

IPR from a viewpoint of a dental company

Eija Säilynoja

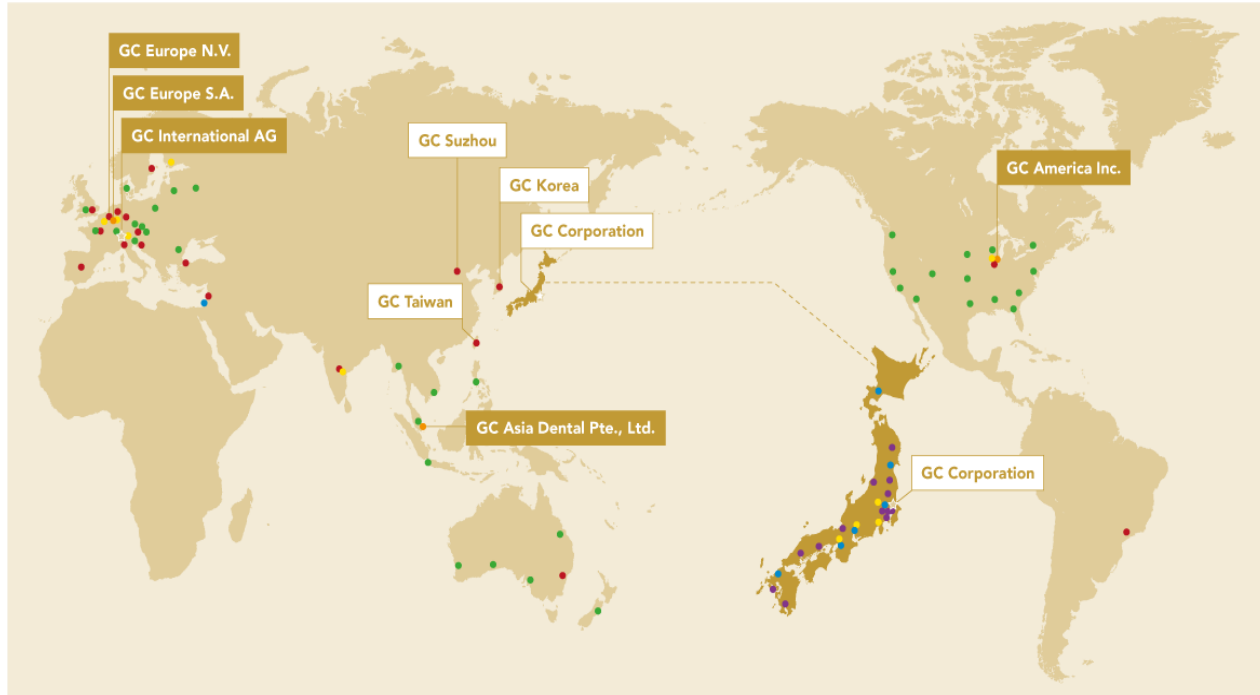
Stick Tech Ltd. – a member of GC group

Stick Tech Ltd. It all started from aircrafts...



- Stick Tech was founded in 1997.
- Stick Tech develops and manufactures fibre reinforced composites for dental requirements with the objective to increase the use of minimal invasive dental treatments.
- Solid technology, extensive research background, well proven products offer benefits for practitioners and patients.

... and continue as a part of GC Corporation



GC Corporation, Japan, acquired Stick Tech Ltd 11/2011

<https://www.gc-dental.com/about-gc/global-company-profile/>

IPR Strategy

Has it changed during the years?

Stick Tech

- Small company (only 9 associates) → co-operation with the University of Turku (UTU) important
- Co-operation with UTU has been taken into account also in IP strategy → Stick Tech is world leading company at fiber reinforcement business

GC Corporation

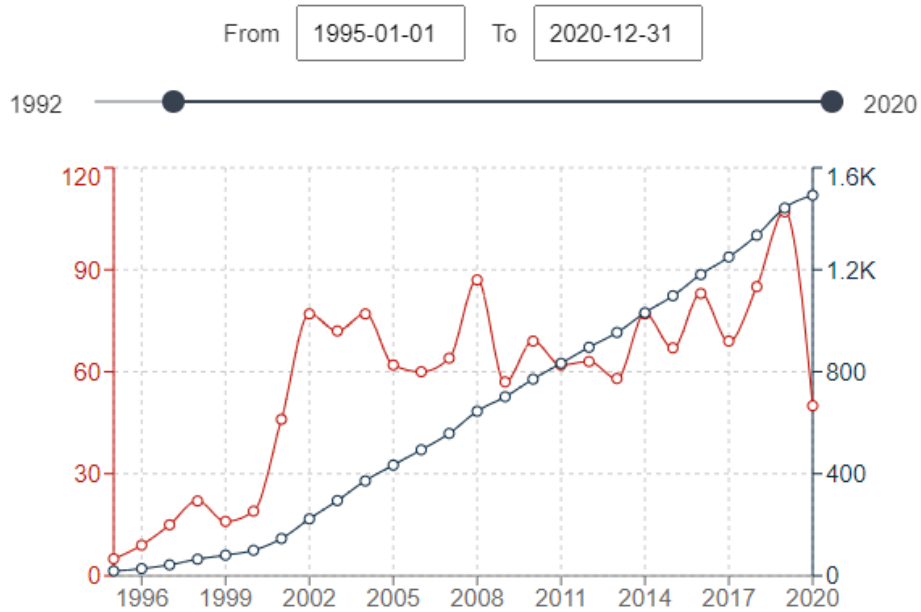
Company name	GC Corporation
Foundation	February 11, 1921
Capital	JPY 950 million
No. of associates	3,209 worldwide
Head office	3-2-14 Hongo, Bunkyo-ku, Tokyo 113-0033, Japan
Tel	03-3815-1815 (rep.) (Int'l 3-3558-5182)
Fax	03-3815-1751 (Int'l 3-3965-3331)
President & CEO	Kiyotaka Nakao
Business segments	Manufacture and sale of oral healthcare materials and related devices and equipment

<https://www.gc-dental.com/about-gc/global-company-profile/>

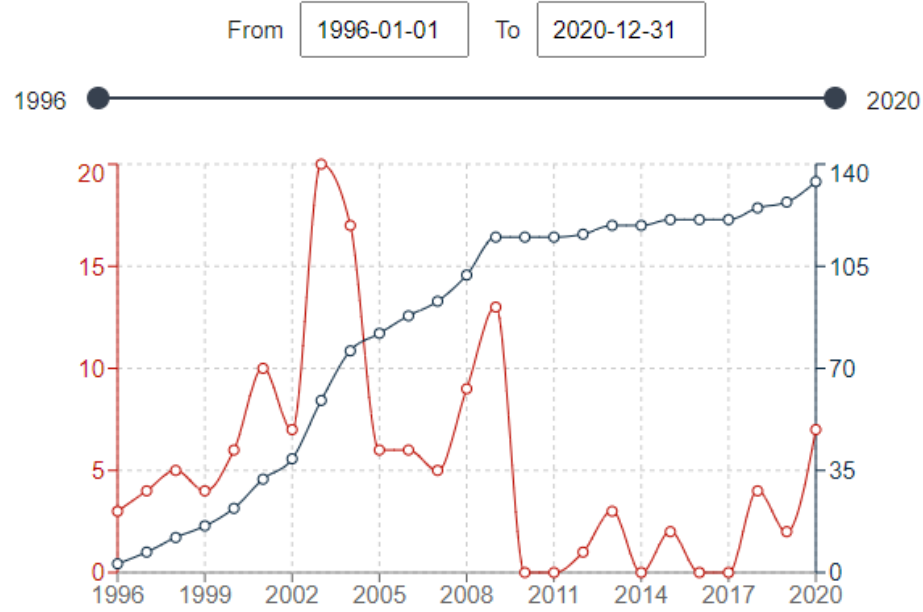


Open spaces for open communication

GC Corp.'s patent documents at Espacenet

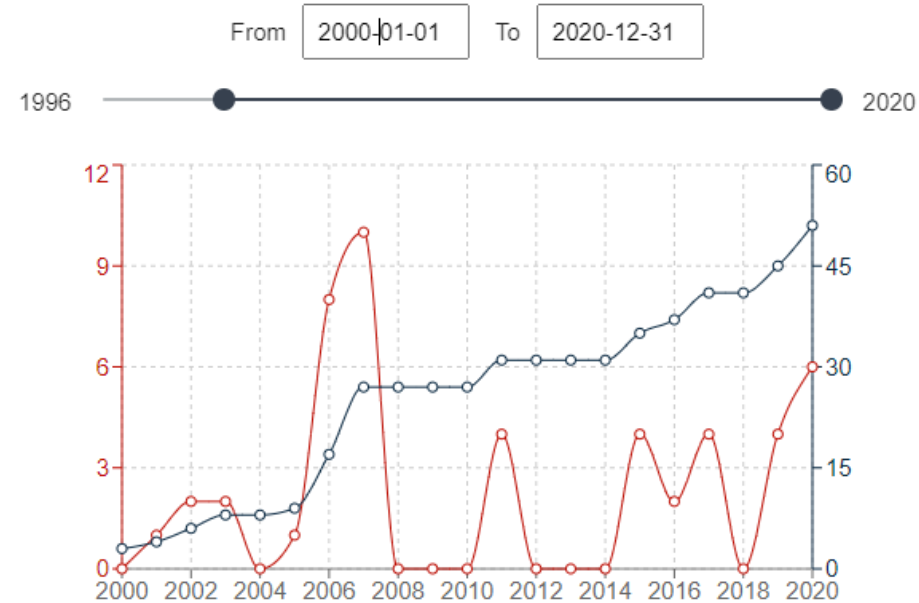


Stick Tech's patent documents at Espacenet



Size effects on the IP strategy

- Small size company (like Stick Tech) → KEEP FOCUSED to the area you are familiar with
- At dental field, bigger companies should have activities at various areas to maintain the market share → **effects also on IP strategy**

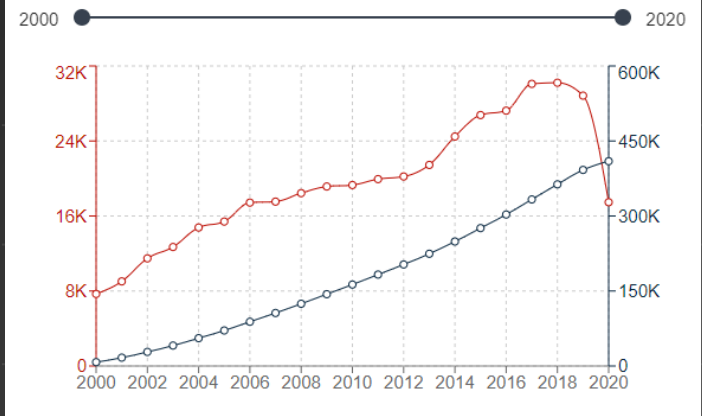


Keywords: GC Corporation + 3D

Patents / Patent applications

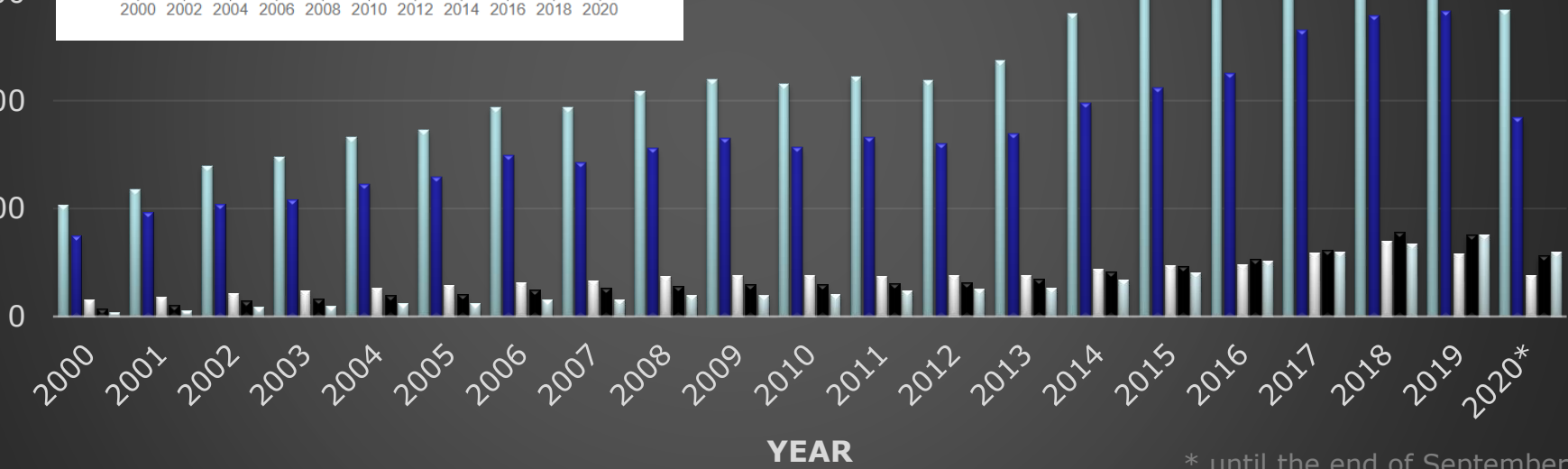
Trends in dental field in a
nutshell

From 2000-01-01 To 2020-12-31



Hits on Espacenet database

NUMBER OF HITS



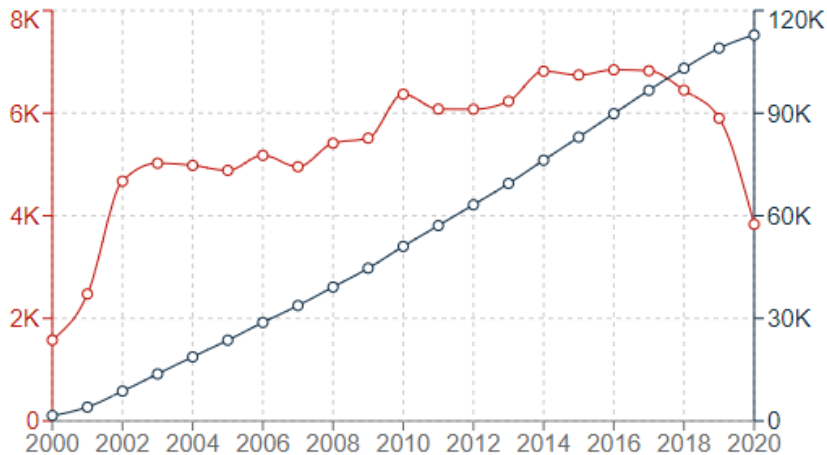
* until the end of September

■ dental
 ■ dental + material
 ■ dental + composite
 ■ dental + digital
 ■ dental + 3D

Keyword dental US application

From 2000-01-01 To 2020-12-31

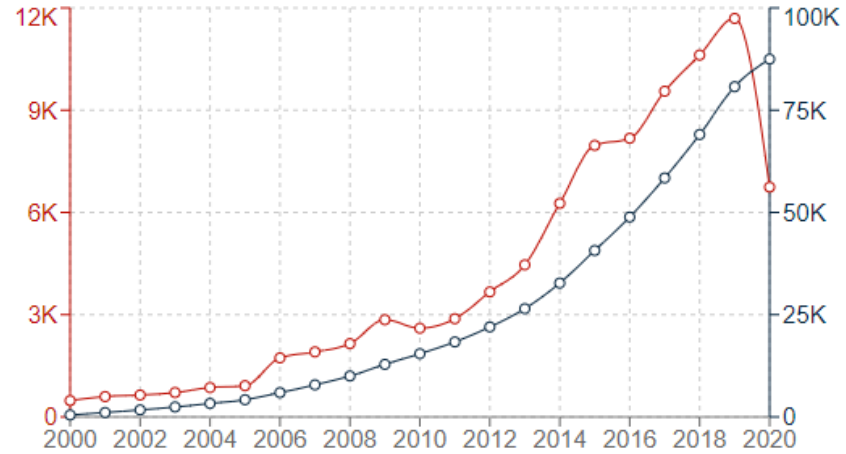
2000 ● 2020



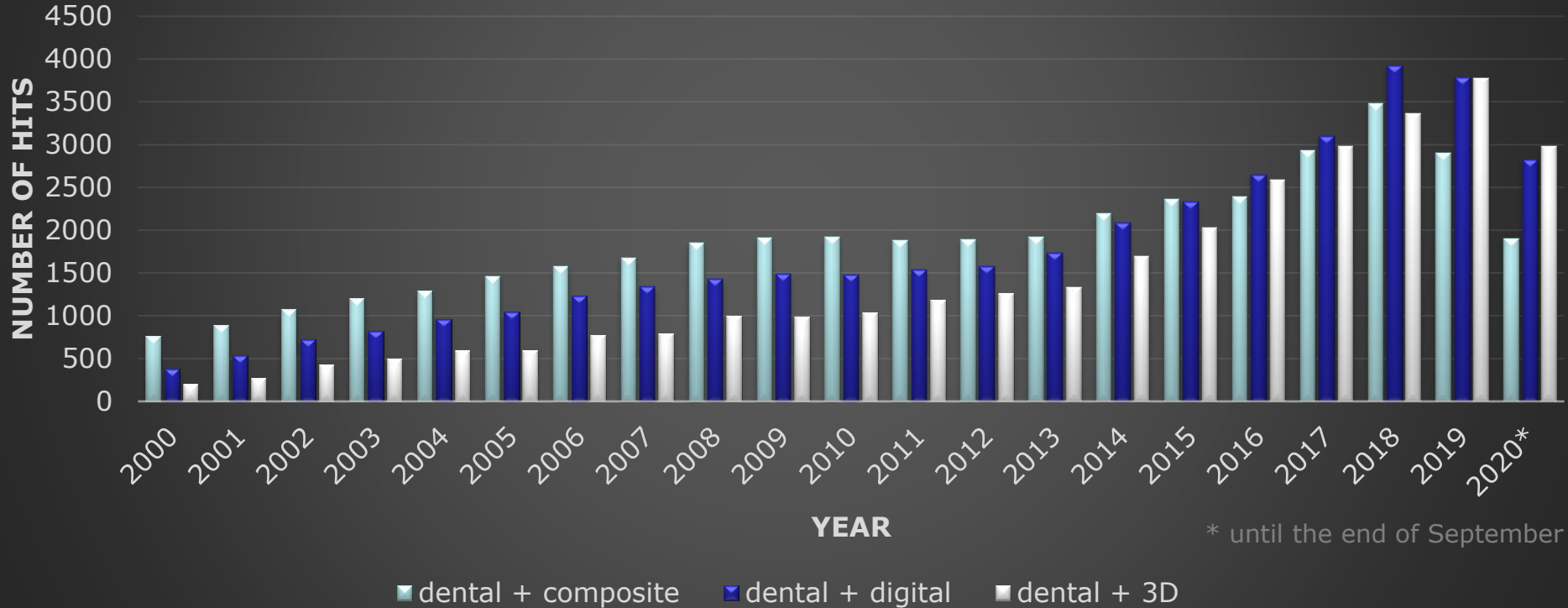
Chinese application

From 2000-01-01 To 2020-12-31

2000 ● 2020



Hits on Espacenet database using key words dental+digital, dental+3D and dental+composite

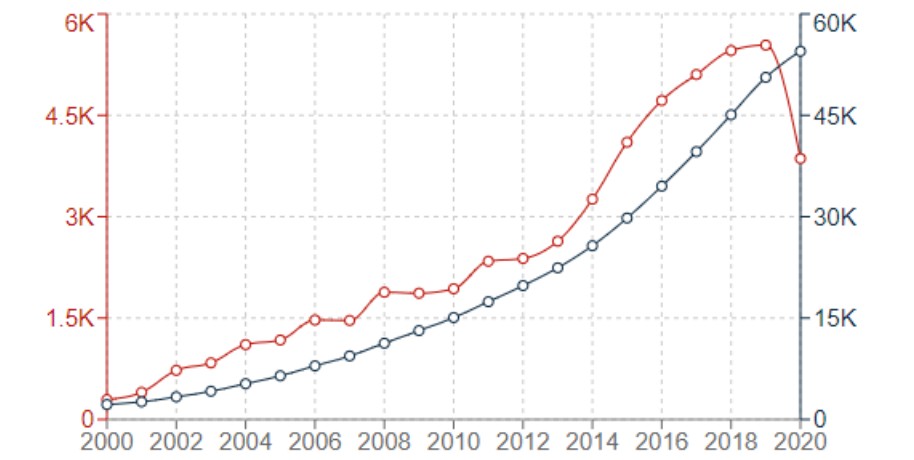


Keyword 3D

Dental

From To

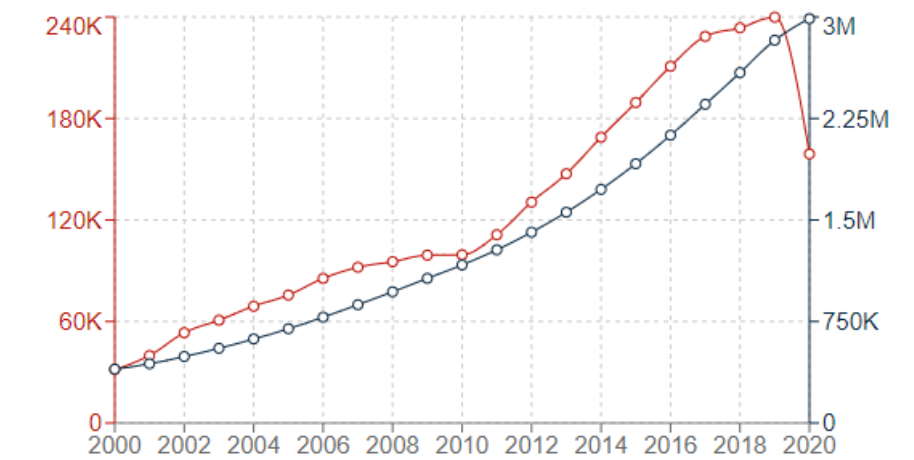
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All

From To

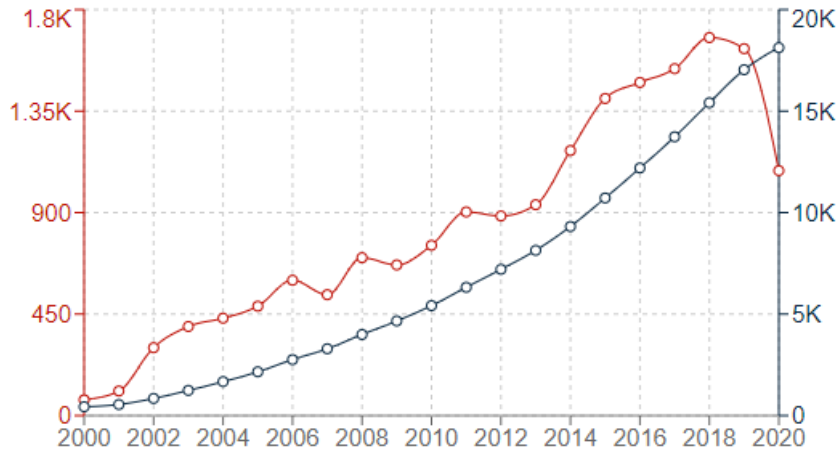
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Keyword 3D + dental US applications

From 2000-01-01 To 2020-12-31

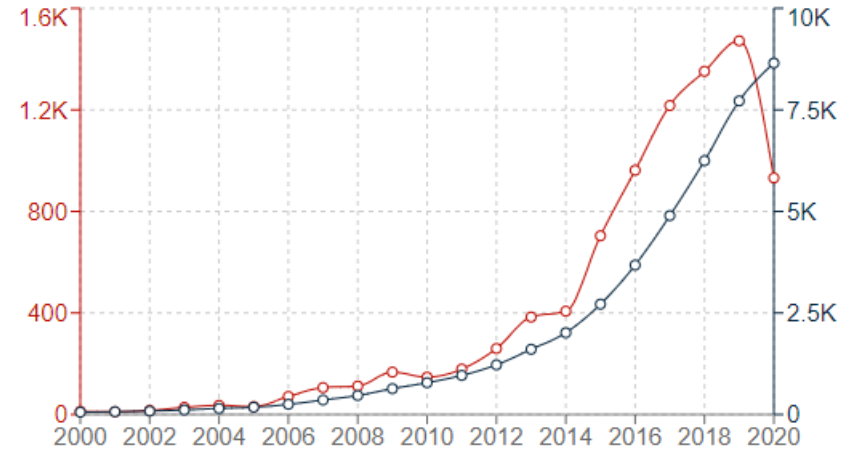
1872 ————— ● ● 2020



Chinese applications

From 2000-01-01 To 2020-12-31

1992 ————— ● ● 2020



Remarks

- Similar global trends can be seen in dental field as in other areas → **fast growth at areas utilizing IT technology**
- China has become an important player at dental field
- For us **IP Strategy** is as important as it is for big mother company → we just need **to keep the focus**

A vertical blue laser beam is centered in the frame, extending from the top to the bottom. The beam is bright and has a slight glow around it. The background is a dark blue gradient with some faint, out-of-focus light spots. The text "Thank you for your attention!" is overlaid in the center of the beam.

Thank you for your attention!