

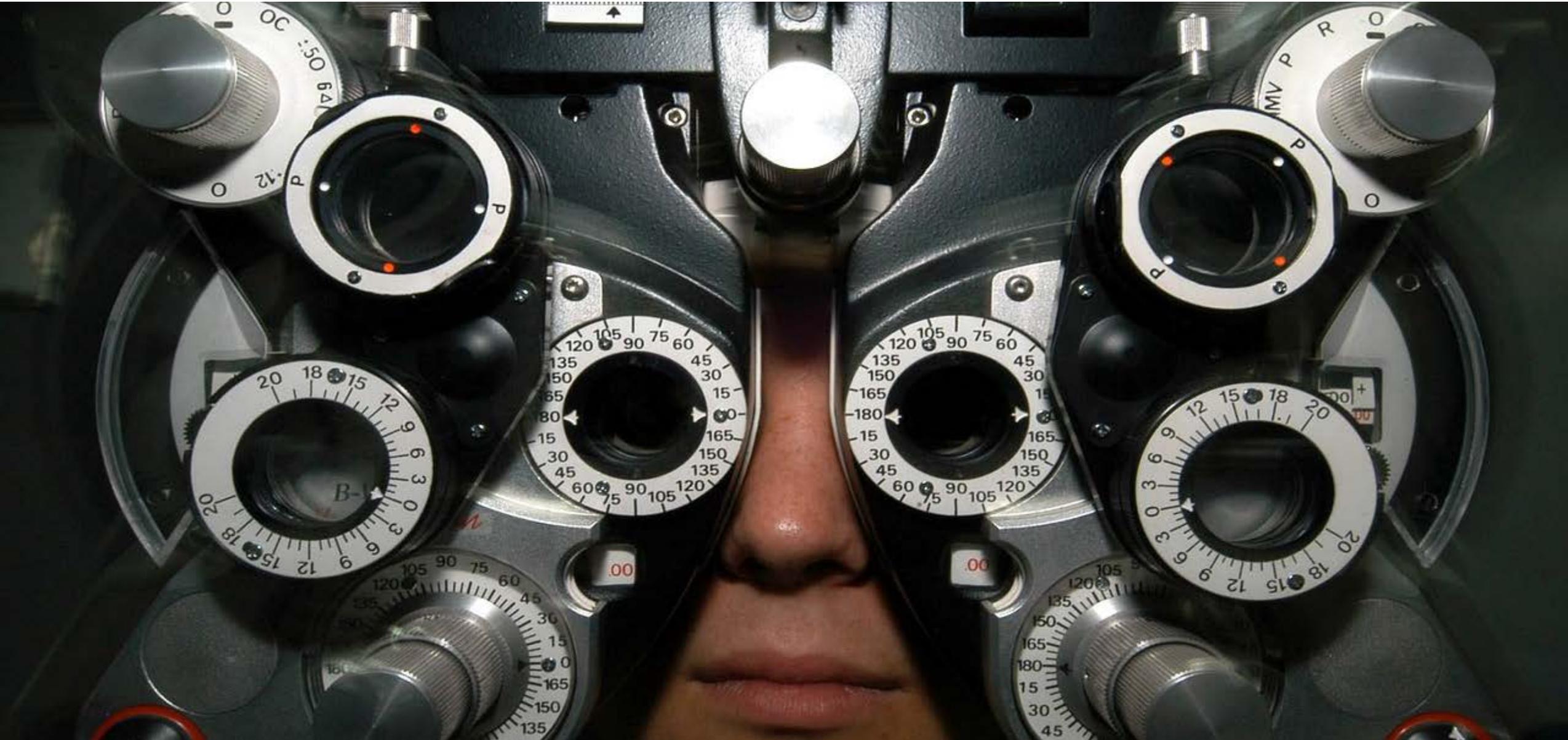


# Quelles Prestations

Pour une Start-up ?











**Le temps se gâte légèrement ?**

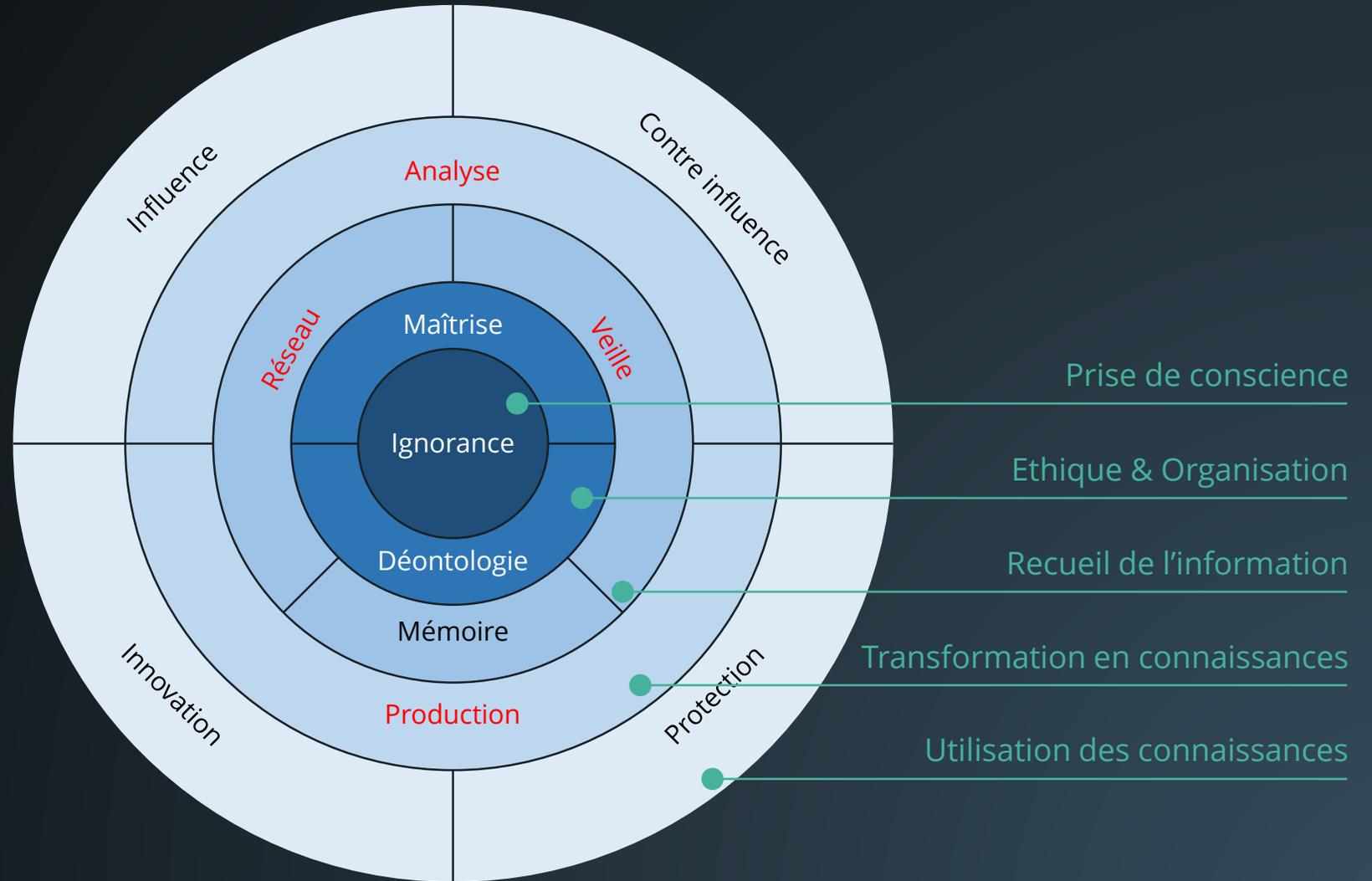




# Nous veillons pour vous



# IE Intelligence Economique





Sources

+



Processus

+



Logiciels

=



Business Intelligence

# RESEARCH / NETWORKS



# SME



# INDUSTRIES



# STATE



**csem**

neuchâtel  
**innohub**

swiss plastics  
cluster

**INNOVARC**  
L'INNOVATION FRANCO-SUISSE  
N'A PAS DE FRONTIÈRE



**SCOTT**



**FELCO**

**DENTSPLY**

**MEGGITT**



**MERCK**  
SERONO



**swatch**+

**BUHLER**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**ne.ch**  
RÉPUBLIQUE ET CANTON DE NEUCHÂTEL

Et pour une  
**Start-up**  
?







# Start-up















**Idéation**



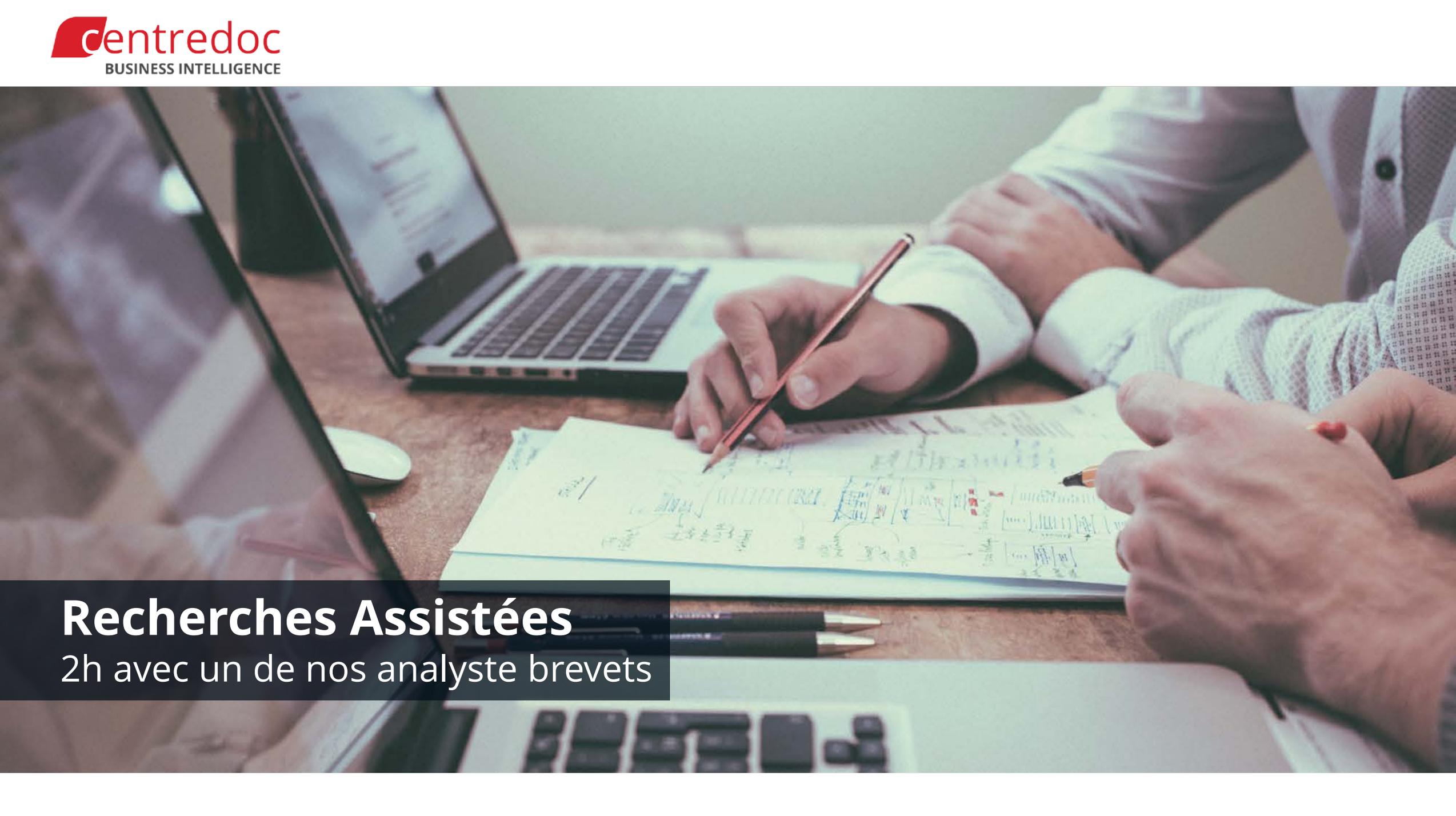
**Business Plan**



**Financement**

# Mon idée est-elle nouvelle ?



A photograph showing a close-up of a business meeting. Two people are seated at a desk, looking at a laptop and a document. One person is holding a red pen and pointing at a diagram on the document. The diagram appears to be a flowchart or a technical drawing. The scene is lit with a soft, warm light, suggesting an indoor office environment.

**Recherches Assistées**  
2h avec un de nos analyste brevets

# Brevets



**Recherches**

Nouveauté, brevetabilité

La **Veille technologique** est le niveau **minimum** de surveillance de son environnement

# Veille technologique



Brevets



Réseau,  
conférences



Normes



Publications  
scientifiques

# Veille technologique



Brevets



Réseau,  
conférences



Normes



Publications  
scientifiques

# Anticiper la trajectoire des concurrents



12.09.2017

Face ID

Reconnaissance faciale.  
Ça ressemble à une  
révolution.



Image: apple.com

## Locking and unlocking a mobile device using facial recognition

US 20150193611 A1

Publié en 2015

US 20150193611A1

(19) **United States**  
(12) **Patent Application Publication** (10) **Pub. No.: US 2015/0193611 A1**  
Zhao et al. (43) **Pub. Date: Jul. 9, 2015**

(54) **LOCKING AND UNLOCKING A MOBILE DEVICE USING FACIAL RECOGNITION** (52) **U.S. CL.**  
CPC ..... **G06F 21/32** (2013.01); **G06K 9/00228** (2013.01); **G06K 9/00288** (2013.01)

(71) Applicant: **Apple Inc.**, Cupertino, CA (US)

(72) Inventors: **Lihua Zhao**, Cupertino, CA (US); **Richard Tsai**, Cupertino, CA (US)

(21) Appl. No.: **14/624,443**

(22) Filed: **Feb. 17, 2015**

**Related U.S. Application Data**

(63) Continuation of application No. 13/049,614, filed on Mar. 16, 2011, now Pat. No. 8,994,499.

**Publication Classification**

(51) **Int. Cl.**  
**G06F 21/32** (2006.01)  
**G06K 9/00** (2006.01)

(57) **ABSTRACT**  
In an embodiment of the invention, an unlocked mobile device is configured to capture images, analyze the images to detect a user's face, and automatically lock the device in response to determining that a user's face does not appear in the images. The camera capturing and face recognition processing may be triggered by the device having detected that it has been motionless for a threshold period of time. In another embodiment, a locked mobile device is configured to capture an initial image using its camera, capture a new image in response to detecting movement of the device, determine that the device moved to a use position, capture a subsequent image in response to determining that the device moved to a use position, analyze the subsequent image to detect a user's face, and unlock the device in response to detecting the user's face. Other embodiments are also described and claimed.

The diagram shows a hand holding a mobile device (1). A callout (2) shows a close-up of a person's face (3) being scanned by the device's camera (4).



**«Ma société vend des services, la veille technologique ne s'adresse pas à moi»**

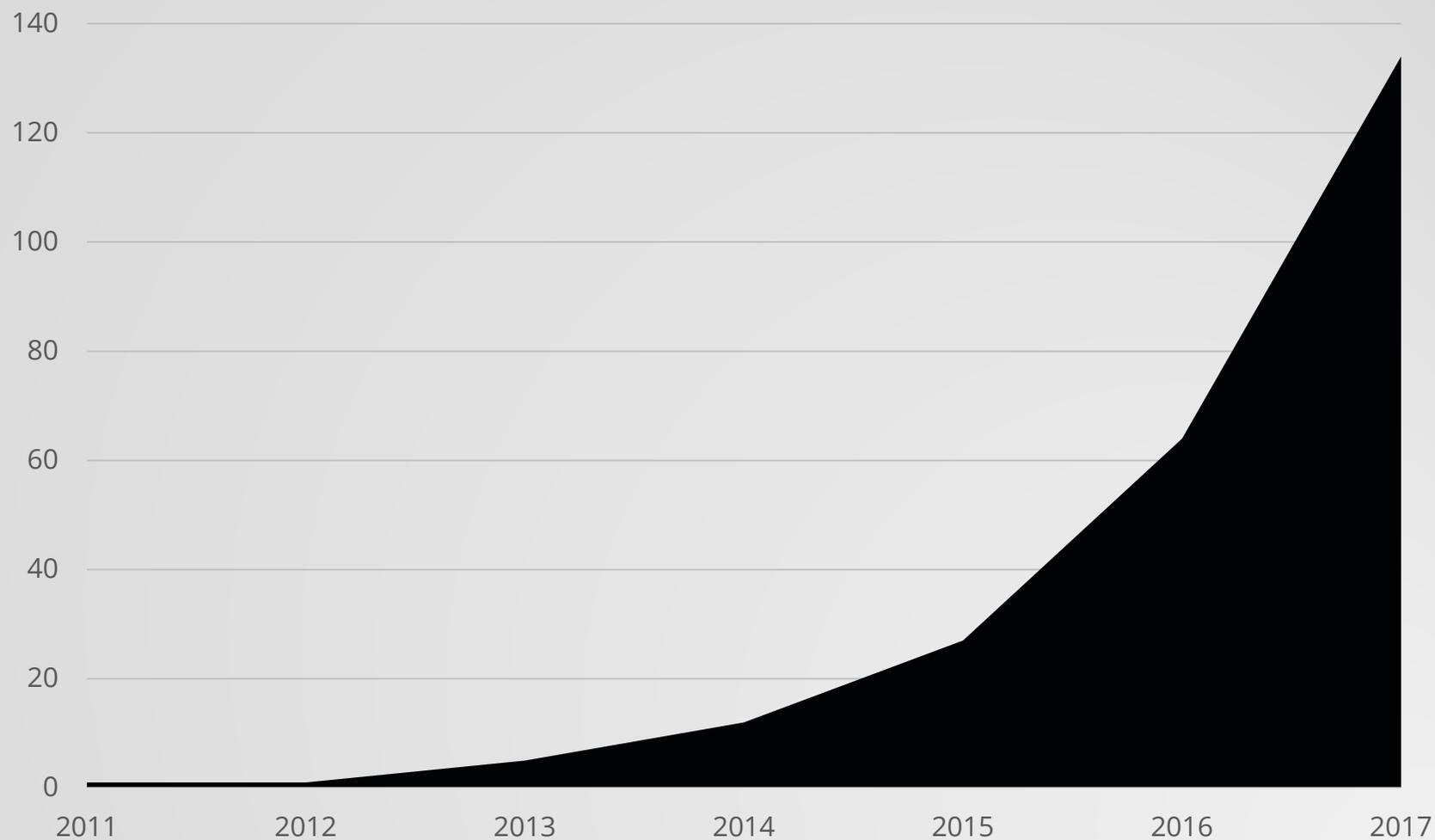
# UBER

148 famille de brevets

135 dépôts

13 achats

Evolution du portefeuille brevets total par année de publication



# UBER

145 famille de brevets

UBER En route Chauffeurs

Légal

## UBER PATENT PURCHASE PROGRAM

Welcome to Uber's Patent Purchase Program, called UP3!

Uber is officially in the market for patents. You have an opportunity to make your submissions from April 24, 2017 through May 23, 2017.

Sellers are instructed to provide patent family details and a price they are willing to accept for each family or portfolio. Once the submission window closes, Uber will review the submissions and provide sellers with our decisions by July 7, 2017. For those portfolios we agree to purchase, deals will be completed by August 22, 2017. Uber reserves the right to not transact with anyone for any reason at any point in the process.

Below are the documents that you should review and download. We encourage you to speak with an attorney before you make a submission.

- [Announcement](#)
- [Submission Terms and Conditions](#)
- [Submission Form - we are no longer accepting submissions.](#)
- [Patent Purchase Agreement](#)
- [Additional Information](#)
- [FAQs](#)



**Idéation**



**Business Plan**



**Financement**

Recherche assistée  
Nouveauté, Brevetabilité



Comment la transformer en **business** ?

- ✔ Qui sont mes clients ?
- ✔ Qui sont mes partenaires ?
- ✔ Comment protéger ma PI ?

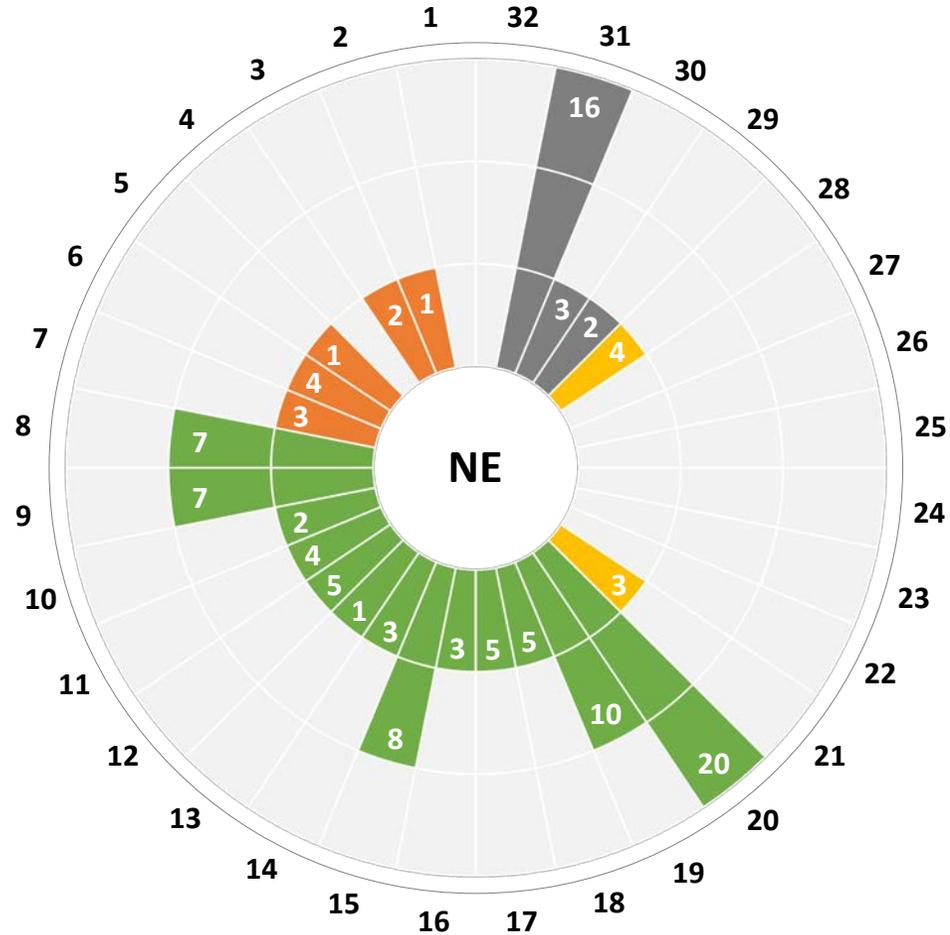
## Market & Technology Scouting

Identification, qualification, stratégie



# Neuchâtel Wearable Technology Players

Uniquement pour les entreprises identifiées

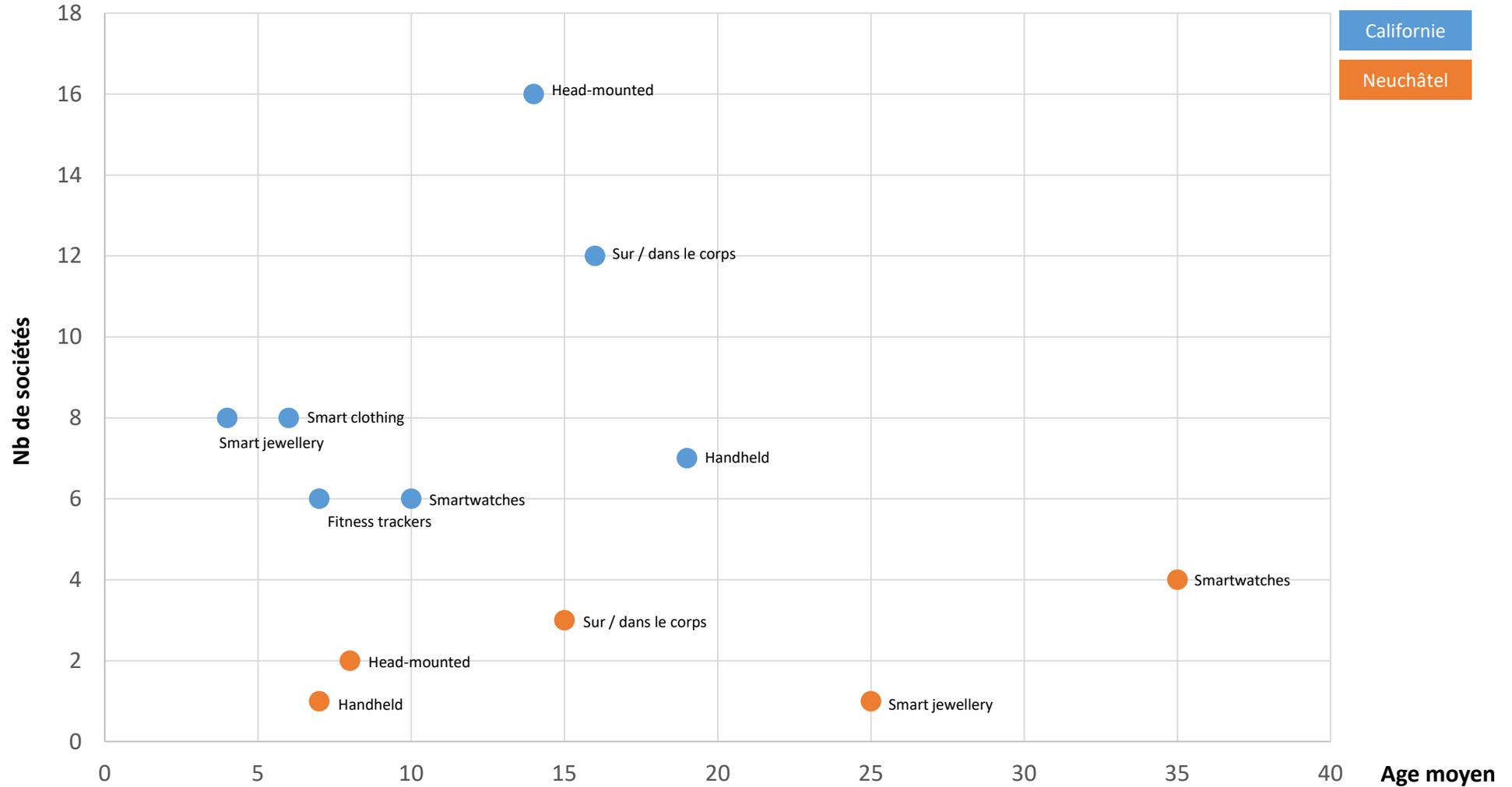


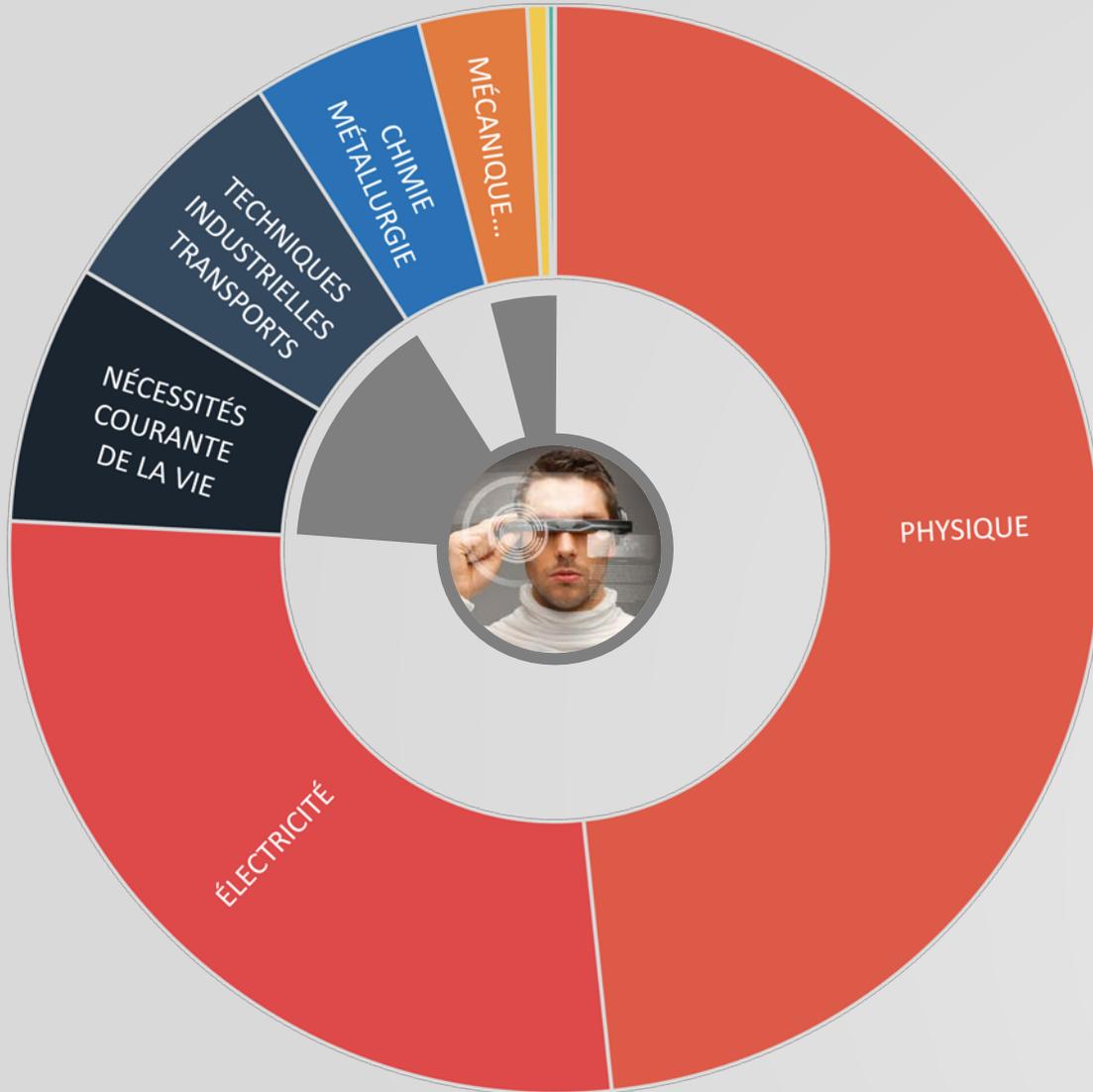
1	Fitness trackers
2	Handheld
3	Head-mounted
4	Smart clothing
5	Smart jewellery
6	Smartwatches
7	Sur / dans le corps
8	Optique
9	Position
10	Physiologique
11	Grandeur physique
12	Energie
13	Acoustique
14	Affichages
15	ASIC
16	Caméra
17	DSP
18	I/O
19	Syst. de communication
20	Autres
21	Apps
22	Traitement du langage
23	Encryption
24	IA
25	OS
26	Reconnaissance de texte
27	Reconnaissance de personnes / situations
28	Autres
29	Design & Habillage
30	Soft Dev.
31	Product Dev.
32	Autres



# Wearables Technology Players

## Devices

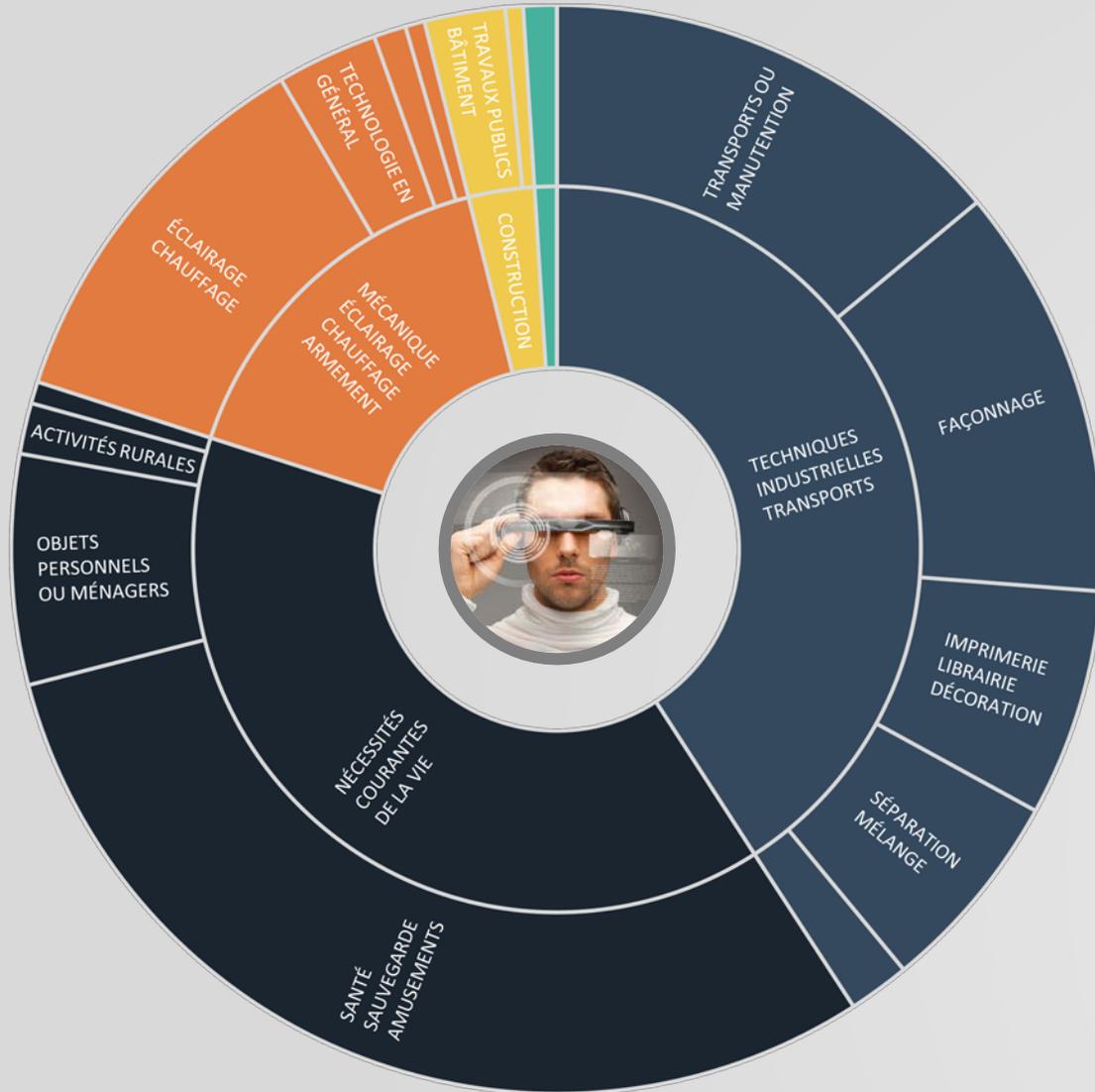




# DISPLAY

Patents familles  
1997-2017

- A** - NÉCESSITÉS COURANTES DE LA VIE
- B** - TECHNIQUES INDUSTRIELLES; TRANSPORTS
- C** - CHIMIE; MÉTALLURGIE
- D** - TEXTILES; PAPIER
- E** - CONSTRUCTIONS FIXES
- F** - MÉCANIQUE; ÉCLAIRAGE; CHAUFFAGE; ARMEMENT
- G** - PHYSIQUE
- H** - ÉLECTRICITÉ



# DISPLAY

Patent families  
1997-2017



# IP Bootcamp

Réflexion stratégique, formation

1

**Idéation**

Recherche assistée  
Nouveauté, Brevetabilité

2

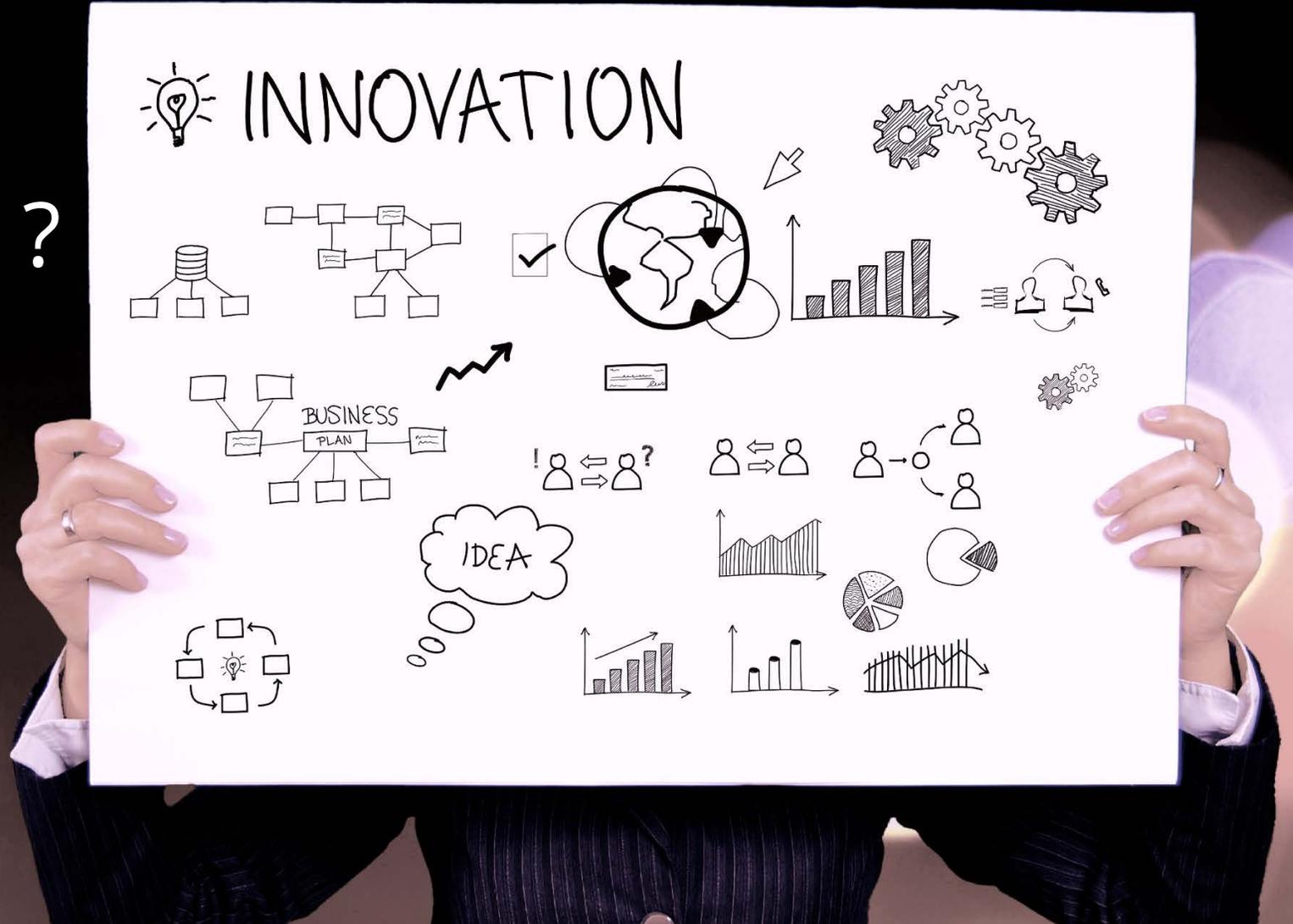
**Business Plan**

Market & Technology Scouting  
IP Bootcamp

3

**Financement**

# 3 Comment rassurer les investisseurs ?



# Recherches

Liberté d'exploitation (FTO)



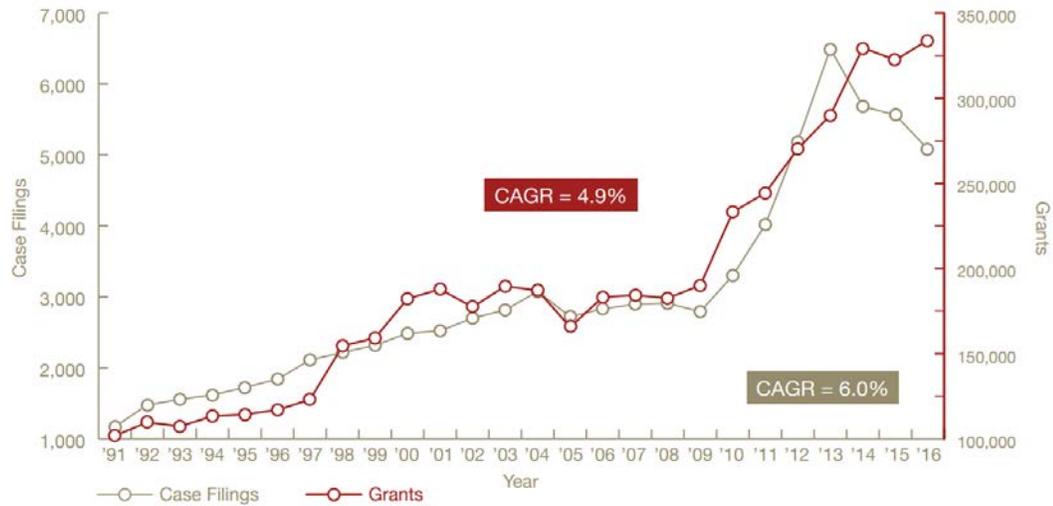


**Chaque année en Suisse 5 milliards de Francs  
sont gaspillés faute d'avoir su exploiter  
l'information contenue dans les brevets**

IFPI, Institut Fédéral de la Propriété Intellectuelle



**Fig 1: Patent case filings and grants**



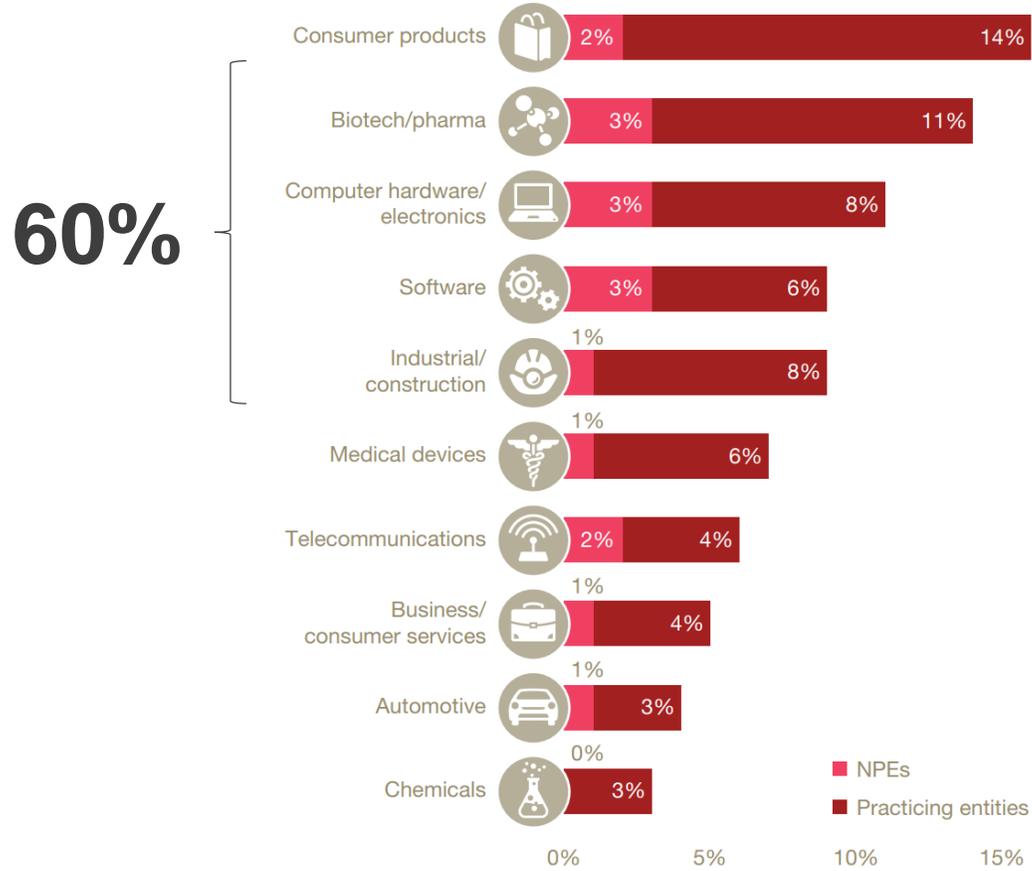
Years are based on September year-end.

Sources: Performance & Accountability Report (USPTO) and Judicial Facts and Figures (US Courts)

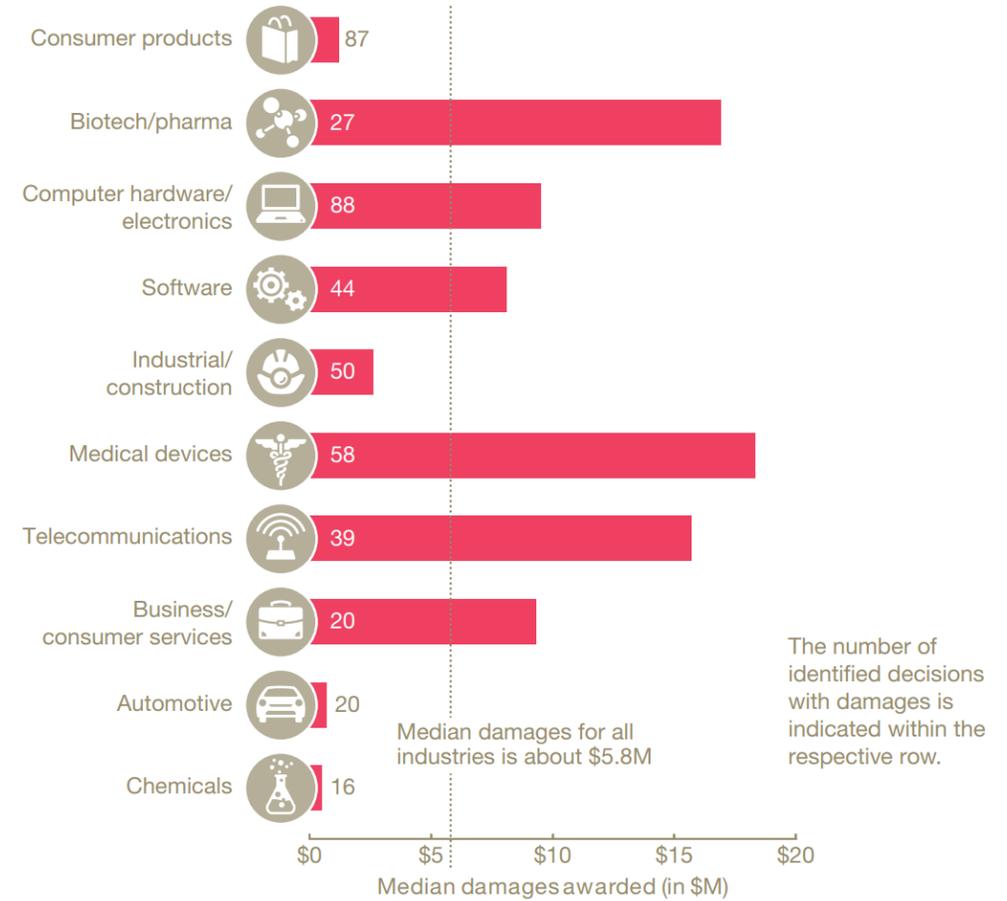
**Fig 11: Median damages award: NPEs vs. practicing entities (in \$M)**

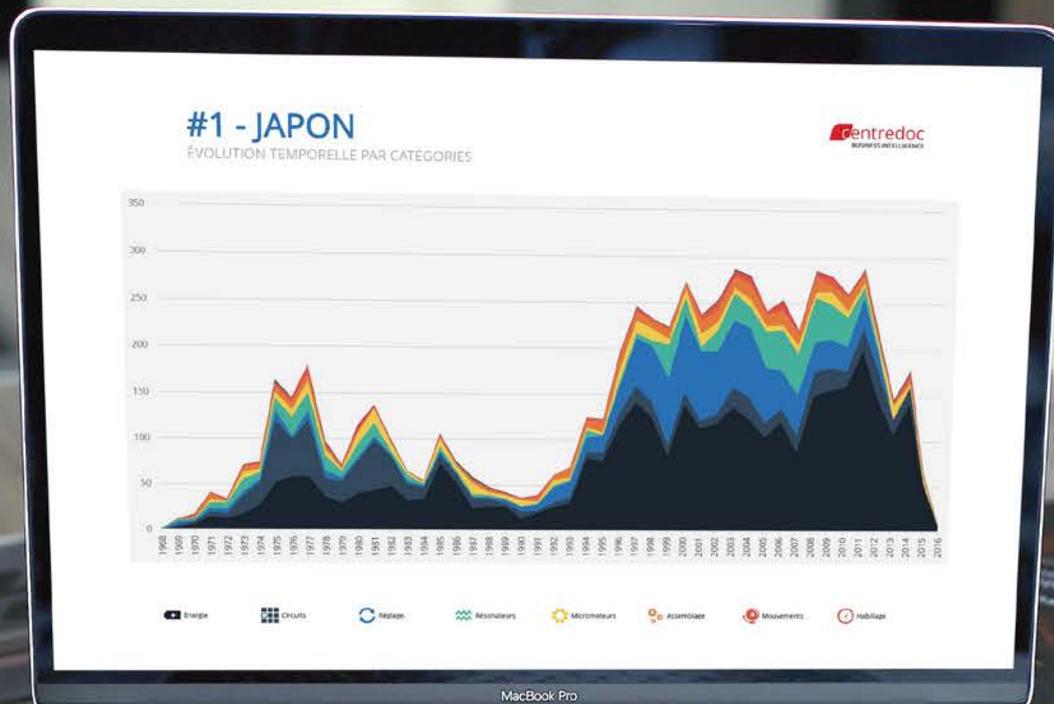


**Fig 15: Distribution of cases: top ten industries: 1997–2016**



**Fig 16: Median damages award: top ten industries: 1997–2016**



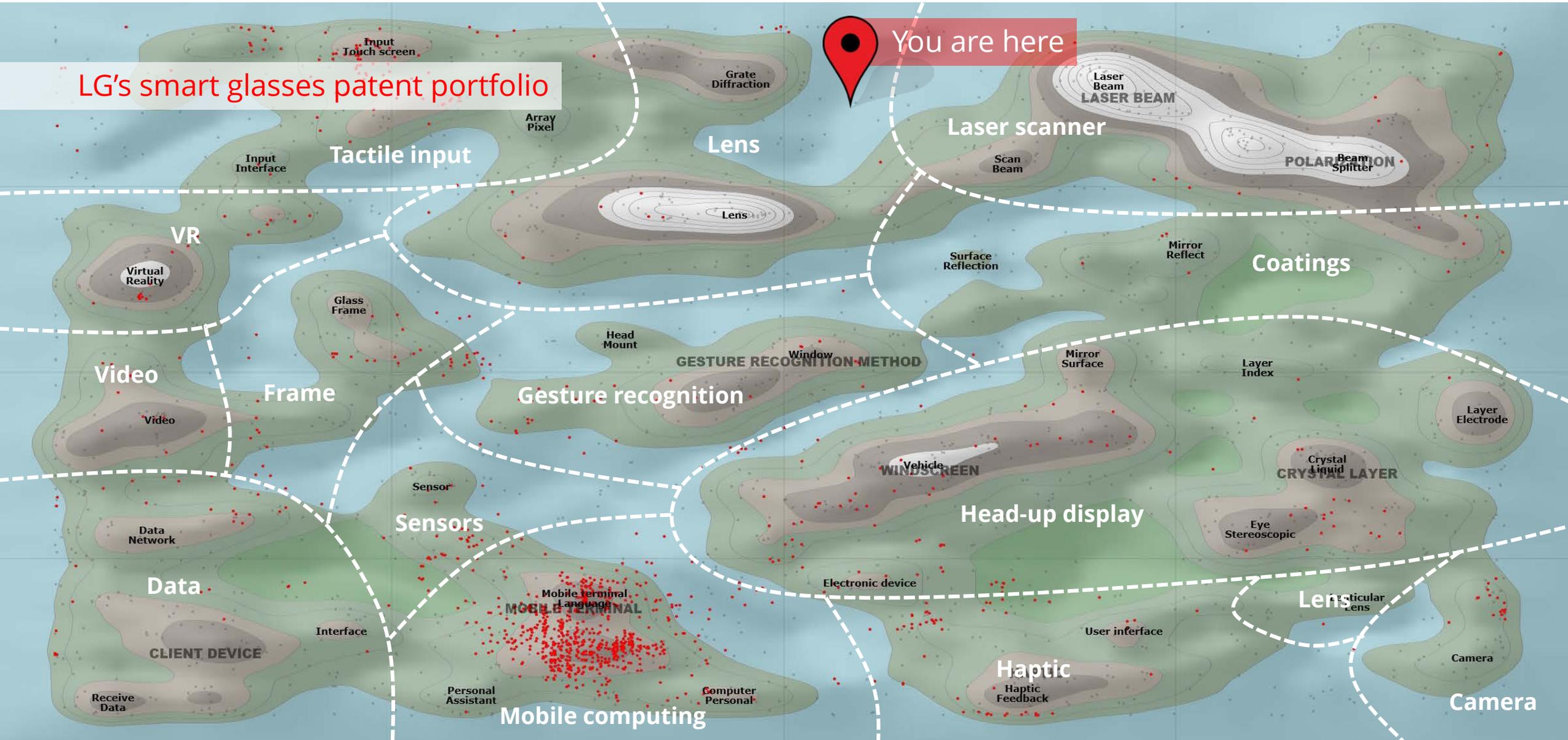


# Patent Landscape

Tendances et acteurs PI

**LG's smart glasses patent portfolio**

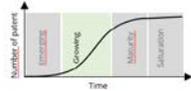
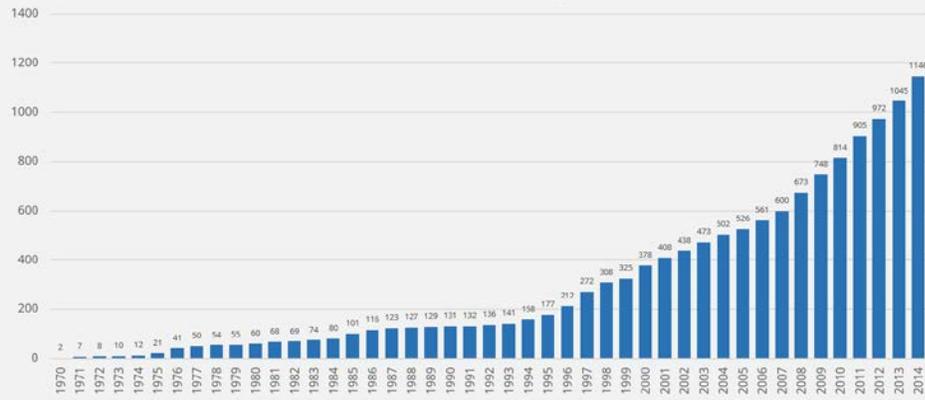
You are here



## MATURITY EVALUATION

SOLAR WATCHES PATENT LANDSCAPE – 2017 EDITION

Time evolution of cumulative number of patent families



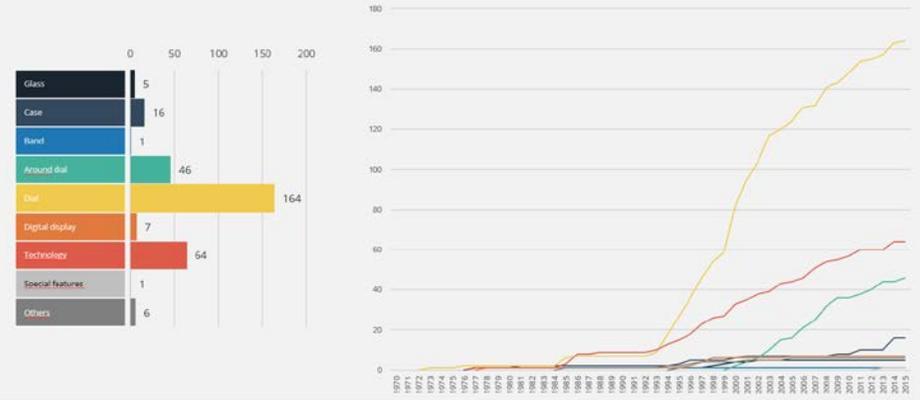
Technology evaluation  
Growing

**1'217** Patent families selected in this study

## #1 – CITIZEN (JP)

SOLAR WATCHES PATENT LANDSCAPE – 2017 EDITION – CATEGORIES

Time evolution of cumulative number of patent families



Note: A patent family may belong to more than one category

**309** Patent families selected in this study

# Veilles

Brevets, Publications, Web



1

**Idéation**

Recherche assistée  
Nouveauté, Brevetabilité

2

**Business Plan**

Market & Technology Scouting  
IP Bootcamp

3

**Financement**

FTO  
Patent Landscape  
Veille





**Marché**

**Brevets**

**Acteurs**



The future of strategic information is **now**

**MERCI DE VOTRE ATTENTION**