

OstomyCure

Client case

I am confident that OstomyCure's IP is well protected when HØIBERG is involved

"The future of OstomyCure depends on our ability to protect the products that will generate income for our company and prevent competitors from creating a workaround solution," begins Dr Johan Järte, M.D., Chief Executive Officer, CEO & CMO at OstomyCure.

"I'm confident that our IP is well protected when we are working with HØIBERG. Building a business based on IP is all about trust — otherwise, I would be nervous all the time. I'm confident that HØIBERG's attorneys think outside the box and protect every smallest detail."

OstomyCure, a 15-year-old medical technology company, has developed a revolutionary technology in stoma therapy for ileostomy patients, allowing for a more carefree life for patients who suffer from intestinal diseases.

HØIBERG creates and nurtures an efficient IP portfolio that aligns with our business goals

OstomyCure's relationship with HØIBERG goes back several years. When OstomyCure started its partnership with HØIBERG, the company already had an extensive patent portfolio.

Initially, HØIBERG assessed OstomyCure from the top down before carrying out an overall review and optimisation of their IP portfolio to ensure it aligned with their business plans, future goals, and financing.

"Streamlining our patent portfolio gives us the ability to invest in other parts of our portfolio and revenue generating products, as well as to prolong our patent protection. Our IP portfolio now serves our specific business goals," he concludes.

We value HØIBERG's proactive approach

Before partnering with HØIBERG, OstomyCure worked with a different patent agency.

"What we value with HØIBERG is their proactive way of doing business and working together in a close business relationship. Our former patent agency was good, but they only did what they needed to do, what we asked them to do," Johan Järte recalls.



Johan Järte

CEO & CMO at
OstomyCure

"HØIBERG truly enjoys interacting with and growing alongside their clients. They not only understand the IP but also our business. They come up with suggestions for the future and solutions for how we best invest in the company," Johan Järte explains.

HØIBERG has extensive experience with the start-up environment

"When working with start-ups, it is important to understand their continuous need for funding. Small companies rarely have large bank accounts set aside for product development and investment, instead, they directly utilise the funding they have raised", Johan Järte explains.

"HØIBERG has extensive experience with the start-up environment. They understand the daily problems of small companies, especially regarding finding the money to develop our business, and that every decision, small or big, is about prioritisation."

HØIBERG are experts within the life science and medical device industries

HØIBERG's extensive experience with medical devices and the life science industry is extremely valuable for Johan Järte: *"HØIBERG are very experienced in medical devices. They know all the details surrounding the specific devices, and they are experts in the legal setup around a device. They were, for example, aware that the EU is moving from directive to regulation in medical devices, from MDD to MDR."*

OstomyCure provides HØIBERG with prototypes to allow them an in-depth understanding of the development and technical features of their new products. OstomyCure and HØIBERG's close relationship and ongoing dialogue, e.g. through the product development phases, pay off when writing and filing new patent applications and deciding on the best overall patent strategy.

"Protecting our products utilises a huge part of our budget as it is extremely expensive. We have achieved considerable cost savings after moving our patent portfolio to HØIBERG. They have removed some of our patents covering previous products that we don't need anymore, thereby making our portfolio more efficient to better cover present and future products"

HØIBERG are very skilled at providing cost-effective solutions

"Besides being experts in the legal setup in medical devices and the life science industry, HØIBERG are extremely skilled patent attorneys. They know exactly where to focus the claims, where to draw the boundaries, and what the limits are — combined with a keen understanding of what's important for us to protect regarding IP, to knowing where we need to be extra cautious of our competitors".

"HØIBERG is very attentive to the commercial value of our patents — that the cost of protecting our product with a patent won't exceed the value that the patent in question will generate for us. HØIBERG provides us with suggestions for solutions that can be more cost-effective for us," adds Johan Järte.

A close business relationship is important

Obviously, professional skills and competencies are imperative for a good business relationship. However, according to Johan Järte, the social skills of the people involved are similarly as important.

"It's not just a professional attitude and the right knowledge and skillset that are important for a good business relationship. The personal feeling is at least as important. HØIBERG are friendly and easy-going, they have great social skills, and we really enjoy working together. We laugh a lot, actually," concludes Johan Järte.

An IP portfolio is like an apple tree — cut down branches to make it bloom

When OstomyCure and HØIBERG began their partnership, OstomyCure already had an extensive IP portfolio. As you are developing new products, you should be optimising your IP portfolio accordingly. The relevance of existing patents should continually be considered, especially when determining the need for new patents. An apple tree must be pruned and trimmed to bloom and grow new shoots — the same is true for an effective IP portfolio.