

So, you already have the GREAT IDEA?

(... now comes the tricky part)

Protecting your idea can be a daunting task. Our experts help secure your patents and trademarks, and assist you all the way from the drawing board, until your product hits the shelves.

HØIBERG is a full service patent and trademark company providing services within the areas of Intellectual Property Rights (IPR), including Patents, Trademarks and Designs, Innovation Management, Technology Transfer, Business Development, and Patent Portfolio Valuation.

We counsel public research institutions as well as private companies, and our clients range from small independent start-ups with a single patent to large multinational companies with extensive IPR portfolios.

We provide expert IPR knowledge in the fields ranging from biotech, medtech, nanotech, chemistry and cleantech to software, electronics and mechanics.

We assist you at every stage of development – from idea to realisation.

H Ø I B E R G

European patent & trademark attorneys



Windar Photonics A/S

A Great Idea that made it through the tricky part

Successful commercialization of university based research

The DTU spin-off Windar Photonics A/S was founded in 2005 by Jørgen Korsgaard Jensen, envisaging the need for wind sensing in the move toward green energy solutions. In 2015, the company announced its admission to trading on the AIM market of the London Stock Exchange. Consequently, Windar Photonics A/S has progressed from being a university based small-scale development project to gaining admission to the stock market in just 10 years, which is an extraordinary achievement. Jørgen Korsgaard Jensen conceived a great idea, DTU had the technologic capabilities and HØIBERG helped them through the tricky parts of securing their intellectual property rights.

Windar Photonics A/S develops and manufactures cost efficient and innovative Light Detection and Ranging (LIDAR) wind sensors for use on wind turbines. LIDAR wind sensors are designed to remotely measure wind speed and direction, thereby increasing the power

output of a wind turbine and reducing strain on vital components.

The successful development of Windar Photonics A/S was initiated when researchers at DTU eliminated the noise problems normally associated with the use of a semiconductor laser in a LIDAR, which made it possible to reduce the cost and size of the LIDAR system.

The technical breakthrough formed the basis for a patent application, which was drafted and filed in 2007 with DTU as applicant and subsequently transferred to Windar Photonics. HØIBERG has secured grant of patents protecting this core technology in Europe, USA, China, Japan, Russia and India thereby safeguarding the company's technologic competitive advantage.

Today, Windar Photonics A/S is in a great market position due to the early – university based investment – in a patent application.

The early patent filing protected the core principle of the university based research, which, in combination with the continued cooperation with DTU made the company attractive to external investors, who brought the funding necessary to expand the company from a high-tech startup to an innovative production facility. But it was the IPR investment from DTU that helped bridge the critical gap between early spin-out and commercial success.

The company's competitive advantage was further strengthened in the succeeding years, as the steady technological development and extended cooperation between Windar Photonics A/S, DTU and HØIBERG resulted in a gradual expansion of the company's patent portfolio. The lucrative initial public offering (IPO) at the London Stock Exchange in 2015 proved that the company had succeeded in transforming the technological foundation laid by the academic research into a marketable high-tech product.