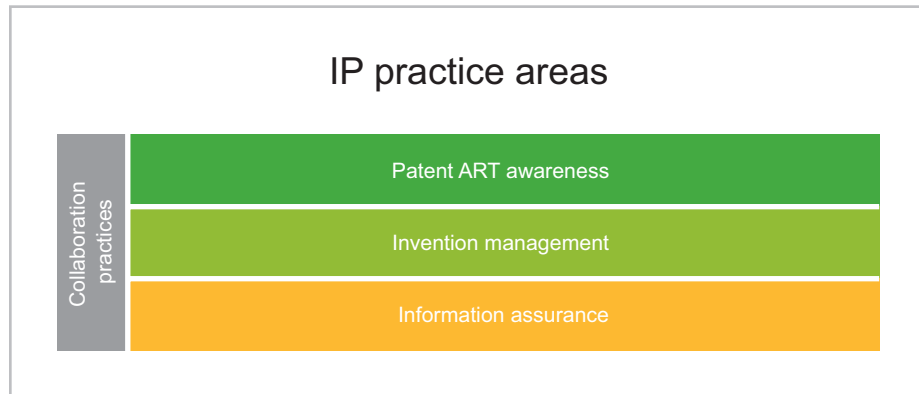
## IP portfolios are dynamic intellectual property at AB – strong IP portfolio

For an IP portfolio to grow and become more valuable, patents must be added in excess of the patents lost through expiration



## Before you begin

You should have an understanding of Intellectual Property and the value of IP at Applied Biosystems. You will also work towards identifying the skills or knowledge for the IP Practice areas related to your function.



Exercise completed.

**small squares:** —————  
0.375" square (rectangles  
are multiples of squares)  
AB color palette