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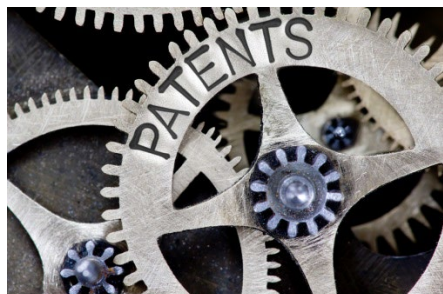
Magazine Of Intellectual Property, Strategy & Monetization

Covering Patents, Trademarks, Trade Secrets, Licensing,
IP Development, Valuation, Acquisition & Use - IP Strategic Planning & Marketing

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Introducing The IP Battlespace

Eric G. Wright the creator of Technoeconomics® coined the term “IP Battlespace” while writing his book “Announcing The IP Battlespace” which was published as a printed publication in June 2023. The IP Battlespace concept frames intellectual property as a strategic instrument in an increasingly complex and multidimensional competitive environment. IP does not exist in isolation. It functions as a tool that shapes real-world, virtual, and hybrid markets, where conflicts routinely span multiple countries and legal systems. Because disputes can arise simultaneously across different forms of IP—patents, trademarks, copyrights, and digital rights, as well as across geographies and marketing channels—an effective strategy requires thinking beyond a single court or jurisdiction. Success depends on controlling the IP Battlespace from the moment IP is created: choosing the right scope of protection, selecting key countries, and anticipating how competitors may act or challenge an owners IP rights. Conflict should be expected, not treated as an exception, and organizations need advisers who understand both the legal framework and the frontline competitive pressures of their industry. By approaching IP with a mindset of strategic positioning, aggressive enforcement and proactive defense, companies place themselves in a strong possible position to protect, leverage, and ultimately monetize their intellectual property assets.

Source: Adapted from a presentation by Eric Wright, Technoeconomics® Symposium (2025).

IP Monetization In Theory & In The Oil And Gas Industry

Valuing & Monetizing Intellectual Property Throughout Its Life Cycle

The IP life cycle is a model of how an idea progresses from conception to eventual public use, and how value is created and lost along the way. It begins when an idea is conceived and reduced to practice creating an invention. This early phase often occurs during research and development, where revenue is typically negative but technological potential begins to grow. Once the invention is created, it introduces a discontinuity, a moment where a new technology or a creative work changes

Intellectual Property Monetization Shapes the Oil and Gas Value Chain

Intellectual property plays a critical role throughout the oil and gas life cycle, beginning well before any physical resource is extracted. It first appears in the tools, data, and analytical technologies used to identify promising locations, from sensing techniques to geochemical analysis and the systems that guide early exploration decisions. As operations move into drilling and production, IP increasingly defines how work is done. Specialized drilling methods, advanced equipment designs, and integrated data and control systems enable

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the existing landscape. At this stage, inventors make critical decisions about disclosure, secrecy, patent filings, and jurisdictional strategy, and many other topics, all of which shape the long-term value of IP.

Once intellectual property rights attach, the IP enjoys a protected period governed by legal frameworks and instruments such as patents, trademarks, and copyrights. During this time, owners must actively protect, enforce, and defend their rights while striving to maximize value. This phase often involves portfolio management, competitive monitoring, and strategic enforcement choices that determine whether the IP becomes a commercial asset or remains dormant. Because protection is time-limited, time becomes an enemy: the economic potential of IP tends to peak during the protected term and begins declining as technology ages, markets shift, or the protected period nears expiration. Companies also face decisions about renewal fees, continuation filings, and maintenance.

Eventually, the IP protected expires and/or is lost, and the IP enters the public domain. At this stage, exclusive rights vanish, and competitors or the public can generally use the technology or creative work. Some businesses strategically plan for this stage by transitioning to trade secrets, next generation innovations, or rely on trademarks and goodwill. Parallel branding and multichannel marketing approaches can be implemented. Overall, the IP life cycle highlights the importance of strategically managing and monetizing intellectual property from its inception through its limited protected period of maximum value before protection ends and economic potential fades.

Source: Adapted from a presentation by Eric Wright, Technoeconomics® Symposium (2025).

operators to function in complex extraction environments that vary widely by geology and location. Differences between shallow formations, deepwater fields, and unconventional reservoirs force continual technological adaptation and create persistent opportunities for innovation and differentiation.

As development expands, the IP landscape broadens. Chemical formulations, mechanical innovations, and transport or storage technologies shape everything from drilling fluids and corrosion control to the infrastructure required to move hydrocarbons safely and efficiently. Once raw materials reach refineries and petrochemical facilities, intellectual property becomes even more central to value creation. Proprietary processes, catalysts, and plant designs determine how feedstocks are transformed into intermediates and finished products. These activities are reinforced by licensing arrangements, confidentiality obligations, and long-term supply contracts that make IP management inseparable from operational strategy.

As products move into the marketplace, intellectual property continues to influence commercial outcomes. Trademarks, branding, product specifications, and regulatory engagement shape how products are protected once they reach customers. Across the value chain, from early exploration to refined consumer products, intellectual property is embedded in the technologies and commercial activities that define the industry. When managed deliberately, intellectual property becomes a source of competitive advantage in an industry defined by scale, complexity, and long investment horizons.

Source: Adapted from a presentation by Eric Wright, Technoeconomics® PCOH Distinguished Speaker Series (2025).

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