



GOPRO CASE STUDY

FLEXIBILITY
ENABLES GOPRO TO
TACKLE IP FUTURE



“IPfolio is awesome. We can’t live without it.”

Vadim Polonichko

Senior Patent Agent, Patent Portfolio Manager, GoPro

CAPTURING LIFE’S MOST EXCITING MOMENTS

“Combine adventure, adrenaline and high-definition video and you get GoPro. The company’s ground-breaking – and extremely small yet durable – video cameras have captured Mount Everest climbs, parkour jumps, wingsuit flights, shark encounters, and travel-adventures in every country in the world, with the resulting footage viewed billions of times on social media. During GoPro’s 18-year history, its transformation into an iconic consumer technology brand has been driven by clever marketing, relentless innovation and the pursuit of intellectual property protection for its many inventions.



Ticker:
GPRO

Founded:
2002

Customer since:
2015

Patents:
≅ 1000 granted
≅ 600 pending

Trademarks:
≅ 1000

ONE SPREADSHEET, OVER 500 ASSETS

In the decade after founder Nick Woodman filed the company's first patent application in 2004, GoPro's IP portfolio steadily grew to hundreds of assets. Everything was managed in Microsoft Excel. By 2015, however, it was clearly time for a modern replacement of an increasingly crowded spreadsheet. Tyler Gee was hired to head up GoPro's intellectual property program, and one of his first initiatives was to research and implement an IP portfolio management system.

"We had one outside firm and a single Excel spreadsheet. They'd make changes, we'd make changes, and then have to reconcile everything manually. It was very inefficient," recalls GoPro's Senior Patent Agent Vadim Polonichko. "When I arrived in 2015, Tyler had already scoped initial system requirements that included formalizing workflows, improving the invention disclosure process and giving executives easy access to reports and data."

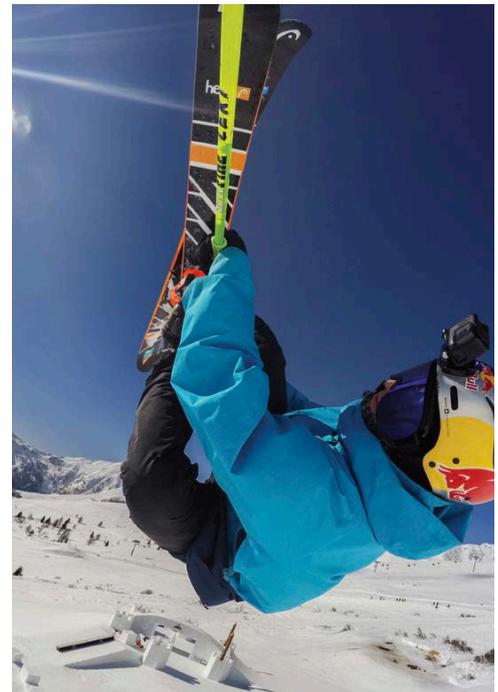
CONFIRMING AN OBVIOUS CHOICE

After GoPro shortlisted three vendors, it was clear to Polonichko that IPfolio was the most logical fit.

"We didn't want to be overlooked by vendors due to the relatively small size of our portfolio at the time and the need for a flexible solution, so we sought a fair customer-vendor balance to benefit both parties. At the time, IPfolio was an up-and-coming company in the IP industry, and the Salesforce database foundation was also a big plus. After extensive presentations and demos, IPfolio was clearly the best option."

IMPLEMENTING THE FUTURE

The upgrade to modern portfolio management started with configuring IPfolio and customizing database fields and objects to deliver the exact user interface and user experience that GoPro's IP team wanted. Remote training sessions followed to teach the four-person team the A-to-Zs of navigation and functionality. By the time GoPro went live with IPfolio in June 2016, 733 records had been migrated, and the IP team had trained GoPro engineers and outside counsel staff on the new system, software workflows, and processes.



IPFOLIO IN ACTION

With an integrated system to manage daily IP management tasks, actions, and due dates, GoPro began accelerating its filing activities. Around this time, patent filings expanded dramatically, beyond GoPro's roots in waterproof housings and mounting accessories, to cover broader digital imaging and software technologies. The R&D investment has clearly paid off; GoPro's website has stunning videos demonstrating innovations such as HyperSmooth video stabilization, 360-degree video capture and AI-powered software editing that automatically produces clips for customers.

IPfolio is the organizational center of GoPro's IP program, enabling coordination between engineering resources, in-house IP personnel and staff from several outside law firms. While GoPro's executive team has ready access to reporting data, dozens of engineers at R&D centers in Carlsbad, San Mateo, Paris, Shenzhen and Bucharest regularly log into the Invention Disclosure Portal to submit functionality suggestions for the future.

"I regularly present IPfolio training to our engineers and conduct in-person sessions at each innovation center. We also organize "Patent Hours" and invite people to chat about their inventions. IPfolio helps us accomplish a lot for a small team; our patent portfolio has grown to approximately 1000 issued patents with about 600 pending, and in a typical year, we file over 300 more applications."

IPfolio's value to GoPro now encompasses more than patents; it has expanded to trademarks, copyright, customs records, and more. GoPro's Trademark Clearance Portal enables GoPro's brand and creative team to submit proposed product names through IPfolio and receive IP team feedback on their suggestions' feasibility. IPfolio's PAIRSync integration ensures the accuracy and timeliness of USPTO docketing and actions, while IPfolio's Legal Tacker interface integrates GoPro's portfolio management actions with its invoicing and billing system.

"IPfolio helps us accomplish a lot for a small team; our patent portfolio has grown to approximately 1000 issued patents with about 600 pending, and in a typical year, we file over 300 more applications."

Vadim Polonichko
Senior Patent Agent,
Patent Portfolio
Manager, Gopro



THE FUTURE REQUIRES FLEXIBILITY

IP agility is critical for capturing the next big innovation at GoPro. A highly flexible and evolving IP management system like IPfolio helps make the GoPro IP team more agile and get the right IP filed in the right places and the right time. According to Polonichko, he didn't fully appreciate the importance of Salesforce when GoPro was evaluating vendors.

"I didn't realize at the time the upside in terms of flexibility. If I had to evaluate anything now, being built on Salesforce would be one of the most important factors to consider. As an example, I used Salesforce's native Process Builder to build a patent cost matrix to track real-time costs based on milestones. It automatically adds counsel and associated PTO fees during patent prosecution so we can have up-to-date lifecycle cost data. Collecting inputs and generating accurate, real-time data is so much easier because everything's connected via Salesforce."

A POWERFUL AND EVOLVING INNOVATION FOUNDATION

"IPfolio is awesome and something we can't live without. It's powerful, highly configurable and evolving. I'm really looking forward to new features that will help us in areas such as prior art, references, and citations."

GoPro's culture of innovation created an entire product category that's about far more than selling video cameras to daredevils, thrill-seekers and less risk-averse types. The small cameras affixed to helmets and accessories enable them to capture and share memories of never-forgotten waves, favorite bike rides and ski vacations with family, friends and the world. We're delighted at IPfolio to help GoPro continue to invent – and protect – the future of video.

LET'S GET STARTED

Like to start a conversation or see a free demo?

Get in touch by emailing ipinfo@cpaglobal.com or visit www.cpaglobal.com