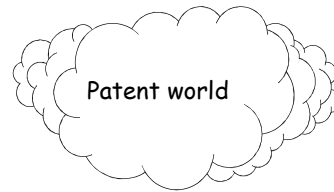


DTU Patent course

Monday January 17, 2011

Introduction to Intellectual Properties



Anette Hegner

IPR Legal basics


Anette Hegner **Theis Peter Hansen** **Andreas Tycho**




- Introduction to (the legal world of) IPR?
- What is a patent
- Novelty/inventive step/treaties
- Infringement and strategy
- Differences in national rules

The intellectual values

Wife
Ax
Cave
Club
Fish



Good position in the tribe
Know where to find good stones
Know good hunting sites
Is feared by others
Can dance hubabuba




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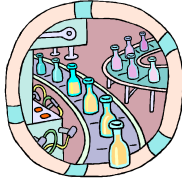
The intellectual values

Business assets

Monetary assets




Tangible assets



Intangible assets


GOODWILL

+




Enterprise value


Unknown value




Trade value



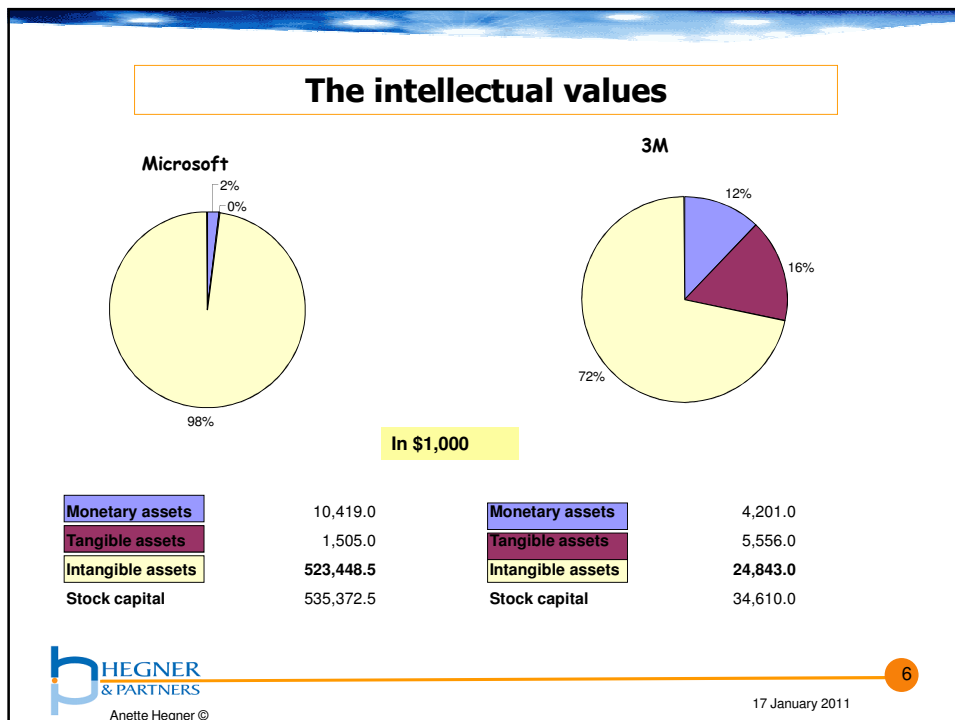
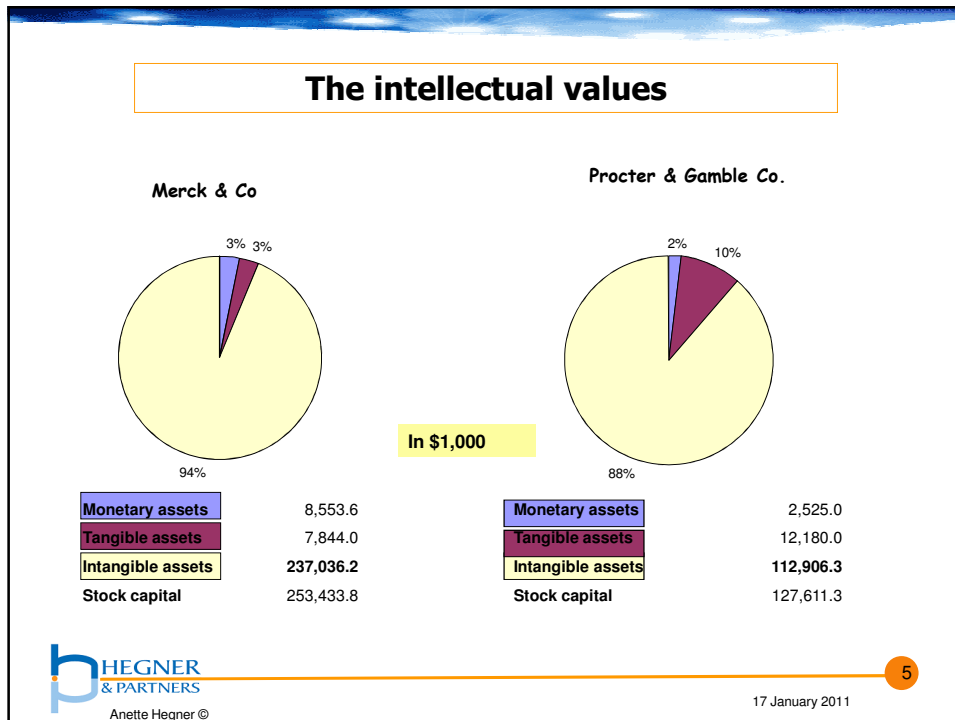
Stock value

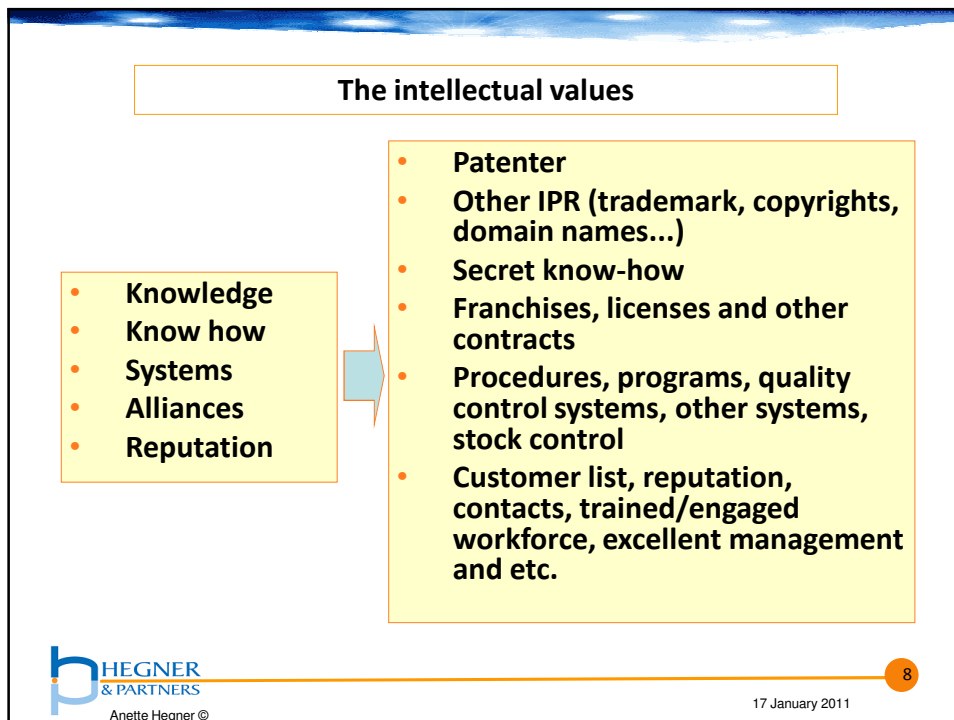
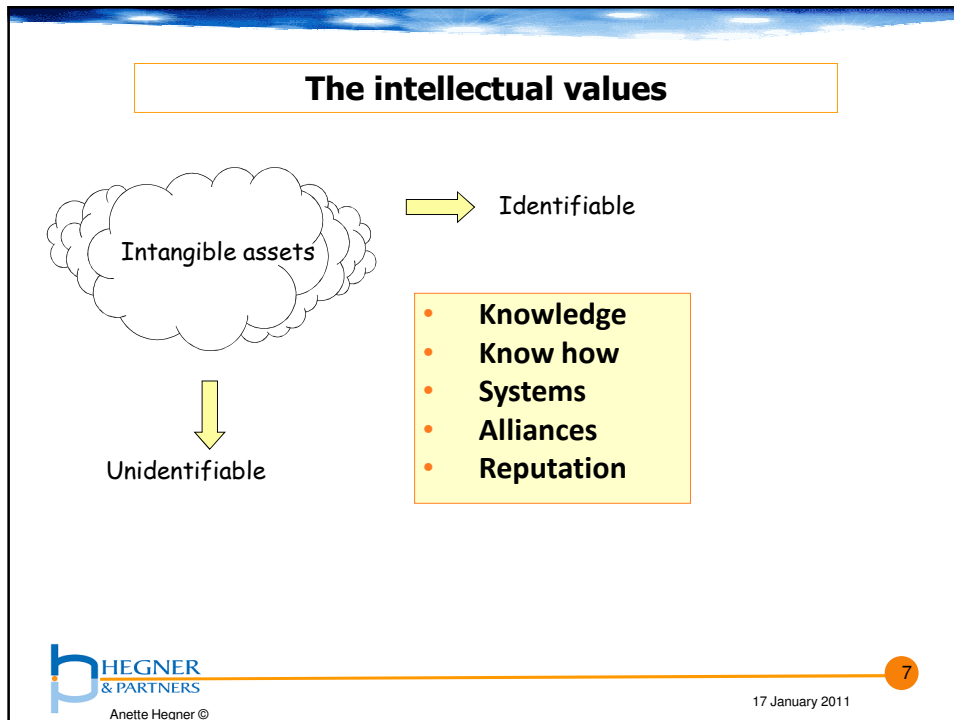


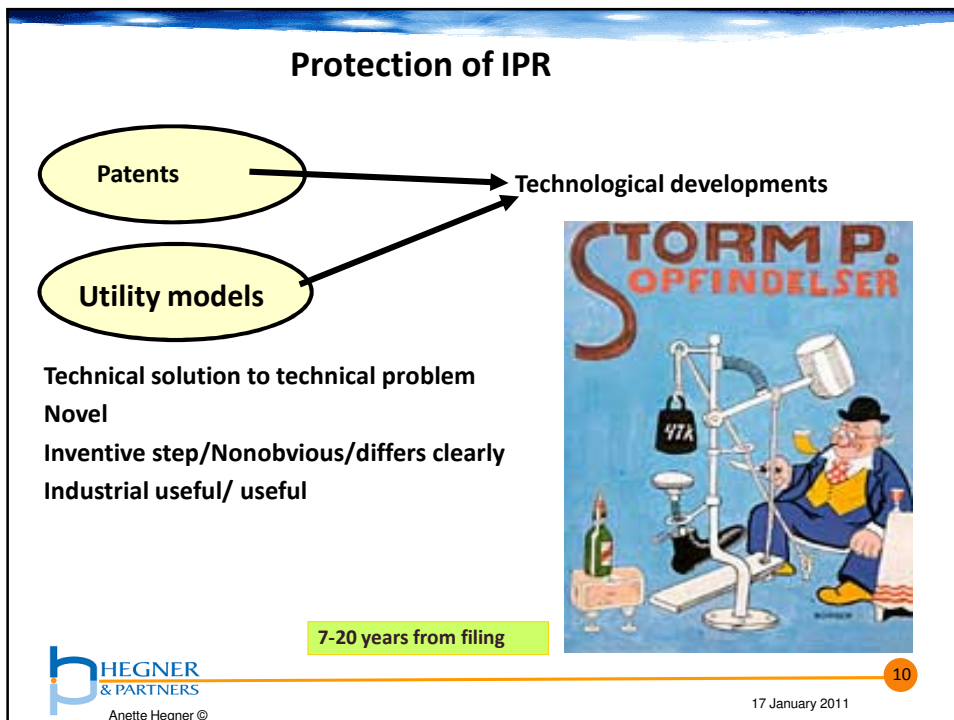
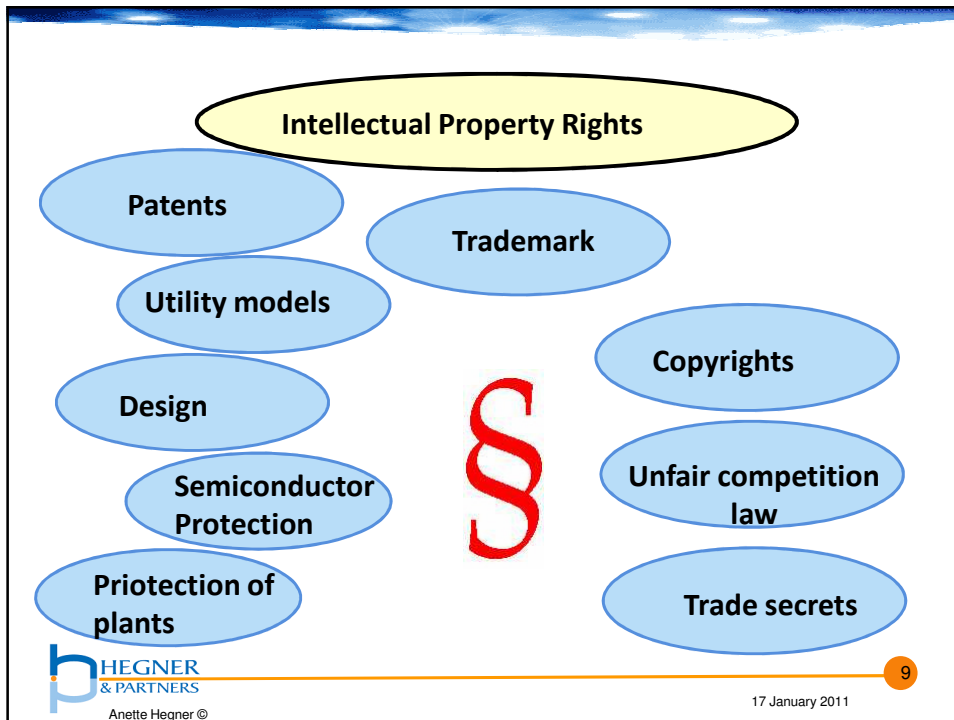


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Protection of IPR

Design

→

The appearance of the product

Visual expression
novel
Individual character

**HEGNER
& PARTNERS**
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10-25 years from filing

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Protection of IPR

Trademark

→

Name or logo

Visual expression

Must be distinctive from other names/logos

As long as you pay for it/use it

Rank 2009	Brand	BV '09 (\$m)	BV '08 (\$m)	% chg 09 vs. 08
1	Google	100,039	86,057	16%
2	Microsoft	76,249	70,887	8%
3	Coca-Cola	67,625	58,208	16%
4	IBM	66,622	55,335	20%
5	McDonald's	66,575	49,499	34%
6	Apple	63,113	55,206	14%
7	China Mobile	61,283	57,225	7%
8	GE (General Electric)	59,793	71,379	-16%
9	Vodafone	53,727	36,962	45%
10	Marlboro	49,46	37,324	33%
11	Wal-Mart	41,083	34,547	19%
12	ICBC	38,056	28,004	36%
13	Nokia	35,163	43,975	-20%
14	Toyota	29,907	35,134	-15%
15	UPS	27,842	30,492	-9%
16	BlackBerry	27,478	13,734	100%
17	HP	26,745	29,278	-9%

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Protection of IPR


Copy rights

→

Works e.g.:


- Art
- Drawings
- Dramatics
- Programs

Work of creation
Original



Arne Jacobsen
"Ægget"

Typical 50-70 years from creators death



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Protection of IPR

Unfair Competition law


Protection against imitation

Marketing imitation

Product imitation

Other business imitations

.....fraud



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Protection of IPR



Trade secrets

Confer economic benefit to its holder

Is not generally known in public

Precautions have been taken to keep it secret






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Protection of Innovation



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Protection of Innovation

