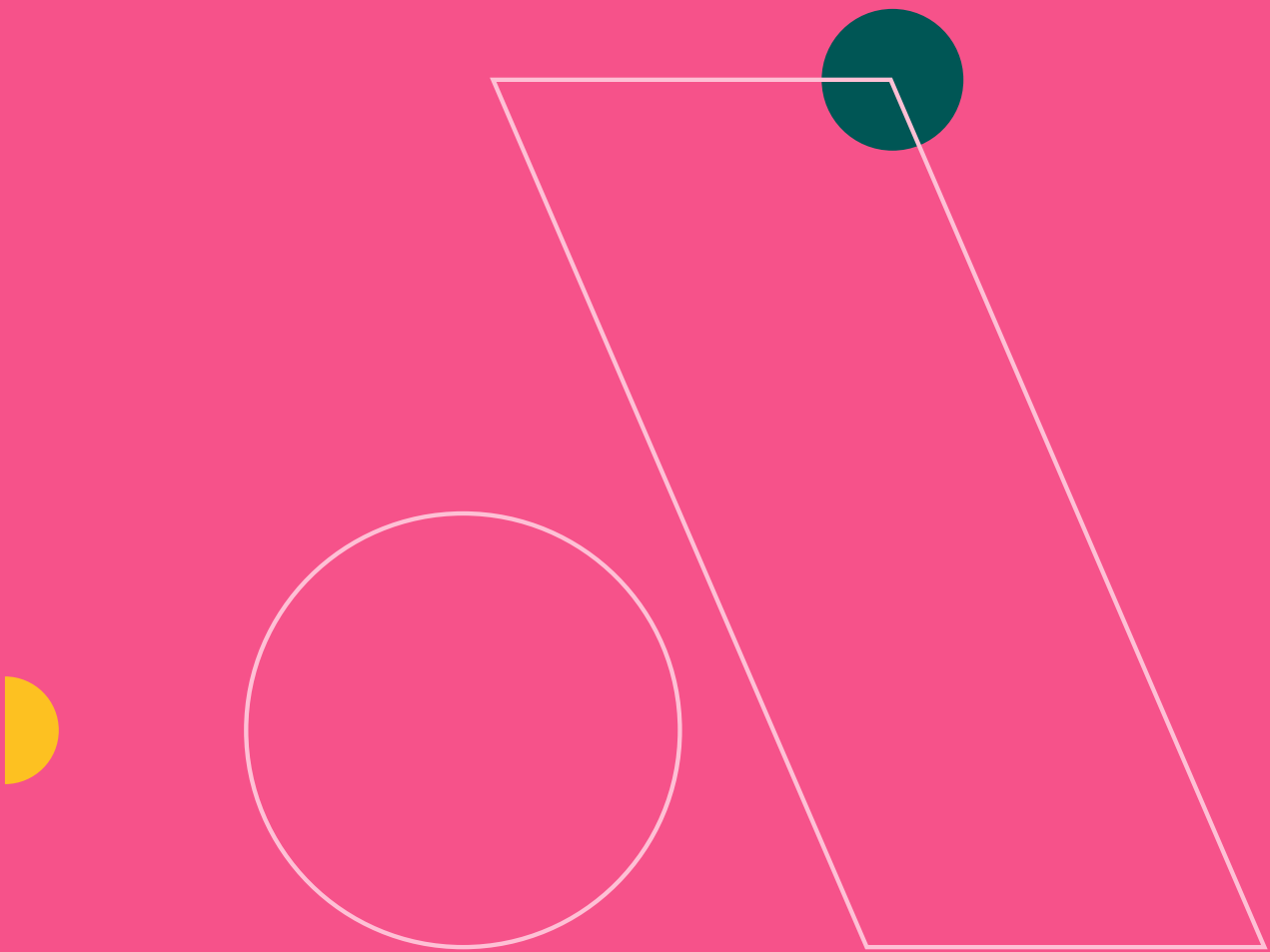




# Case Study

# Detroit Electric

Detroit Electric creates IP portfolio worth \$240M.





## CASE STUDY

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Detroit Electric is an aspiring electric, hybrid and hydrogen fuel cell car firm in Hong Kong, with a state-of-the-art vehicle development and manufacturing base in Leamington Spa, England. It is run by Albert Lam, a former director at the UK automaker Lotus.

## Executive Summary

Aalbun's team has bridged the gap between engineers and lawyers to create an intellectual property strategy which is aligned to the Detroit Electric's commercial objectives.

## Challenges

Since 2009, Detroit Electric had been innovating at pace, but lacked a strategic intellectual property portfolio.

Prior to coming to Aalbun, Detroit Electric's team had not sufficiently protected its innovations and struggled to file, register and manage intellectual property across its key jurisdictions.

- Portfolio of 125 patents covers Asia, Europe and the United States
- Patents have been divided into families which serve the innovation roadmap
- The Aalbun team keeps Detroit Electric informed on every aspect of intellectual property strategy, from filing, to managing, to litigation





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[www.aalun.com](http://www.aalun.com)

## CASE STUDY

# How Aalun Helped

Up to 2015, Detroit Electric was focused on innovation, but lacked a strategic view of its intellectual property. Its world- leading technology has produced some of the most exciting developments across electric, hybrid and hydrogen cars. And yet, the company did not have the resources to file and manage its intellectual property.

Detroit Electric approached Aalun in 2015 . The first project was to run an analysis of the company's innovations as well as view of the competition in this fast-growth market. The Aalun team guided Detroit Electric through the steps it would need to take to create a portfolio that would protect the car-makers innovations and aligned to its commercial plans.

Over six years, Aalun has become an invaluable partner to Detroit Electric and is integrated with the customer teams across several business units.

Aalun provides strategic guidance on future intellectual property and helps to manage its growing portfolio.



// We give our drawings to Aalun and their engineers and lawyers convert these into IP families, each serving a different business objective. //

— explains Albert Lam





## CASE STUDY

# Results, Return on Investment and Future Plans

Aalun has created a wide-ranging portfolio which includes more than 125 patents. Using its international network engineers and local IP professionals, Aalun has secured these patents across all of Detroit Electric's key markets.

By working with the customer's engineers directly, Aalun has bridged the gap between research and development and corporate strategy. "If we didn't have Aalun, I would have had to hire at least three additional engineers and several lawyers in-house," says Albert Lam.

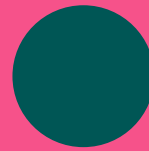
Aalun continues to track, manage and expand the entire IP portfolio at Detroit Electric.

// Aalun has taken charge of our intellectual property in a way I have never seen with any IP firm. Aalun has integrated with our team seamlessly and, with their support, we can now compete with confidence within each of our key markets, safe in the knowledge that our intellectual property is properly protected. //

// Thanks to Aalun, our portfolio of 125 patents is valued at \$240M, and this continues to grow and expand. //

—explains Albert Lam





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