

A decorative graphic on the left side of the slide consists of a vertical black line intersecting a horizontal black line. To the left of the vertical line are three overlapping squares: a blue one at the top, a red one in the middle, and a yellow one at the bottom. The horizontal line has a white-to-grey gradient.

Licensing in the Food Industry

By

AllinAll Ingredients Limited

www.allinall.ie



AllinAll Key Dates

- AllinAll Ingredients
- Established 1993
- Secured ISO 9000 1995
- New Factory 1997
- BRC A Grade 2003
- First Patent 2005



AllinAll Today

Where we are today

Strong in Ireland's markets for

- Brines and Cures
- Seasonings
- Batters
- Functional Blends



Route to Growth

- Sales growth by following Science
- Lab the powerhouse of the Company
- Have 7 scientists in Business



Market Environment

- New demands on traditional products
- New product ideas being sought
- Increasing Quality system requirements
- Increasing Information requirements
- Growing customer base concentration



COMMON DENOMINATOR

- GREATER COSTS
- BUT must stay relevant for our customers
- Requires investment in
Systems and NPD



NPD AND IP

- Focus today
- How best to Invest in NPD

D I Y

or

B I I



PATENTS AllinAll Experience

- D I Y route
- Our Patent of 2005 started in 2001
- Steps to getting to stage one of Patents



Stages in own IP process

- Identify technical discovery
- Test One Is it Novel or Inventive
- Test Two Freedom to Practice
- Is it commercially attractive



A good Patent ??

- Good Fences Make good neighbours
- A Patent is as good as your ability to defend it.



B I I IP Licensing

- Route Two the BII

Leave to bigger and better funded Orgs

- Identifying the Inventive step
- Establishing the Right to Practice
- Prosecuting the Patent



Factors to Consider D I Y

- Basic research gives full understanding
- Better chance of seeing opportunities
- But at a cost in time and money



Factors to consider B I I

By licensing in you know you have

- Something that works
- Something that you can sell
- A budget you can quantify at the outset

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Thank You

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