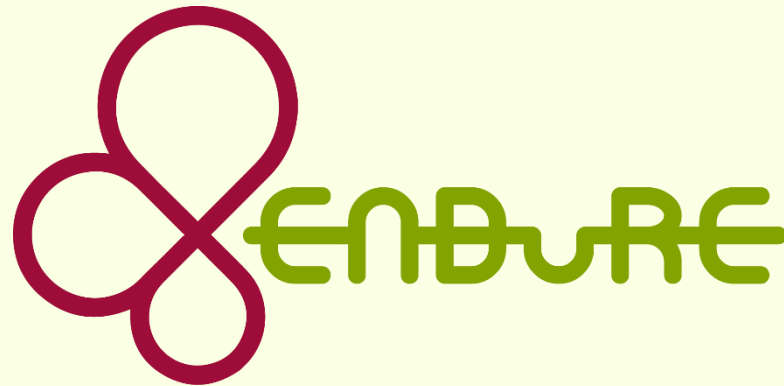




IPR presentation

Søren Jensen
soj@iti.sdu.dk



UNIVERSITY OF
SURREY



UNIVERSITÀ DI PISA



IVERIDIS
INTELLIGENT INNOVATION

Associate Partner
SYNOPTICA



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Agenda

- Intro to IPR and how they work
 - Your questions
- Use IPR as:
 - Your questions
 - Protection of own IPR
 - Avoid infringement - your questions
 - Technology information source
- IPR strategy (Cal. Man. Review article) - your questions
- Cases - your questions

Søren Jensen

- Cand. scient in chemistry and economics Odense
- Chemist at Danisco A/S
- Consultant in Syddansk Innovation AS and innovationguide in IDEA House
- Associate professor at SDU

Most important types of intellectual property rights

Type	Subject matter	Conditions	Duration	Registration
<i>Copyright</i>	Art and literature	Original	70 years after the death of the author	No
<i>Trademark</i>	Business sign	Original	Eternal	Yes – but not required
<i>Design</i>	Outer appearance	Original	25 years	Do.
<i>Utilitymodel</i>	Inventions	Novelty and inventive step	10 Y from prioritydate	Yes
<i>Patent</i>	Technical and scientific inventions	Novelty and inventive step	20 Y from prioritydate	Yes

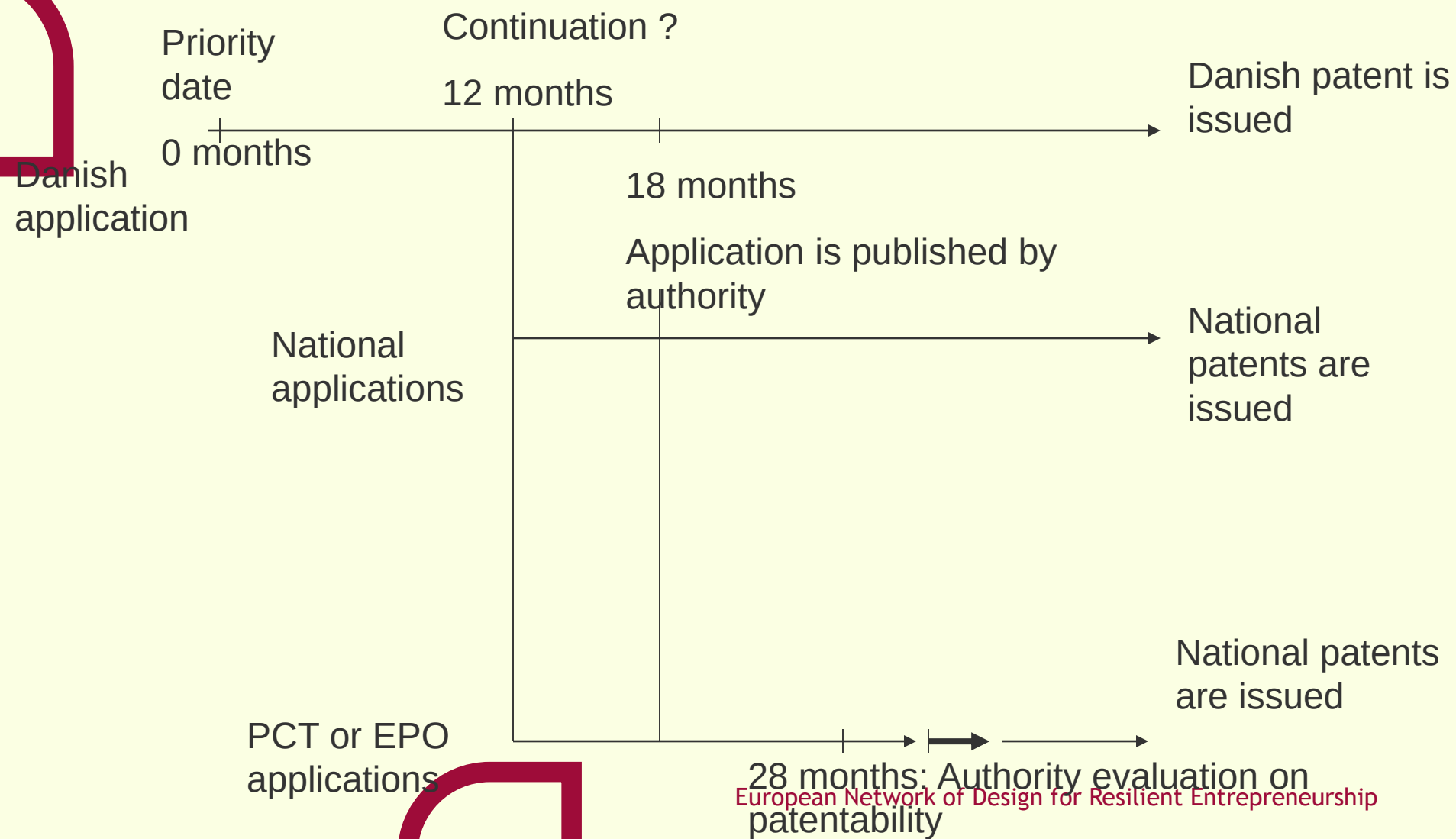
General about IPR

- Prohibition right
- Geographical limited (territorial)
- Usually limited in time
- Can only be applied on new creations/inventions
- Important conventions
 - Paris convention
 - European Patent Convention
 - Patent Cooperation Treaty
 - TRIPS

A (very) generalised timeline

- Be inspired by investigating what others have done
- Develop your own IPR
- Check novelty of your IPR
- File for protection
- Decide for geographical extent of protection
- (Defend your IPR against infringers)

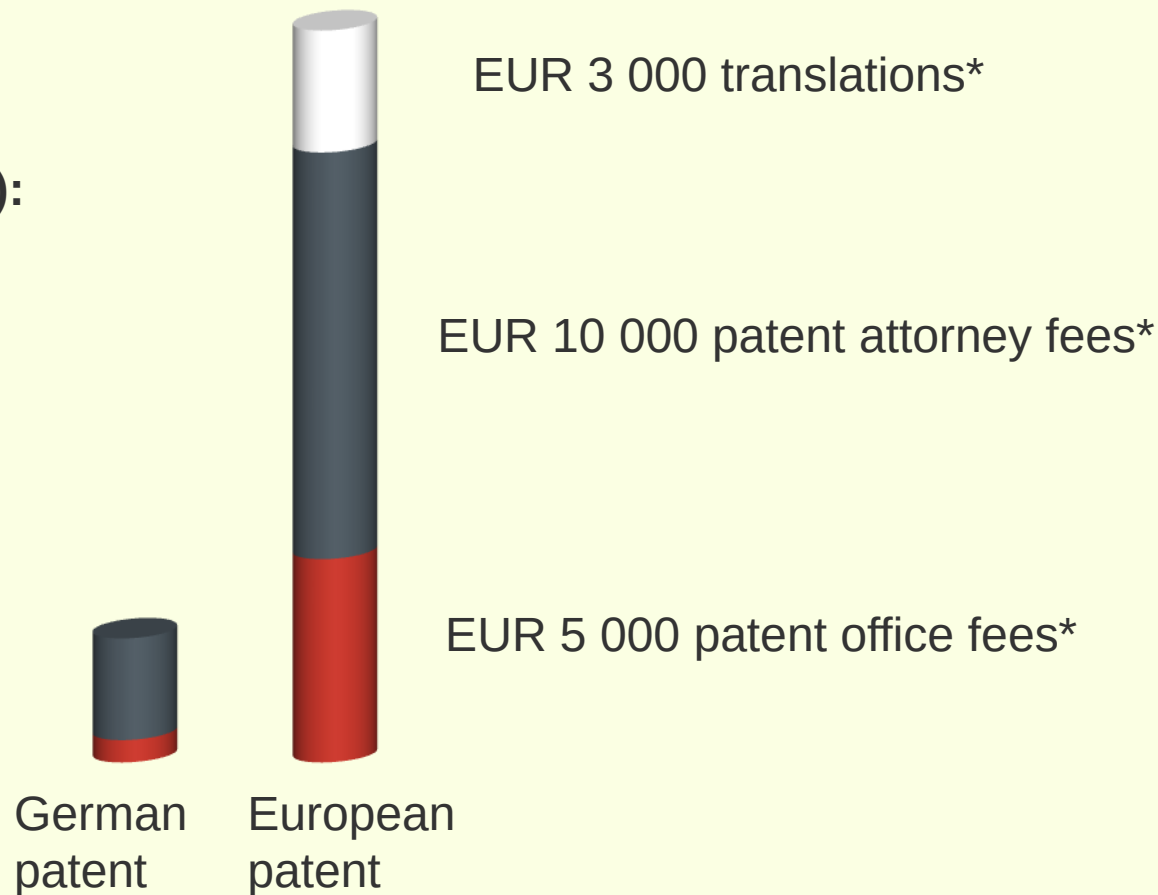
From filing to expired patent



Cost of a European patent up to grant

Protection in (e.g.):

Germany
United Kingdom
France
Italy
Spain
Switzerland



* Estimated cost. Actual cost depends very much on the specifics of the individual case.

Three views on IPR

- As developer of IPR
- As "consumer/user" of IPR
- As (potential) infringer of IPR

Where to learn more ?

- Epo.org
- Wipo.int
- Ohim.eu

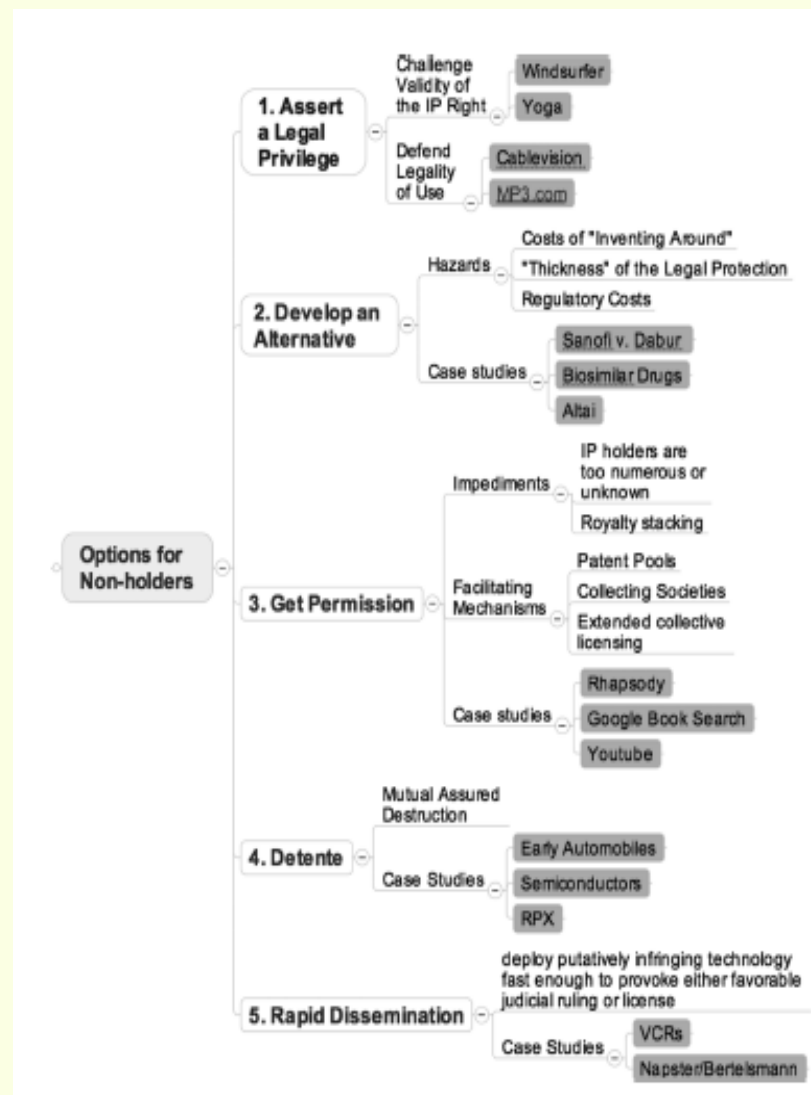
E-learning
and
documents

- The money aspect
- Patent the whole system or just the "bottle neck"
- The time scope you are looking into (short vs long)
- Product versus platform

Map of "Intellectual Property and Business Strategy"



From "California Management Review" 2013 vol 55 pp 157



The 3 cases - or your own case

- Spend some time on using the databases
 - Espacenet
 - Patentscope
 - OHIM
- Spend some time on the cases