

DOING BUSINESS THROUGH INNOVATION

Reported by David Nguyen

Javari & Partners Inc.

 an LSA Law firm by J. Robert Fowles

Special talk show in

 SOFITEL



RICH

WHO WANTS?



RICH

WHAT'S FOR?



RICH

HOW TO?



MANY WAYS...

**COIN / STOCK
/ REAL ESTATE
INVESTMENT**

**WIN
LOTTO**

**GET MARRIAGE
WITH S/O RICH**

MANY WAYS...

**APPLY TO
A GREAT CORP**

**WIN A
PRESIDENTIAL
ELECTION**

**START UP
A GREAT
ENTERPRISE**

YOUR BUSINESS

YOUR COMPETITORS

Master in ads/cost optimization



Newbie in ads/cost optimization

WHAT WILL YOU DO?

YOUR BUSINESS

YOUR COMPETITORS

Master in ads/cost optimization



Master in ads/cost optimization

WHAT WILL YOU DO?

YOUR BUSINESS

YOUR COMPETITORS

Newbie in ads/cost optimization



Master in ads/cost optimization

WHAT WILL YOU DO?

There's no magic formula for building wealth and getting rich.

Really: Spend less than you earn, and save as much money as you possibly can.

Forbes



There's no magic formula for building wealth and getting rich.

It's simple

Really: Spend less than you earn, and save as much money as you possibly can.

Forbes



THERE'S A
DIFFERENT
WAY
TO GET RICH
SUSTAINABLY



**Selling with higher price,
and spend as much
money as you possibly
can to invest.**



but



but
HOW?



PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	899 x 298
APPLICANT INFORMATION	
*OWNER OF MARK	GLOBAL TRADING CONNECTION LIMITED COMPANY
*MAILING ADDRESS	164 Le Duc Tho, Ward 6, Go Vap District
*CITY	Ho Chi Minh City
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	Vietnam
*ZIP/POSTAL CODE <small>(Required for U.S. and certain international addresses)</small>	71412

PHONE	+84-0948368468
*EMAIL ADDRESS	meetmore.azn@gmail.com
LEGAL ENTITY INFORMATION	
*TYPE	LIMITED LIABILITY COMPANY
*STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY WHERE LEGALLY ORGANIZED	Vietnam
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	030
*IDENTIFICATION	Coffee, Coffee based beverages
*FILING BASIS	SECTION 1(b)

WHICH IS THE CORE TO THESE 4 BRANDS' SUCCESS?

CONTEST



The Cost of Making the iPhone X

Estimated direct manufacturing costs of the iPhone X compared to its predecessors*



* figures do not account for research and development, logistics, marketing and other costs

** IHS did not give an estimation of manufacturing costs for the iPhone X



@StatistaCharts

Source: IHS

statista

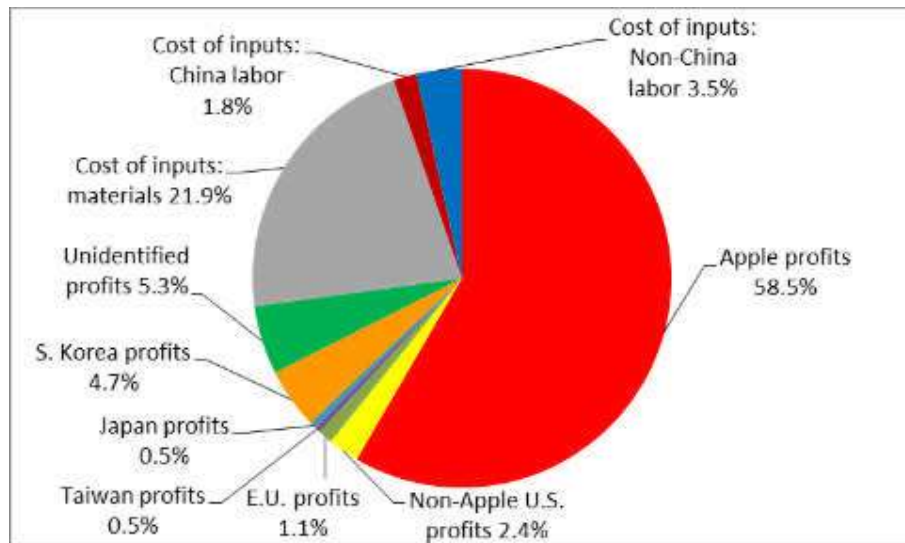
The Cost of iPhones

While the prices of iPhones have soared, Apple's profit margins from the devices haven't followed.

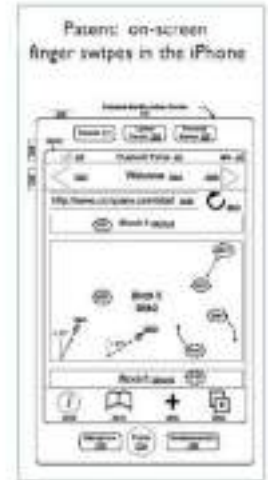
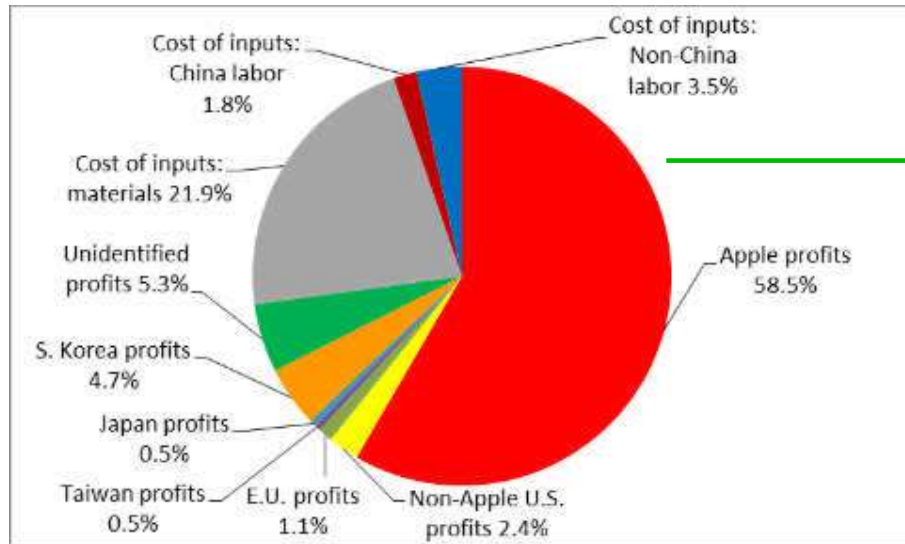
Left axis: ■ Bill of materials ■ Retail cost



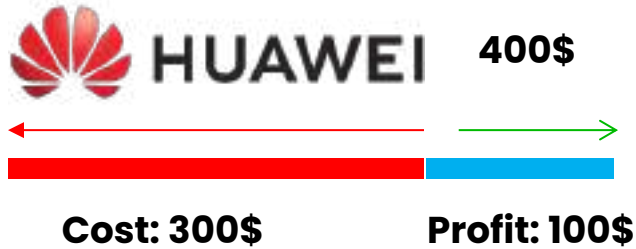
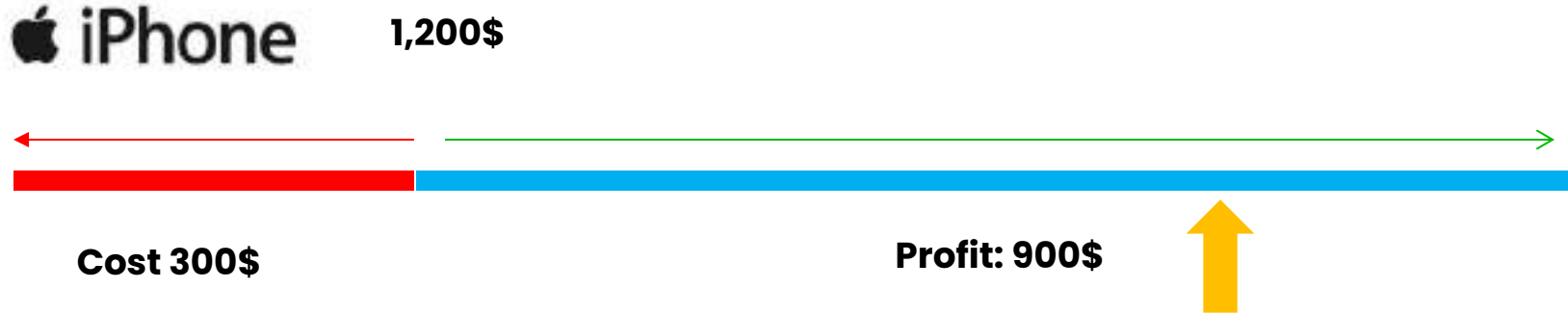
Source: Bill of Materials from TechInsights; Apple product announcements



iPhone's Intellectual Property from **innovation**

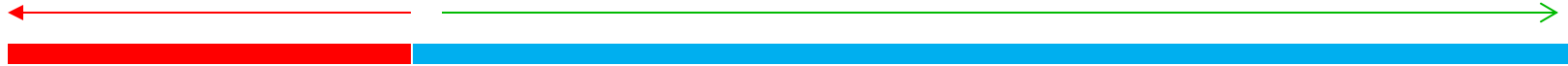


DOING BUSINESS THROUGH INNOVATION



DOING BUSINESS THROUGH INNOVATION

 iPhone 1,200\$



Cost 300\$

Profit: 900\$



 HUAWEI 400\$



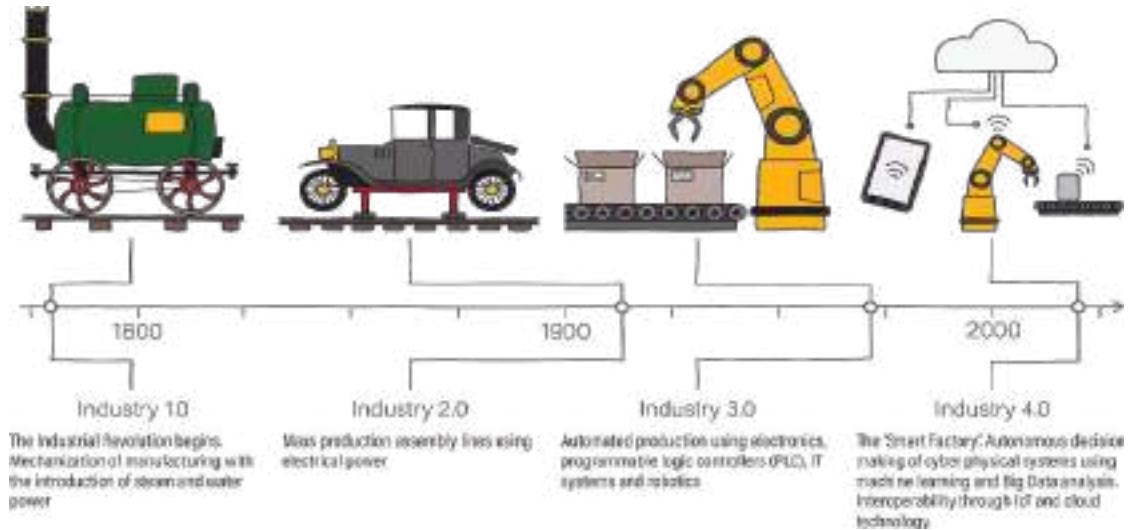
Cost: 300\$

Profit: 100\$



DOING BUSINESS THROUGH INNOVATION

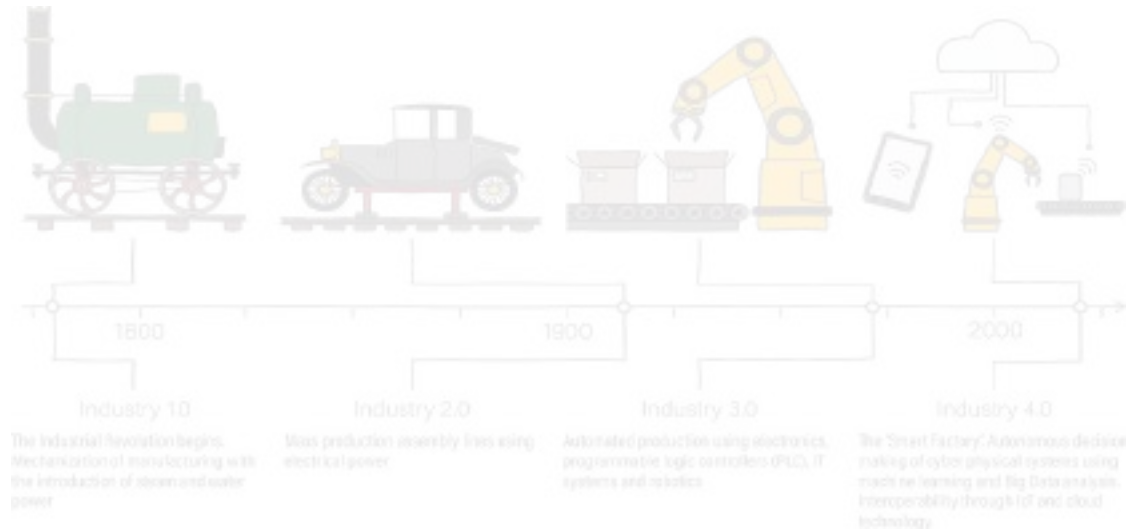
INNOVATION



Oil is the core in these eras

DOING BUSINESS THROUGH INNOVATION

INNOVATION



Oil is the core in these eras

Innovation is the “oil” of all eras

COMPONENTS *of* S&P 500 MARKET VALUE

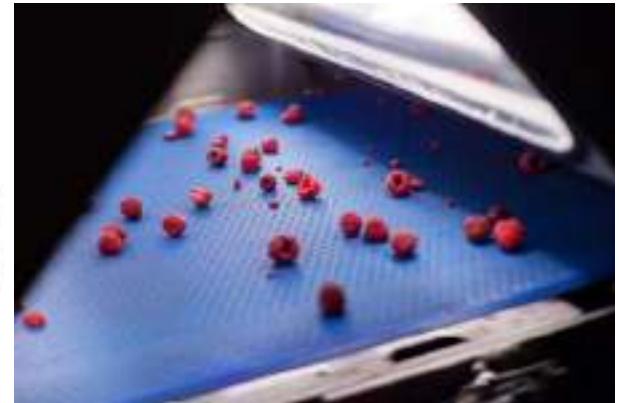
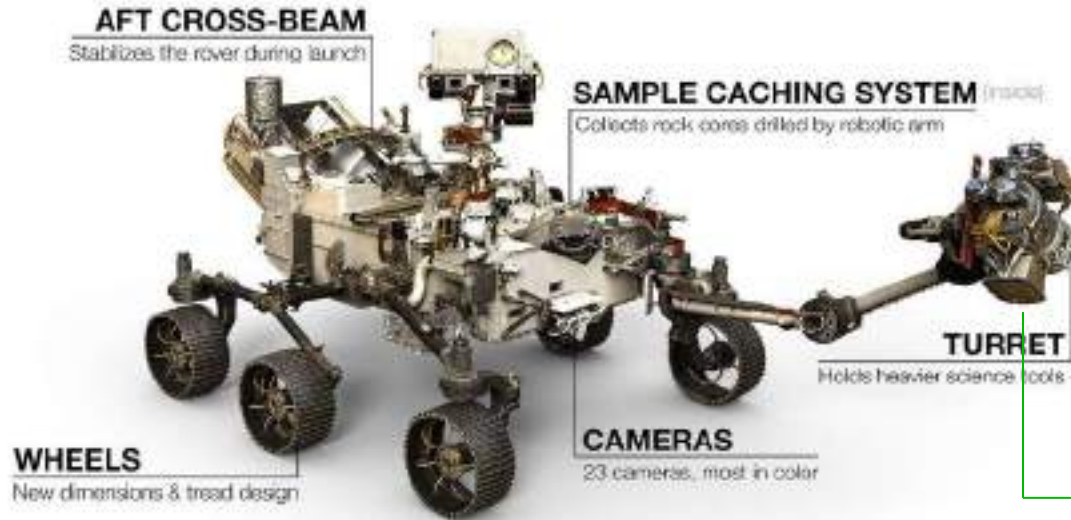


SOURCE: OCEAN TOMO, LLC INTANGIBLE ASSET MARKET VALUE STUDY, 2020

DOING BUSINESS THROUGH INNOVATION

CASE STUDIES

SOME DIFFERENCES BETWEEN NASA'S MARS 2020 AND CURIOSITY ROVERS



PERSEVERANCE INSTRUMENTS

The basic architecture of Perseverance is nearly identical to that of its predecessor, the Curiosity rover — with some notable upgrades. In addition to a more sophisticated instrument suite, Perseverance has redesigned wheel treads that are more durable, a coring drill that can extract rock samples rather than grinding rock into a powder, and a depositary within the rover's belly that will store rock samples until they are dropped off on the surface to await a future return mission. A few far-out-looking experiments are also making a home on Perseverance, including a lightweight helicopter and a machine that produces oxygen.

PLUTONIUM POWER SOURCE

The Multi-Mission Radioisotope Thermoelectric Generator will convert heat from the radioactive decay of plutonium into electricity, which will charge the rover's two main batteries.

Mastcam-Z calibration target
SuperCam calibration target

BELOW THE SURFACE

The RADX instrument will use ground-penetrating radar to reveal what lies beneath the rover down to a depth of about 20 feet (6 m).

ROBUST WHEELS

Perseverance will use six wheels with thick, cleated aluminum treads to roam the surface at speeds up to about 6 mph (9.7 km/h).

WEATHER STATION

The Mars Environmental Dynamics Analyzer (MEDA) has a number of non-encapsulated sensors that will measure wind speed and direction, pressure, temperature, humidity, and even the prevalence of dust particles in the martian atmosphere.

FRESH AIR

A proof-of-concept instrument, MOXIE, will attempt to pull oxygen from carbon dioxide, which makes up most of Mars' atmosphere.

SuperCam mast unit
MEDA radiation and dust sensor
RADX electronics
Mastcam-Z
Mastcam-Z electronics
MEDA wind sensors
MEDA thermal/infrared and air temperature sensors

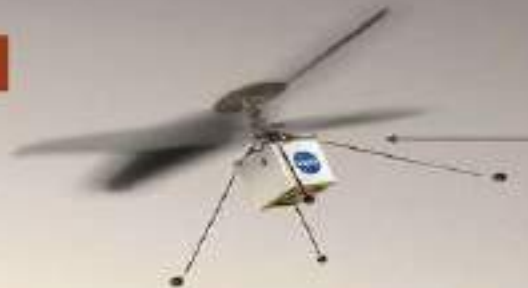
Rear MastCam
RADX antenna

SuperCam body unit
SHERLOC electronics
MEDA wind/pressure and pressure sensor

MEDA air temperature sensor

Front MastCam
SHERLOC/PIXL calibration targets

Mastcam-Z digital autostereoscopy assembly



MARS HELICOPTER

OTHERWORLDLY TEST FLIGHT

Although not vital to the mission's main science objectives, Perseverance will carry a twin-rotor, solar-powered helicopter with it to Mars. If all goes according to plan, Mars Helicopter will perform up to five test flights over the span of 30 days, taking images throughout. Its first flight might last as long as three minutes and travel up to about 1,000 feet (300 m). A successful flight would make the helicopter the first aircraft to fly on another world — a major feat considering Mars' atmosphere is just 1 percent as dense as Earth's. "If we prove powered flight on Mars can work," MIM King, project manager of the Mars Helicopter mission, said in a NASA press release, "we look forward to the day when Mars helicopters can play an important role in future explorations of the Red Planet."

SHERLOC/WATSON



DIG IN

The drill has interchangeable bits, including one that can extract chalk-sized samples.

PIXL

COVERED IN CAMERAS

MASTCAM-Z

A pair of variable-zoom, stereoscopic cameras will capture stunning video and 3D-color images of the surrounding martian landscape.

SUPERCAM

It cameras, laser, and spectrometers will allow SuperCam to study the mineralogy of rocks and soil from up to about 23 feet (7 m) away.

PIXL

An ultra-close-up camera will take visual images of target sites for comparison with PIXL's spectroscopically obtained elemental maps.

SHERLOC/WATSON

An autofocusing macro camera will image sites for comparison with SHERLOC's molecular maps. WATSON will get larger, wider views.

HAZCAM

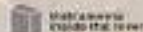
Its down-looking Hazard Detection Cameras (four in the front and two in the rear) will help the rover avoid obstacles like big rocks and sand dunes.

NAVCAM

Two pairs of cameras on the mast will help the rover autonomously navigate, spotting golf ball-sized objects from up to about 80 feet (25 m) away.

SAMPLE HANDLING

The Adaptive Caching Assembly, including the Bit Carousel seen here, will image, seal, and store sample tubes in the rover until they are placed on the surface to await a return mission.



Mastcam-Z
INSIDE THE ROVER

DOING BUSINESS THROUGH INNOVATION

AIRBUS A330-200F



DOING BUSINESS THROUGH INNOVATION



DOING BUSINESS THROUGH INNOVATION

CASE STUDIES



DOING BUSINESS THROUGH INNOVATION

CASE STUDIES



DOING BUSINESS THROUGH INNOVATION

CASE STUDIES



DOING BUSINESS THROUGH INNOVATION

CASE STUDIES

TED Ideas worth spreading

Ludwick Marishane:

A bath without water

TED@Johannesburg · 5:13 · Filmed May 2012

34 subtitle languages

View interactive transcript

Share this idea



Facebook

LinkedIn

Twitter

Link

Email

Code

1,539,155 Total Views



DOING BUSINESS THROUGH INNOVATION

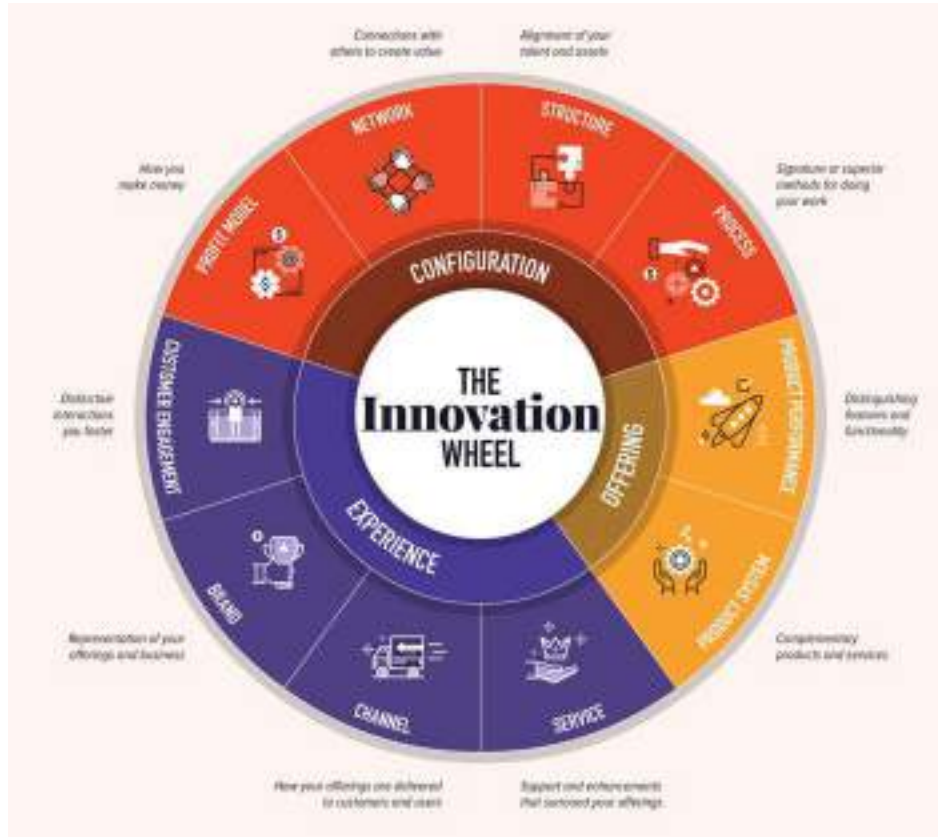
CASE STUDIES

AIR+



DOING BUSINESS THROUGH INNOVATION
CASE STUDIES





10 types of innovation

#	Innovation Type	Description
1.	Profit Model	How you make money
2.	Network	Connections with others to create value
3.	Structure	Alignment of your talent and assets
4.	Process	Signature of superior methods for doing your work
5.	Product Performance	Distinguishing features and functionality
6.	Product System	Complementary products and services
7.	Service	Support and enhancements that surround your offerings
8.	Channel	How your offerings are delivered to customers and users
9.	Brand	Representation of your offerings and business
10.	Customer Engagement	Distinctive interactions you foster

CONFIGURATION



PROFIT MODEL

The **New York Times** pivoted from its traditional ad-driven media model to digital user subscriptions.

**The
New York
Times**



STRUCTURE

Google's "20% rule", which allowed employees to work on side projects, led to the creation of Gmail and Google News.

Google



NETWORK

Henry Ford was one of the first industrialists to control his entire supply chain, a strategy later called vertical integration.



PROCESS

McDonald's franchisees were encouraged to develop and launch their own new food items, leading to wins such as the Egg McMuffin.

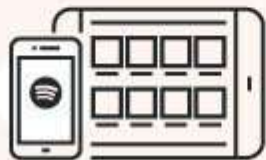


OFFERING



PRODUCT PERFORMANCE

Spotify created a seamless music streaming product that lapped competitors in terms of speed, responsiveness, and user experience.



PRODUCT SYSTEM

Apple has built an extensive ecosystem of products that work together, creating additional value for users.



EXPERIENCE



SERVICE

Amazon Prime comes with free expedited shipping, which can have products come as fast as within 2 hours in some metro areas.



BRAND

Patagonia's brand activism and links to environmental causes gives it a unique position in the outdoor apparel market.

patagonia



CHANNEL

Nespresso locks in customers with its Nespresso Club, as well as through ongoing sales of single-use coffee pods.

NESPRESSO



CUSTOMER ENGAGEMENT

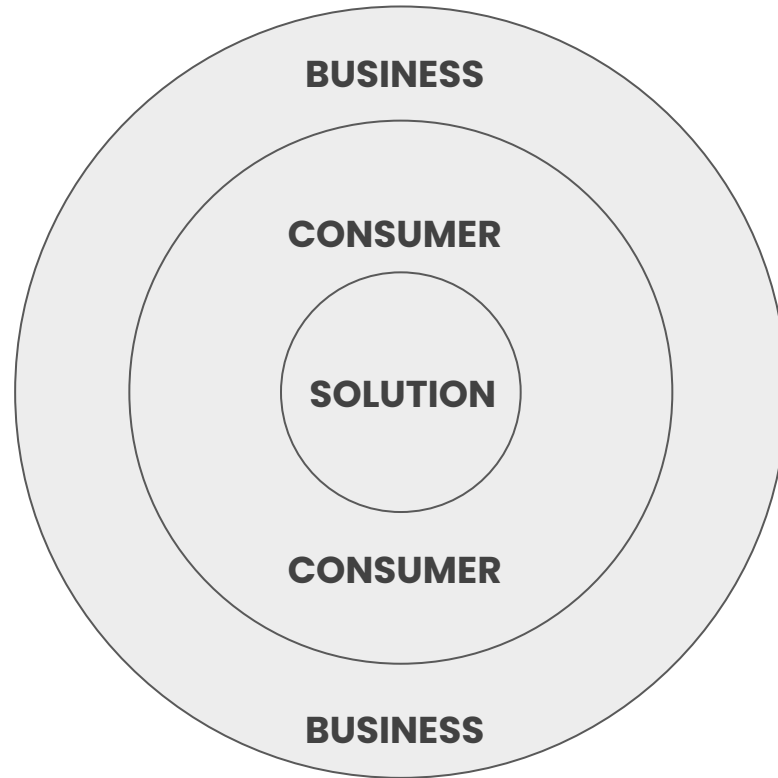
Mercedes has launched an augmented reality owner's manual that replaces its bulky predecessor while also highlighting driver and car data.



Mercedes-Benz



INNOVATION STRATEGY



DOING BUSINESS THROUGH INNOVATION

INTELLECTUAL PROPERTIES (IP)

DOING BUSINESS THROUGH INNOVATION

INTELLECTUAL PROPERTIES (IP)



6 CORE BUSINESS MINDSETS IN THE DIGITAL ERA

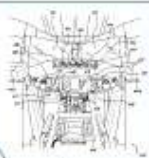
787 Dreamliner

PATENT EXAMPLES

1. SERVICES

Systems and Methods for Handling Aircraft Information Received from an Off-board Source

U.S. Patent Number: 7,177,731



2. WING AND LANDING GEAR

Methods and Systems for Operating Aircraft Landing Gears

U.S. Patent Number: 6,854,969



3. TOOLING

Triple Purpose Lay-Up Tool

Patent Number: 7,141,191



4. MANUFACTURING

Segmented Flexible Band Lay-up Mandrel

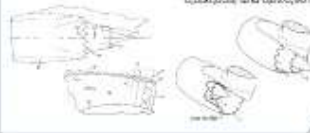
U.S. Patent Number: 7,166,251



5. PROPULSION

Chevron/Segmented Exhaust Nozzles for Jet Engine Noise Reduction

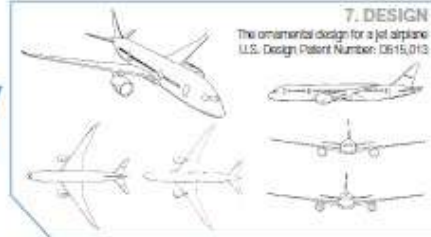
U.S. Patent Numbers: 6,612,106; 6,765,037; 6,898,839; and 6,826,001



7. DESIGN

The ornamental design for a jet airplane

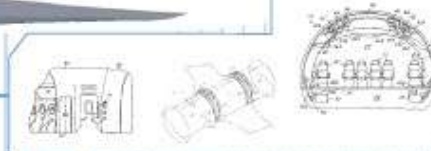
U.S. Design Patent Number: D615,013



6. INTERIORS

Aircraft Airway Architecture

U.S. Patent Number: 7,252,267



5. ASSEMBLY

Multi-channel Multiplexed Inspection System and Method

U.S. Patent Number: 7,254,510



*Although this illustration highlights the patented areas of technology on the 787 Dreamliner, there are many additional innovations not shown either because they are the subject of pending patent applications or invention disclosures, or because they are being protected as trade secrets.

6 CORE BUSINESS MINDSETS IN THE DIGITAL ERA

TRADEMARK

amazon

Word mark



Design mark

amazon 

Combined mark



Color mark



Sound mark



Appearance mark



Smell mark



Color



RED	 
ORANGE	  
YELLOW	  
GREEN	  
BLUE	  
PURPLE	  

6 CORE BUSINESS MINDSETS IN THE DIGITAL ERA

PATENT

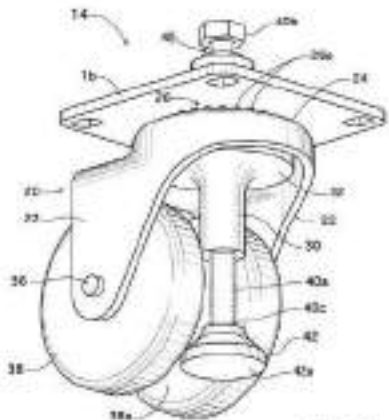


Fig. 1

3 Different Types of Patents



Design

Protects the design or exterior look of an invention.



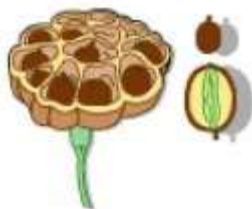
Utility

Protects inventions such as machines, processes, or systems.



Plant

Protects the invention of new plant variants.



6 CORE BUSINESS MINDSETS IN THE DIGITAL ERA

PATENT



US 20200281136 A1

(9) **United States**
(12) **Patent Application Publication** (54) Pub. No.: **US 2020/0281136 A1**
Nguyen et al. (51) Pub. Date: **Sep. 10, 2020**

(52) **CLASSIFICATION**
H04L 67/02 (2000.01); H04L 67/04 (2000.01)
(53) **TECHNICAL FIELD**
The present disclosure relates to a method and system for providing
blockchain-enabled search and
analysis in a distributed ledger
environment.
(54) **ABSTRACT**
A method and system for providing
blockchain-enabled search and
analysis in a distributed ledger
environment.
(55) **REFERENCE TO RELATED APPLICATIONS**
This application is a continuation of
U.S. patent application Ser. No.
16/640,791, filed on Mar. 9, 2019,
which is incorporated herein by
reference.

(56) **TECHNOLOGY BACKGROUND**
Blockchain technology provides a
distributed ledger environment in
which data is stored and
transferred in a secure and
tamper-resistant manner. Blockchain
technology has been used in a
variety of applications, including
digital currencies, supply chain
management, and digital identity.
(57) **TECHNOLOGY SOLUTION**
The present disclosure provides a
method and system for providing
blockchain-enabled search and
analysis in a distributed ledger
environment. The method includes
receiving a search request,
indexing data stored in a
distributed ledger, and returning
search results. The system includes
a search engine, a distributed ledger,
and a user interface.



6 CORE BUSINESS MINDSETS IN THE DIGITAL ERA

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6 CORE BUSINESS MINDSETS IN THE DIGITAL ERA

TRADE SECRET



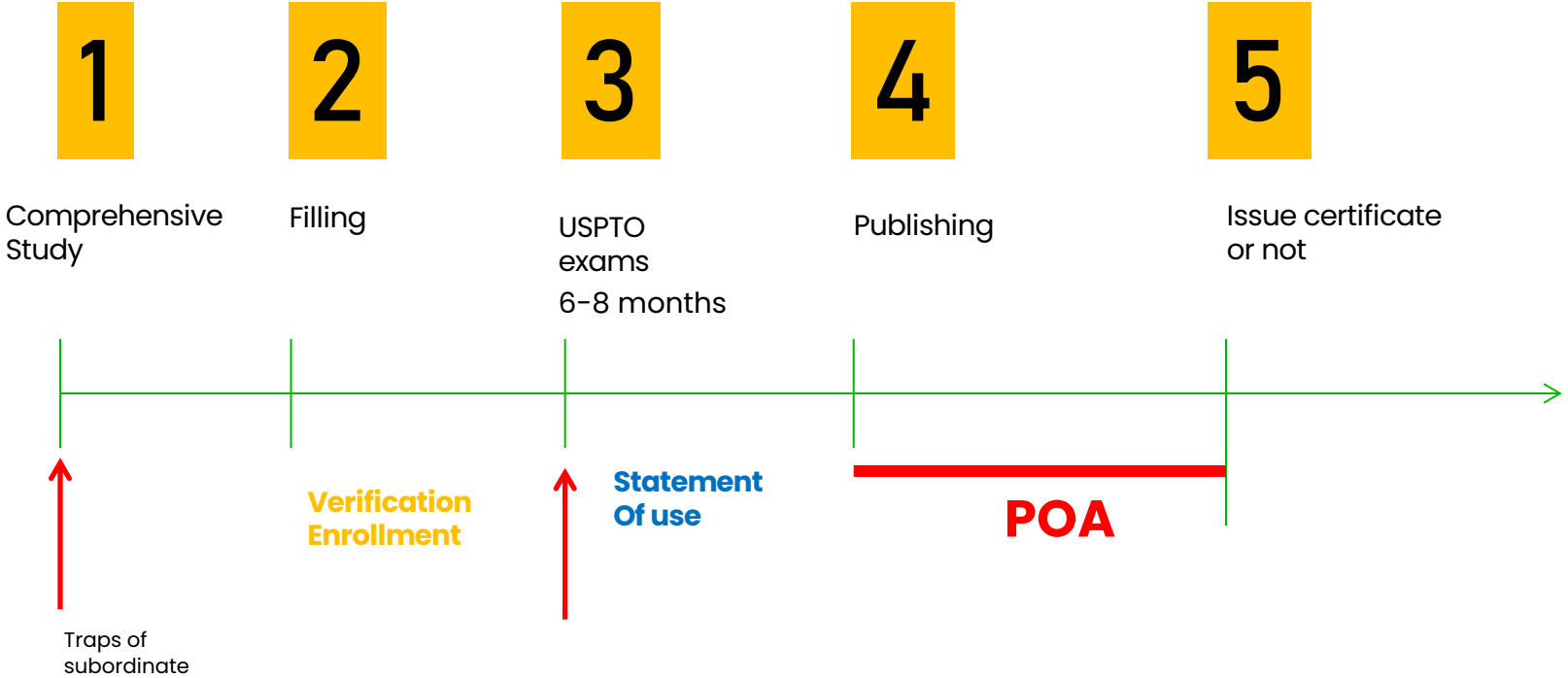
TRADE SECRET

- Design Tools, Processes & Methods
- Business Plans & Strategies
- Customer Lists & Product Pricing Data
- Supplier Lists
- Production Know-How & Planning
- Drawings & Documents
- Technical Data
- Non-commercial Computer Software

DOING BUSINESS THROUGH INNOVATION

**POPULAR
INTELLECTUAL
PROPERTY PITFALLS**

TRADEMARK



DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of stylized wording "MEET MORE Essence of Vietnam" the words "Essence of Vietnam" is appearing above the word "More", and the word "More" is appearing on the left side of the wording "Essence of Vietnam"
PIXEL COUNT ACCEPTABLE	YES
PIXEL COUNT	899 x 298
APPLICANT INFORMATION	
OWNER OF MARK	GLOBAL TRADING CONNECTION LIMITED COMPANY
MAILING ADDRESS	184 Le Duc Tho, Ward 8, Go Vap District
CITY	Ho Chi Minh City
COUNTRY/REGION/JURISDICTION/US TERRITORY	Vietnam
ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	71412

PHONE	
EMAIL ADDRESS	meetmore@gtacil.com
LEGAL ENTITY INFORMATION	
TYPE	LIMITED LIABILITY COMPANY
STATE/COUNTRY/REGION/JURISDICTION/US TERRITORY WHERE LEGALLY ORGANIZED	Vietnam
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	030
IDENTIFICATION	Coffee; Caffeine based beverages
FILING BASIS	SECTION 1(b)

MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
OWNER OF MARK	Nguyen, M.
MAILING ADDRESS	Lindero Dr
CITY	Palo Alto
STATE (Required for U.S. applicants)	California
COUNTRY/REGION/JURISDICTION/US TERRITORY	United States
ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	
EMAIL ADDRESS	XXXX
LEGAL ENTITY INFORMATION	
TYPE	individual
COUNTRY/REGION/JURISDICTION/US TERRITORY OF CITIZENSHIP	United States
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	003
IDENTIFICATION	Eyelashes; false eyelashes
FILING BASIS	SECTION 1(b)
CORRESPONDENCE INFORMATION	
NAME	Nguyen, M.
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	uspto@trademarks.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED

TRADEMARK/COPYRIGHT

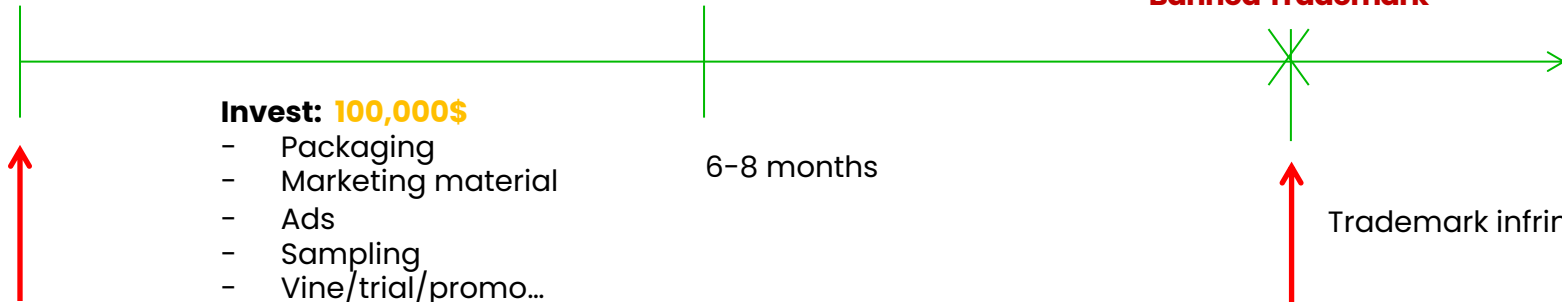


Start your brand: 1,200\$

- Registration fee
- Design fee
- Copywriter fee...

Reach 50,000 loyalty customers with revenue 50,000\$ monthly

Banned Trademark



Invest: 100,000\$

- Packaging
- Marketing material
- Ads
- Sampling
- Vine/trial/promo...
- Reviewer
- On page/off page SEO

6-8 months

Trademark infringement

COPYRIGHTS



1

Clone
design

2

AI
design

3

Open
source
Software

4

Font for
logo
design

5

Embed
app/Auto
SAR data

WARNING: FONT FOR COMMERCIAL OR PERSONAL USE



PATENTS



Start your private label/dropshipping without checking patents



Invest: 100,000\$

- Packaging
- Marketing material
- Ads
- Sampling
- Vine/trial/promo...
- Reviewer
- On page/off page SEO
- Trademarks
- ...

6-8 months

Reach 50,000 loyalty customers with revenue 50,000\$ monthly

Banned store

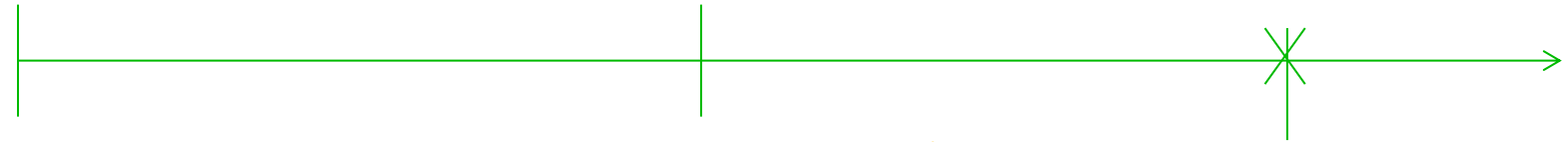
Patent infringement

BUSINESS LAW

Start your private label/dropshipping without checking manufactory certificates / legally contract

US Border Customs clearance

20-30% bad quality goods from the first order



Fee for: **20,000\$**

- Warehouse
- Destruction
- Return to original country
- Lawyer
- Shipment

...

Lost for (in long term): **50,000\$**

- Legal
- Goods return
- Customer experience
- Brand
- Bad reviews
- Shipment
- Loyalty

...

BUSINESS LAW

**Start your team
or co-op
without any NDA**

Staff resign

Stop co-operation



**Trade secret
Legal
Compensation**

**Trade secret
Legal
Compensation**

THANK YOU

by David Nguyen

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 an USA Law firm by J. Robert Bowen

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WANNA MEET DAVID? SCAN ME

