

inovia LLC

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Industry Overview

By "entering the national stage," patent owners are able to protect their intellectual property rights in select foreign countries. A very common way of pursuing patent rights outside the home country is to file an international-type patent application called a PCT application within 12 months of initial filing. A PCT application is generally filed with the home country's patent office, but reserves the patent owner's right to enter over 130 countries that are members of the Patent Cooperation Treaty (PCT). While it is international in nature, a PCT application does not lead to a global patent (there is no such thing). Instead, the patent owner eventually needs to apply for patents in all the specific countries and regions where they wish to pursue patent protection. This involves filing separate national applications within 30 months (31 months in some countries) of the priority date. This process of converting a single PCT application into individual national patent applications is called "PCT national stage entry" or "entering the national stage."

Company

inovia provides a foreign filing platform, created by patent attorneys and used by over 750 clients. Its two products, *pctfiler* and *epvalidation*, simplify the PCT national stage entry and European validation processes. With headquarters in New York, offices in London and Sydney, and agents in over 62 countries, *inovia* provides support in all major time zones and IP jurisdictions. *inovia's* patented technology pioneered online foreign filing and is recognized amongst WIPO's most notable inventions. For more information, visit *inovia* at <http://www.inoviaip.com> and follow the company on Twitter @[inoviaIP](#).

History

After eight years working as a software-specialist patent attorney in Australia, *inovia's* founder, Justin Simpson, realized that it was very expensive and time consuming to enter the PCT national stage, especially for Australian companies. In 2000, he created a way of automating the PCT national stage entry and filed a patent application to protect his invention. In 2002, Justin founded *inovia* and opened sales offices in New York and London. *inovia's* main operations, product development, and administration functions are managed in Sydney, Australia.

Market Size

In 2009, there were more than 150,000 PCT filings lodged worldwide, with the United States, Europe and Japan accounting for 80-90% of them.

Products

pctfiler: enables applicants and/or attorneys to enter the national stage in up to 27 countries simultaneously.

epvalidation: enables applicants and/or attorneys to validate their European patent in up to 35 European countries simultaneously.

Clients

Law firms: Levine Bagade, Ehrlich & Fenster

Industries: Chemical Sciences, Biotechnology, Pharmaceuticals, Engineering, Information Technology, Medical Devices, Manufacturing and University Research

Companies: Invitrogen Corporation, Avery Dennison, Unomedical, Coty, Active Grid Technology, Harris Corporation and Janssen Pharmaceutica

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Management Team

Justin Simpson, Founder and Executive Director
David Nelson, Chief Executive Officer
Jeff Sweetman, Head of Professional Services
Ben Coombes, Operations Manager
Joe Marino, Senior Vice President
Elizabeth Golluscio, VP Marketing

Expert Topic Areas

- Legal process outsourcing
- How patent law firms are responding to rising costs
- Technology in the patent law industry
- Cost of foreign patent protection
- Changes to foreign patent filing regulations (by country)
- Trends in foreign patent filings
- The value of patents/IP
- The intricacies in both PCT national stage entry and European patent validation
- The costs/benefits to enter the national stage (for inventors)
- Industry predictions
- The challenges and opportunities associated with founding *inovia*, and strategies to grow the company eight years after inception (for company/entrepreneur profiles)

Contact

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