

Developing Innovation Leadership in Oil & Gas | SPE MiT Seminar #17

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S O L U T I O N S



INVENTION *v.* INNOVATION





INVENTION



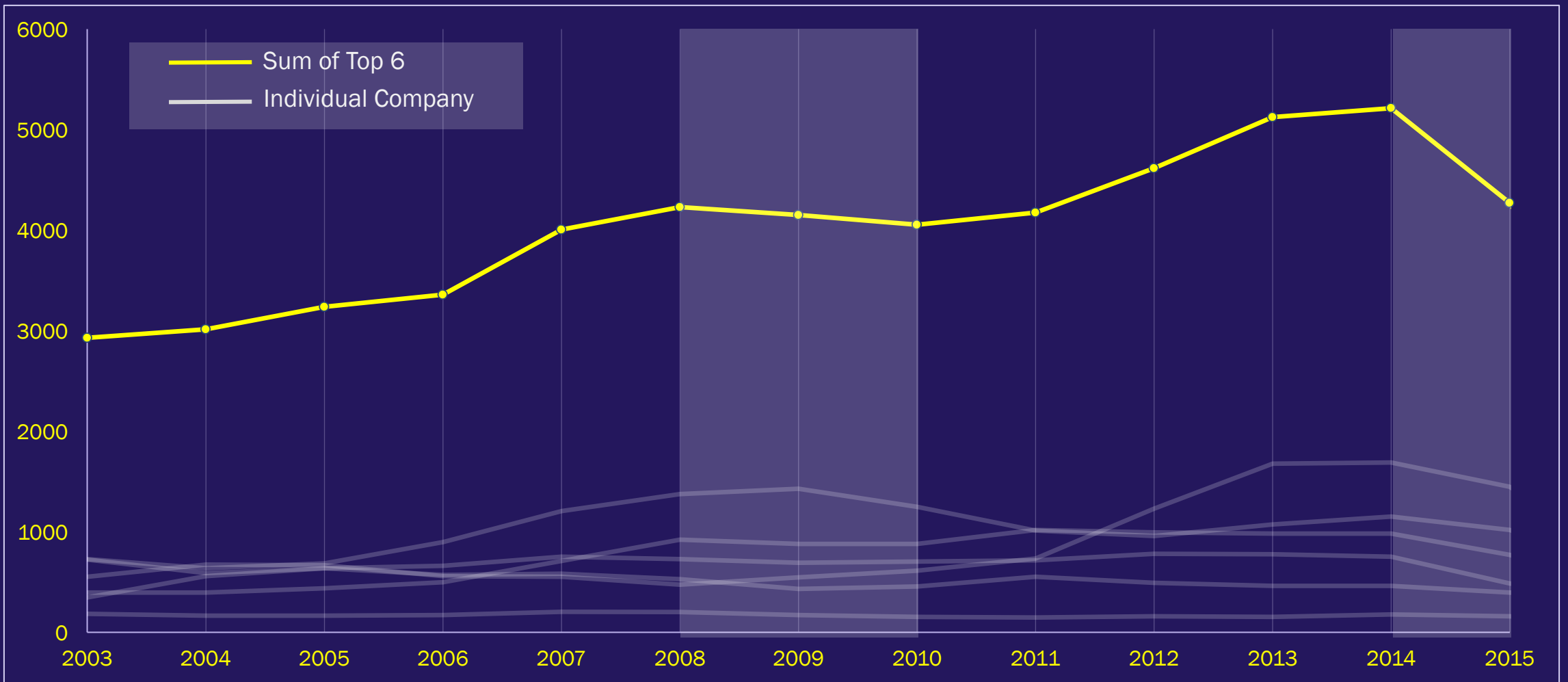
INNOVATION

**Intellectual
Property is...**

An Asset

Trademark | Trade secret | Patent | Copyright





The industry has maintained growth in patent output through five consecutive downturns

Shown: 15-year Patent Production for Top (3) O&G Majors and Top (3) O&G Service Companies





**Houston,
we have a
solution!**



A construction worker wearing a red cap, safety glasses, and a grey t-shirt is working on a corrugated metal roof. The worker is looking towards the camera with a focused expression. The background shows the repetitive pattern of the roof panels and some blurred structures in the distance.

**Maintain a fresh perspective of
customer challenges to
see innovation opportunities**



Resources to StartUp

3rd Coast Organizations for Entrepreneurship

1. stationhouston.com
2. tmc.edu/innovation/innovation-programs/tmcx
3. redlabs.uh.edu
4. www.owlspark.com
5. Ideavillage.org

National + Online Organizations for Entrepreneurship

1. Score.org > Training, Mentors, Resources for starting a business
2. techstars.com
3. siliconbayounews.com
4. ycombinator.com/resources
5. xconomy.com > follow Houston Editor, Angela Shah

Media for Inspiration

1. **VIDEO:** Embrace the Remix – Kirby Ferguson – TED Talk
https://www.ted.com/talks/kirby_ferguson_embrace_the_remix
2. **BOOK:** A Technique for Producing Ideas – James Webb Young
3. **WEB:** BrainPickings.org

Patent Tools + References

1. **Fondren Library at Rice University - Info & Training**
libguides.rice.edu/patents_university_researcherssiliconbayounews.com
2. **Free Patents Online - Quick, Basic Search**
www.freepatentsonline.com
3. **USPTO PatentsView - Tech Trends Over Time & Geography**
www.patentsview.org/web/#viz/relationships



THANK YOU!

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