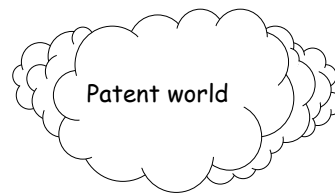


# DTU Patent course

Monday January 16, 2012

## Introduction to Intellectual Properties



*Anette Hegner*

## IPR Legal basics

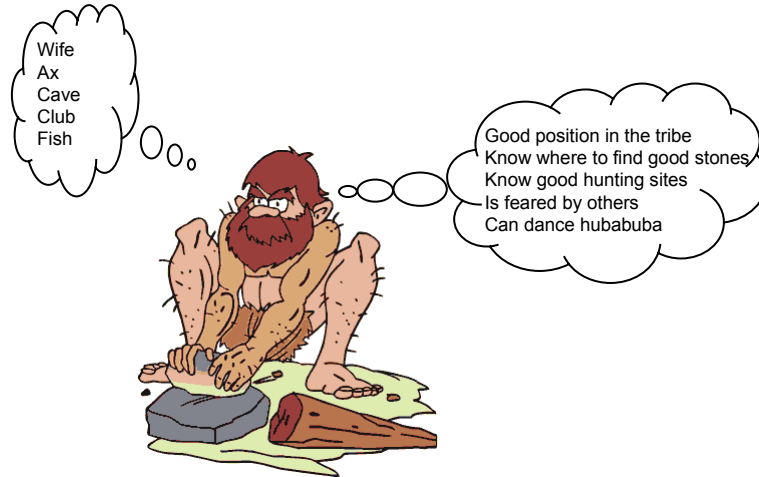
*Anette Hegner*

*Andreas Tycho*



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

## The intellectual values



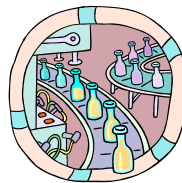
## The intellectual values

### Business assets

Monetary assets



Tangible assets



Intangible assets



+

+



Enterprise value

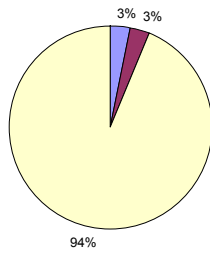
Unknown value

Trade value

Stock value

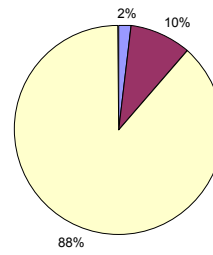
## The intellectual values

Merck & Co



Monetary assets	8,553.6
Tangible assets	7,844.0
Intangible assets	237,036.2
Stock capital	253,433.8

Procter & Gamble Co.

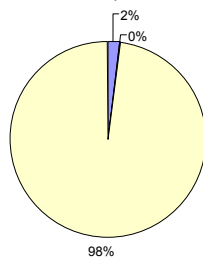


Monetary assets	2,525.0
Tangible assets	12,180.0
Intangible assets	112,906.3
Stock capital	127,611.3

In \$1,000

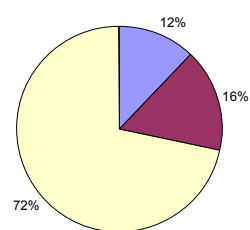
## The intellectual values

Microsoft



Monetary assets	10,419.0
Tangible assets	1,505.0
Intangible assets	523,448.5
Stock capital	535,372.5

3M



Monetary assets	4,201.0
Tangible assets	5,556.0
Intangible assets	24,843.0
Stock capital	34,610.0

In \$1,000

## The intellectual values

### What is your goal?

- **Sell products**
  - better products
  - copy products
  - low price products
  - high price products

### What is your goal?

- **Get investments**
- **Sell ideas/concepts**
- **Sell firm (Exit strategy)**

## The intellectual values



→ Identifiable

↓  
Unidentifiable

- **Knowledge**
- **Know how**
- **Systems**
- **Alliances**
- **Reputation**

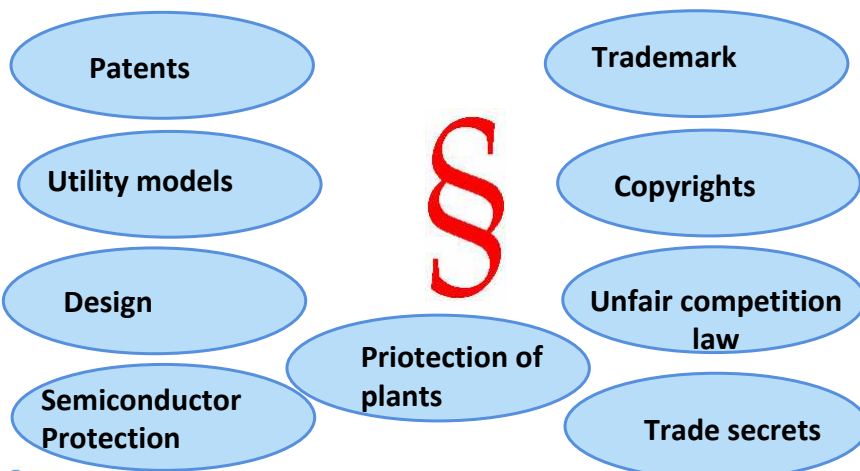
## The intellectual values

- Knowledge
- Know how
- Systems
- Alliances
- Reputation

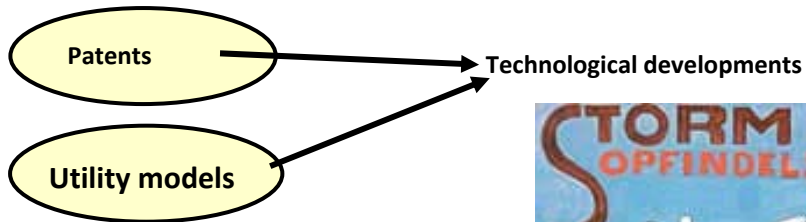


- Patenter
- Other IPR (trademark, copyrights, domain names...)
- Secret know-how
- Franchises, licenses and other contracts
- Procedures, programs, quality control systems, other systems, stock control
- Customer list, reputation, contacts, trained/engaged workforce, excellent management and etc.

## Intellectual Property Rights



## Protection of IPR

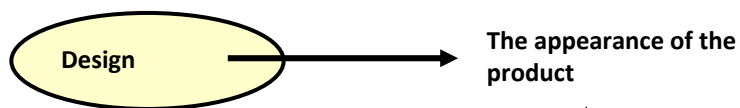


Technical solution to technical problem  
Novel  
Inventive step/Nonobvious/differs clearly  
Industrial useful/ useful



7-20 years from filing

## Protection of IPR

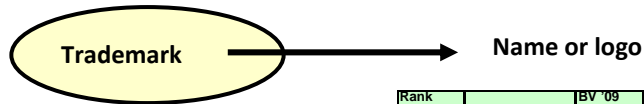


Visual expression  
novel  
Individual character



10-25 years from  
filing

## Protection of IPR



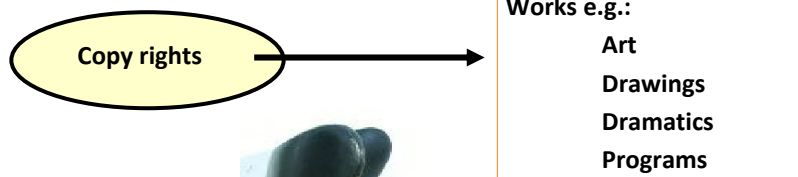
Rank 2009	Brand	BV '09 (\$m)	BV '08 (\$m)	% chg 09 vs. 08
1	Google	100,039	86,057	16%
2	Microsoft	76,249	70,887	8%
3	Coca-Cola	67,625	58,208	16%
4	IBM	66,622	55,335	20%
5	McDonald's	66,575	49,499	34%
6	Apple	63,113	55,206	14%
7	China Mobile	61,283	57,225	7%
8	GE (General Electric)	59,793	71,379	-16%
9	Vodafone	53,727	36,962	45%
10	Marlboro	49,46	37,324	33%
11	Wal-Mart	41,083	34,547	19%
12	CBC	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%

Visual/auditory expression

Must be distinguishable from other names/logos

As long as you pay for it/use it

## Protection of IPR



Arne Jacobsen  
"Ægget"

Work of creation  
Originality - character

Typical 50-70 years from creators death

## Protection of IPR

### Unfair Competition law

#### Protection against imitation

*Marketing imitation*  
*Product imitation*  
*Other business imitations*  
  
*.....fraud*

## Protection of IPR

### Trade secrets

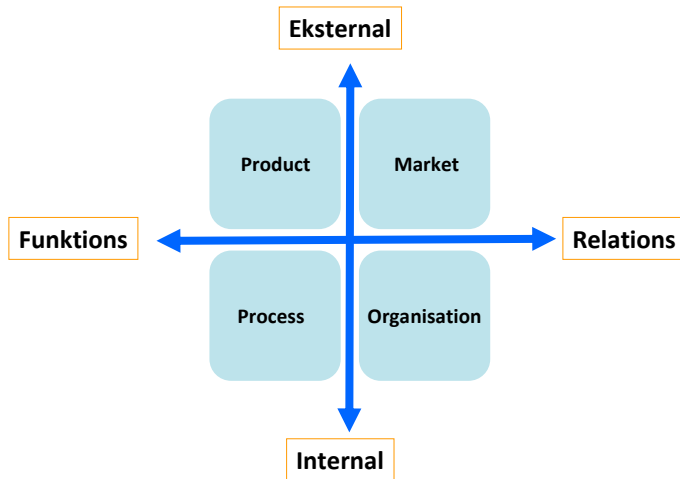
**Confer economic benefit to its holder**

**Is not generally known in public**

**Precautions should been taken to keep it secret**



## Protection of Innovation



## Protection of Innovation

