

## A D2 CASE STUDY

### Challenges:

- It wasn't immediately clear how valuable innovative ideas were
- There was no formal process for capturing intellectual property
- The classic law firm initially engaged to file patents failed to deliver as expected

### Solution:

- Helped the team learn to identify and understand potential value of innovative ideas
- Utilized patent agents to leverage in-depth product knowledge
- Added technical and business experts for breadth and balance

### Results:

- Patents have already been awarded
- Numerous applications are in the pipeline
- Key patents will increase PC Matic corporate value to investors

### For more information

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## DRIVING A SUCCESSFUL PATENT PORTFOLIO WHERE OTHERS FAILED

Founded in 1999, PC Pitstop started as a free diagnostic website designed to improve the overall computing experience. In 2009, the company launched PC Matic, a comprehensive tool geared to support system maintenance and security. Foreseeing a rise in cyberattacks, CEO and Founder Rob Cheng further strengthened PC Matic with the introduction of innovative malware protection technology developed entirely in house. At first, the team didn't realize their ideas were so patentable. D2 helped raise awareness but efforts to develop a patent portfolio with a "big-time law firm" failed. That's when D2 had a chance to make a real difference.

### OUR APPROACH

Former colleagues at Gateway, Inc., D2 President Tony Olson and Rob knew each other well but were busy with new businesses. They hadn't had much opportunity to work together again but stayed in touch. Having lead the patent program for Fortune 500 company, Gateway, Tony recognized the huge potential of PC Matic ideas. He talked to Rob about the value of patents and how he could use them as a competitive advantage, then helped develop a process for capturing new ideas.

D2 applied a strong, unique, 3-legged stool approach to carefully review and analyze new ideas. This approach brings *patent agents*, who are required to have field engineering experience, together with other D2 experts with advanced *technical* and *business* experience. D2 managed all interaction with the U.S. Patent and Trade Office (USPTO) and set up an easy-to-use tool for tracking progress through the entire patent process.

### THE RESULTS

The PC Matic team now has seen first-hand just how valuable innovation can be when it is managed properly. In the past three years alone, numerous patents have been granted by the USPTO, with many more applications in the pipeline. Now, not only is PC Matic known internationally for award-winning products, it has patents to back up and protect that innovation. Looking forward, a strong and growing patent portfolio will help increase company value, whether for investors or other business opportunities.

