

SUCCESS STORY

# EMPOWERING INTELLECTUAL PROPERTY STRATEGY AT NETAPP

## CLIENT CHALLENGE

- Sustaining engineering motivation
- Protecting IP in a fiercely competitive landscape
- Mitigating the risk of infringement

## THE SOLUTION

IP.com's Innovation Power Suite™ Offerings:  
Defensive Publishing in the  
Prior Art Database & Editing Services

## IMPACTFUL RESULTS

- A culture of continual innovation
- Proactive IP protection
- Strengthened brand reputation
- Demonstrated industry leadership

“The Defensive Publishing solutions and Editing Services from IP.com have been instrumental in helping us stay ahead of the competition and protecting our valuable IP assets.”

BRANDON HSIEH,  
*Senior IP Portfolio Manager*  
Netapp

WE POWER THE INNOVATION THAT POWERS THE WORLD



## ABOUT BRANDON HSIEH

Brandon Hsieh is a seasoned professional with nearly 15 years of experience in the patent prosecution field, currently serving as the Senior IP Portfolio Manager at NetApp. NetApp, a prominent multinational enterprise, commands an impressive portfolio comprised of thousands of patents and non-patent literature. Distinguished by their meticulous design, NetApp's cutting-edge solutions are designed to confront the multifaceted challenges associated with proficiently managing data across diverse environments, encompassing on-premises systems, hybrid cloud infrastructures, and intricate multi-cloud architectures.



**We provide the industry depth and expertise you need, with certainty and confidentiality.** In today's fiercely competitive business landscape, protecting intellectual property (IP) is paramount to sustaining growth and innovation.

NetApp, a global leader in data management and storage solutions, recognized the critical importance of a robust IP strategy to safeguard their technological advancements and maintain their competitive edge. Facing the risk of intellectual property infringement and seeking a viable approach to sustain engineer motivation, NetApp turned to IP.com, a trusted provider of IP solutions and services.



## LEVERAGING DEFENSIVE PUBLISHING FOR PROACTIVE IP PROTECTION

Senior IP Portfolio Manager for NetApp, Brandon Hsieh, explained, “Defensive Publishing has been a game-changer for us.” NetApp realized the significance of identifying potential patent infringement risks and taking preemptive measures to protect their IP. The Defensive Publishing solution from IP.com, powered by the Prior Art Database, offered NetApp the opportunity to stay one step ahead of their competitors. By strategically publishing invention disclosures that don’t meet internal patenting criteria, NetApp not only established a defensive barrier against encroaching competitors but also showcased their technical expertise and industry thought leadership.

### The benefits of Defensive Publishing highlighted by Hsieh include:

#### 1. A CULTURE OF CONTINUAL INNOVATION:

NetApp is able to help motivate and inspire engineers across the company by ensuring their hard work is elevated to the public sphere through publishing. This has created an incentive structure by which NetApp is able to maintain a healthy pipeline of fresh ideas and innovation.

#### 2. MITIGATING PATENT INFRINGEMENT RISKS:

NetApp gained a competitive advantage by proactively identifying potential infringement risks and taking timely action to protect their IP assets.

#### 3. STRENGTHENING BRAND REPUTATION:

Through publishing their innovations, NetApp positioned itself as a leader in the industry, enhancing their brand reputation and instilling trust in their customers.

#### 4. DEMONSTRATING INDUSTRY LEADERSHIP:

By sharing their expertise and technical knowledge, NetApp established themselves as an authority in the field, attracting potential partners and investors.

## ENHANCING PATENT APPLICATIONS THROUGH EDITING SERVICES

NetApp’s pursuit of an exceptional IP strategy didn’t stop at Defensive Publishing. The company recognized the significance of crafting high-quality invention disclosures to enhance their prospects of success in litigation proceedings. To ensure the accuracy, clarity, and effectiveness, NetApp engaged the Editing Services team from IP.com. Hsieh emphasized, “The Editing Services team from IP.com has helped us significantly improve the quality of our invention disclosures, resulting in faster and smoother publishing.”

### Key benefits of Editing Service solutions from IP.com experienced by NetApp:

#### 1. ERROR AVOIDANCE AND ACCURACY:

The team of experienced professionals from IP.com meticulously reviewed and edited NetApp’s invention disclosures, minimizing errors and ensuring compliance with the stringent patent office guidelines.

## 2. ENHANCED CLARITY AND EFFECTIVENESS:

By refining the language and structure of the prior art, the editing experts from IP.com improved the overall quality and readability, effectively conveying NetApp's inventions.

## 3. STREAMLINED DEFENSE READINESS:

The utilization of optimized invention disclosure publishing facilitated a more efficient process, reducing delays and enhancing the likelihood of defending innovation effectively, if necessary.

them to protect their innovations, showcase industry leadership, and establish a strong market position. The Defensive Publishing service fortified NetApp's IP portfolio, while the Editing Services improved the quality and effectiveness of their invention disclosures. As a result, NetApp now possesses a competitive advantage, ensuring long-term growth and success in an increasingly competitive industry. Through the partnership with IP.com, NetApp exemplifies the power of a comprehensive IP strategy in driving innovation and protecting valuable intellectual property assets.

## THE RESULT: A STRONGER IP STRATEGY AND COMPETITIVE ADVANTAGE

The combined efforts of NetApp and IP.com resulted in a strengthened IP strategy, providing NetApp with a competitive advantage in the market. By leveraging Defensive Publishing, NetApp created a defensive barrier, safeguarding their IP assets and preventing potential infringement. Additionally, the Editing Services from IP.com enabled NetApp to craft high-quality invention disclosures, minimizing obstacles during litigation, if necessary.

NetApp's collaboration with IP.com has transformed their IP strategy, enabling



### UNLOCK YOUR TRUE INNOVATION POTENTIAL

Learn more about  
**Defensive Publishing:**  
Scan Now!

Connect with our experts:  
[sales@ip.com](mailto:sales@ip.com)

