

Food Innovation

Make Patents Your "Secret Sauce"

David Croston

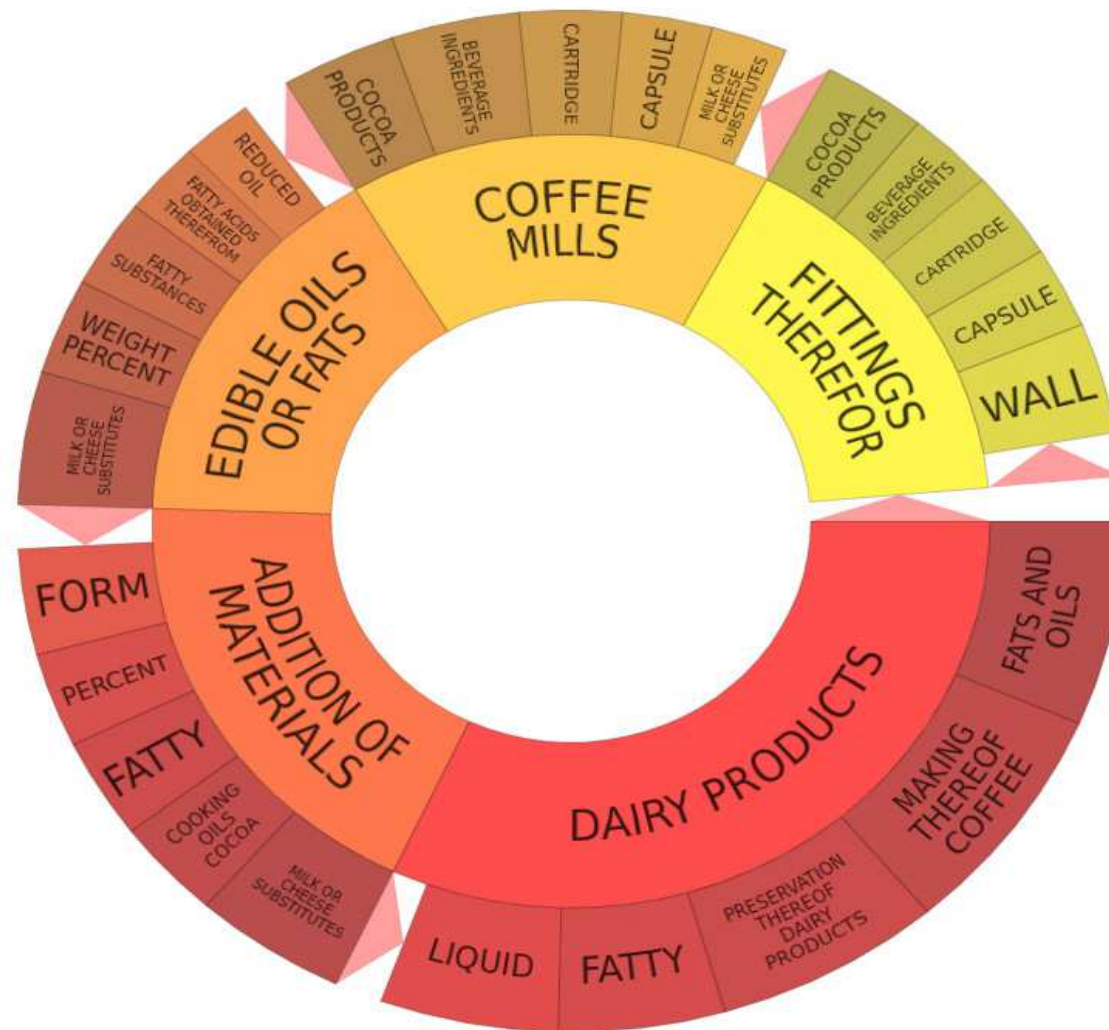
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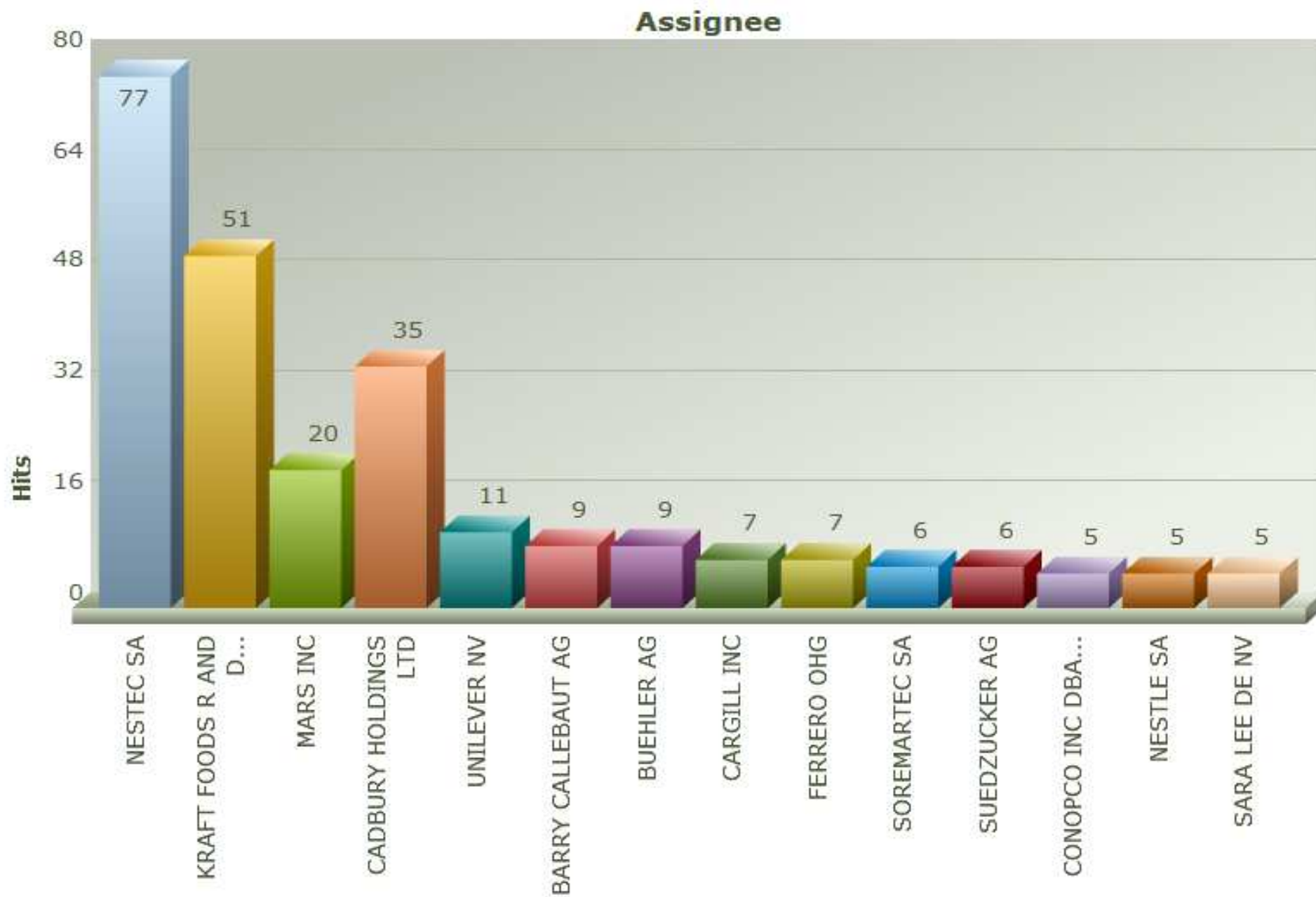
- Follow the recipe
- Add your own twist
- Mum's roast is always best
- Bottle it
- Pepper on strawberries

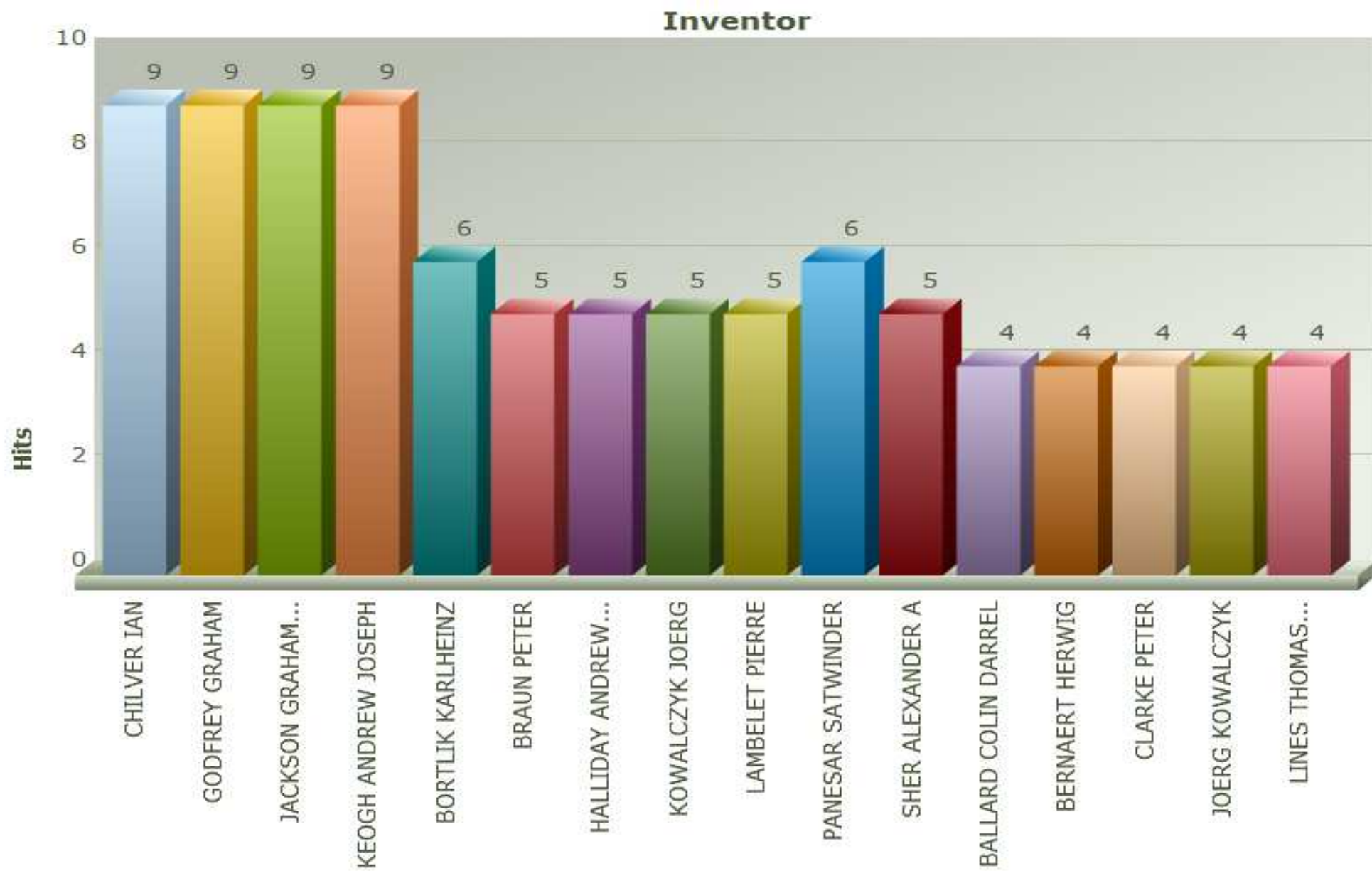
Follow the Recipe

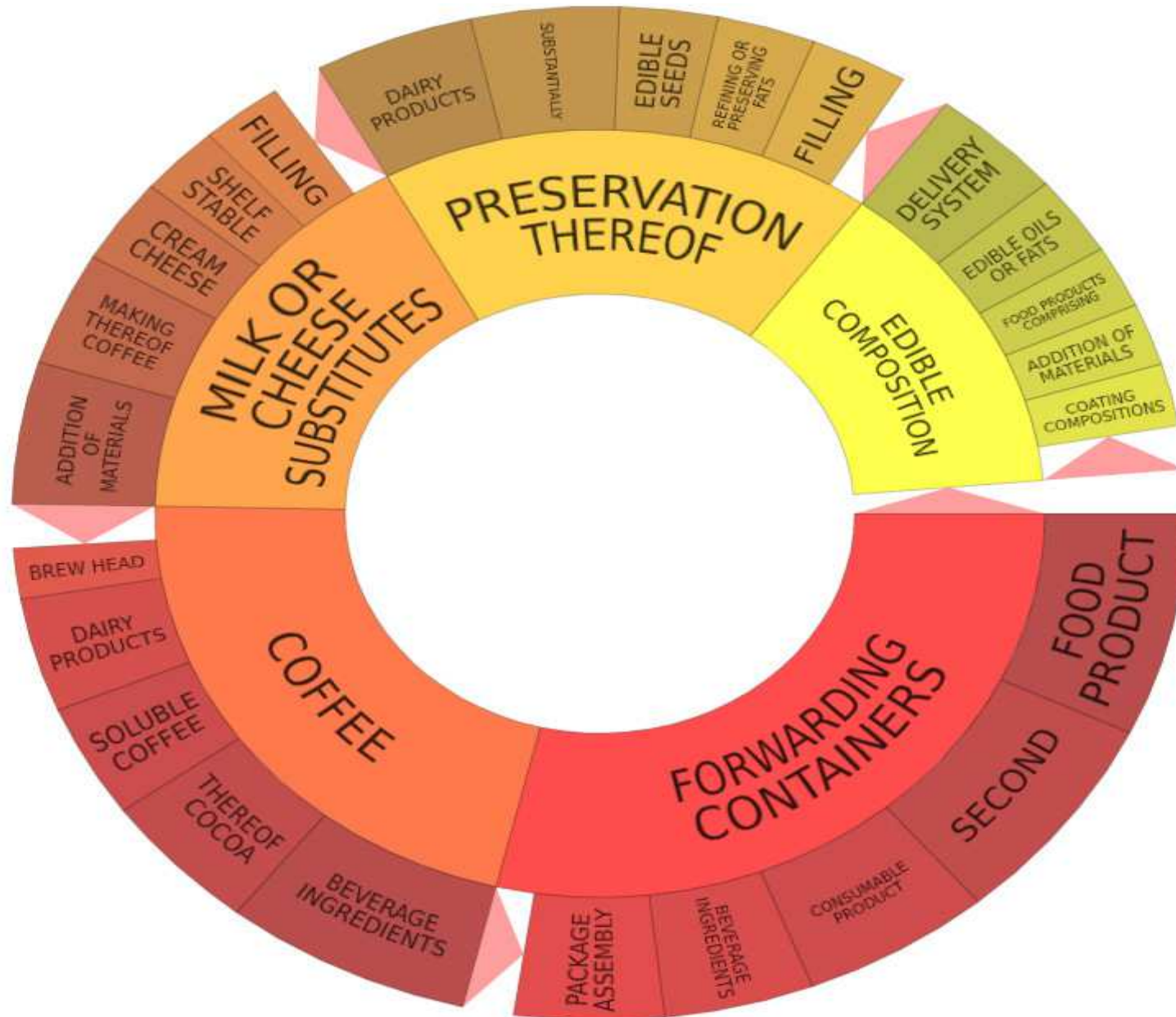
- Patents as an information resource
 - One third of all current ongoing research is already in published patent applications!
- Patents are a resource of:
 - technical information
 - competitor intelligence
 - human resource information

Follow the Recipe









1) Family number: 28265078 (US2002155198A)

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Low lactose, low moisture shelf-stable, bakeable savory cheese product and process for preparing it

Abstract: Source: US2002155198A A savory, smooth-textured, bakeable and shelf-stable product is prepared as a three-phase formulation, including an aqueous liquid phase, a dispersed fat phase and a solids phase, preferably containing cheese in significant proportion. The liquid phase is present in sufficient quantity to suspend and disperse the fat and solids phases. The dispersed fat must have sufficiently small droplet size raise the viscosity for this phase sufficiently to result in a ...

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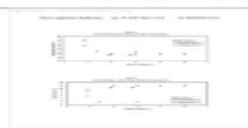
2) Family number: 44933597 (US2010104711A)

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Coffee And Dairy Liquid Concentrates

Abstract: Source: US2010104711A Blended fluid concentrates are provided that can be reconstituted into an instant coffee plus dairy beverage using either hot or cold liquids. The blended fluid concentrates include a blend of at least a dairy component, a coffee component, and a stabilizing component to form a shelf-stable pourable liquid.

Assignee(s): KRAFT FOODS GLOBAL BRANDS LLC ; KRAFT FUDZ GLOBAL BREHND S EHLEHLSI



3) Family number: 44962360 (US2010112147A)

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Hot Temperature Aerated Dairy Product Having Shelf Stable Properties

Abstract: Source: US2010112147A A shelf stable, high moisture hot-aerated dairy product is disclosed that comprises a mixture of about 10 to about 66 percent of a dairy component, about 20 to about 30 percent of a fat component, and about 0.5 to about 2.5 percent of a stabilizer system. The stabilizer system comprises at least a two gum system, where one gum is gelatin, or at least a three gum system, where one gum is either gelatin or carrageenan with the remaining gums being different. The ...

Assignee(s): BARNARD DAVID JOHN ; CHA ALICE SHEN ; KRAFT FOODS GLOBAL BRANDS LLC ; LINCOURT RICHARD HAROLD



4) Family number: 44970251 (US2010112128A)

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Shelf-Stable Concentrated Dairy Liquids And Methods Of Forming Thereof

Abstract: Source: US2010112128A A shelf-stable concentrated dairy product, such as concentrated milk, with improved flavor, color and mouthfeel, and a method of production thereof is provided. The method eliminates any thermal treatment prior to and during concentration that may substantially cross-link casein to whey and preferably utilizes microfiltration to produce a stable concentrated dairy liquid with reduced amounts of whey and lactose. The resulting products have a sterilization value Fo ...

Assignee(s): KRAFT FOODS GLOBAL BRANDS LLC ; KRAFT FUDZ GLOBAL BREHND S EHLEHLSI



5) Family number: 49933320 (EP2386206A1)

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Bakeable and shelf stable filling

Abstract: Source: EP2386206A1 The present invention relates to a bakeable and shelf stable filling, baked food products comprising said filling, and method of preparing said baked food products, as well as use of said filling in the preparation of baked food products or sweeties. The filling according to the present invention comprises 2 to 20 percent by weight of edible oil(s) and/or fat(s), has a water content of 10 to 35 percent by weight, and comprises thermal get(s), ionic gel(s) and whey ...

Assignee(s): KRAFT FOODS GLOBAL BRANDS LLC





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(54) **Bakeable and shelf stable filling**

(57) The present invention relates to a bakeable and shelf stable filling, baked food products comprising said filling, and method of preparing said baked food products, as well as use of said filling in the preparation of baked food products or sweeties. The filling according to the present invention comprises 2 to 20% by weight of edible oil(s) and/or fat(s), has a water content of 10 to 35% by weight, and comprises thermal gel(s), ionic gel(s) and whey protein-containing material, wherein said filling comprises a premixture obtainable by a method compris-

ing: mixing whey protein-containing material(s) with edible oil(s) and/or fat(s); adding an amount of water to the resulting mixture and heating to 65 to 95°C for a period of time so as to obtain an emulsified mixture; and lowering the temperature of the emulsified mixture. The filling according to the present invention has good baking stability without the occurrence of "boiling out", and is therefore suitable for baking. Said filling can maintain a high oil retention rate under baking conditions,

Don't be afraid!

- Only about 20% of published patent applications are in force!
- This means that there is an untapped technology resource of about 1.6 million patent disclosures at any time.....
-and they all tell you how to perform the technology!
- Even if the patent is in force, the worst they can do is say "No".

Add Your Own Twist

- Patent subject matter is a great driver of your own innovation
- Start with a recipe then add your own twist
- How have other people solved this problem?
- How can we improve that? What would we do if we couldn't do X?

Mum's Roast

- How to extract the valuable IP that is already in your organisation.
 - IP Audit
 - Innovation Workshops
 - Inventor Reward Schemes
 - Invention Management Processes

Bottle It!

- So you have innovated - what next?
- PROTECT!
- File patent application before any public disclosure
- Ensure NDAs are watertight

Pepper On Strawberries

- Serendipitous conjunction
- Invention is the intersection of two concepts
- Patentable inventions are those intersections which are not obvious
- So how do we increase the chance of those happening

Pepper On Strawberries

- Involve people who have a broad world view and a general interest in technology
- Be prepared to ask the stupid question
- Look to neighbouring fields for developments
- Innovation is not linear - it's messy.
- Be alive to developments in totally different fields - use your patent attorney!