



Rigorous empirical
research on
intellectual property

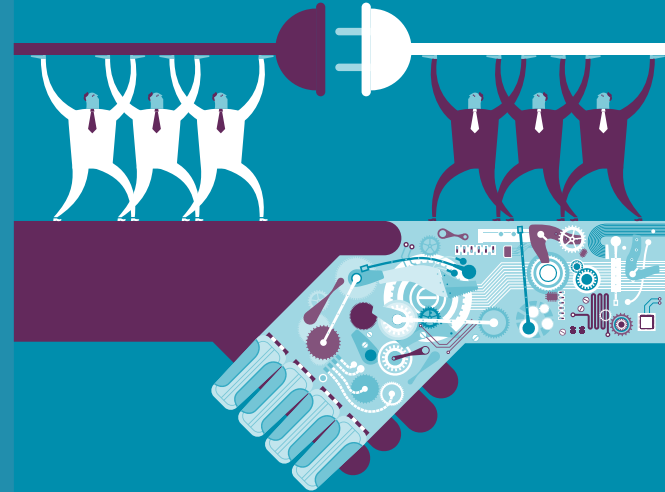
IP aspects to consider when entering the Internet of Things

Host: Dr. Claudia Tapia, Chair of 4iP Council

Presenters:

- Richard Vary
- Cordula Schumacher, LL.M

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What do we do?



Non-Profit Activities



High Quality Academic Research



Education



Promotion Innovative SMEs



For SMEs:

European Court Decisions:



Which types of intellectual property do you need?

Filter table columns

	Q	PATENTS	C	DESIGNS	R	TRADE SECRETS
What do they protect?	Copyright is a right and protection for literary, artistic, scientific, and other intellectual creations.	Patents protect inventions in technical fields.	Designs protect the appearance of a product.	Registered designs protect the appearance of a product.	Trademarks protect signs that distinguish goods or services.	Trade secrets protect confidential information.
Examples of what is protected	Novels, films, music, software, databases, etc.	Medicines, machines, processes, etc.	Product shapes, patterns, etc.	Registered designs, etc.	Words, logos, etc.	Formulas, algorithms, etc.
How long is the right protected?	Life of the author + 70 years after death.	20 years from filing.	15 years from filing.	15 years from filing.	Indefinite.	Indefinite.
How long is my innovation protected?	As long as the work is original and protected by copyright.	As long as the invention is novel and non-obvious.	As long as the design is new and distinctive.	As long as the design is new and distinctive.	As long as the mark is distinctive.	As long as the information is confidential.
Do I have to register it?	No.	Yes.	Yes.	Yes.	Yes.	No.



Case Law post CJEU ruling Huawei v ZTE

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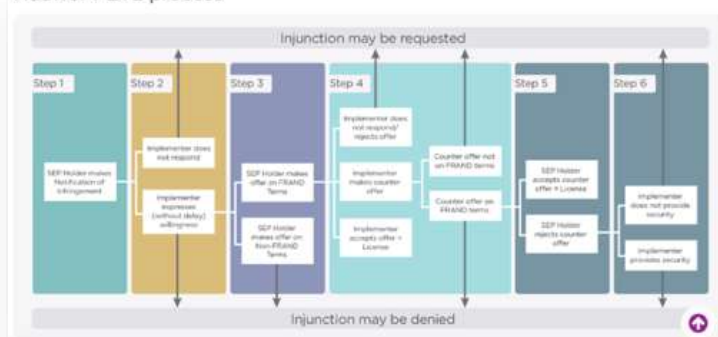
National Courts Guidance

Negotiating Licenses for Essential Patents in Europe

Increased clarity provided on the principles established by the Court of Justice of the European Union in Huawei v ZTE.

The Court of Justice of the European Union clarified, in Huawei v ZTE (Case No. C-170/13), European law relating to the availability of injunctive relief for infringement of FRAND-based standard essential patents. In doing so, the Court provided a legal framework focused on the good faith conduct to be expected of both parties. Since

Huawei v ZTE process



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Richard Vary

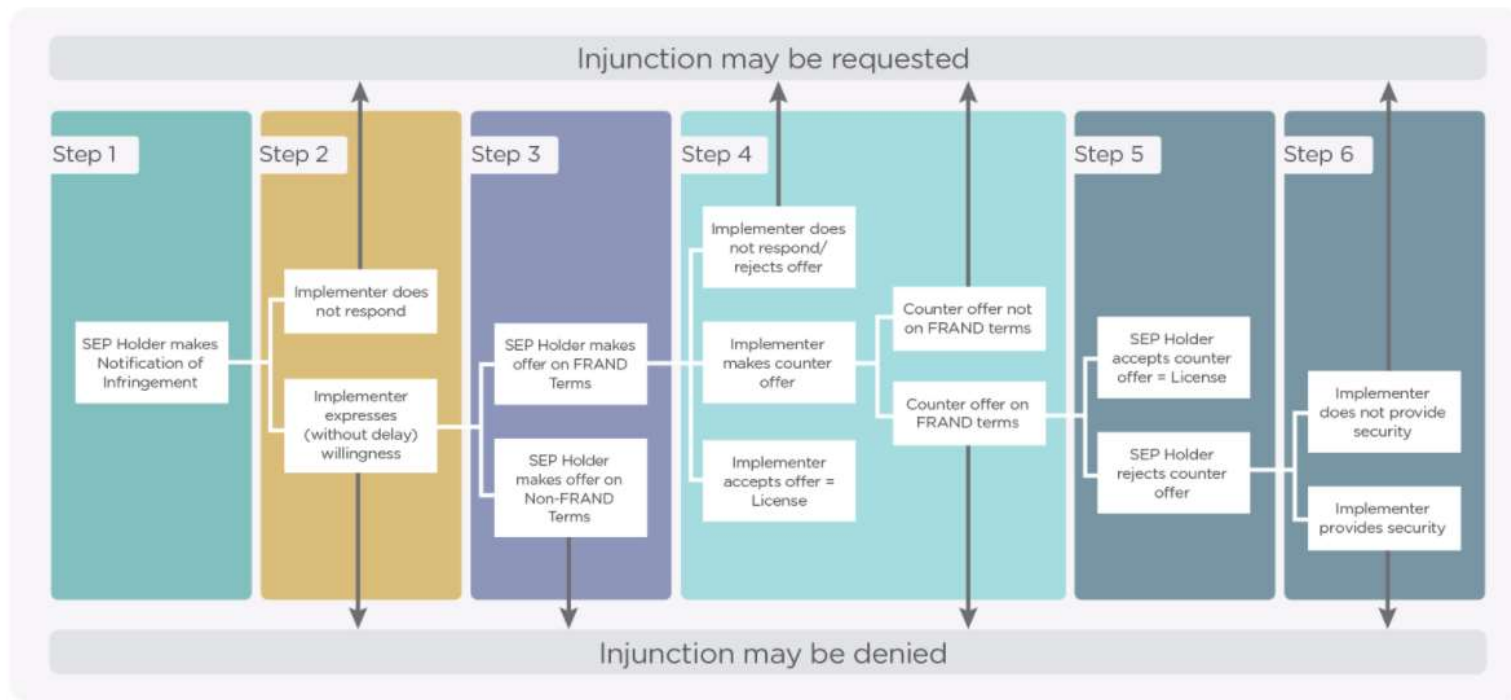
Richard Vary is a partner in Bird & Bird's Intellectual Property Practice and Tech and Comms. sector group. He specialises in multi-jurisdictional electronics patent litigation with a particular focus on mobile telecommunications patent litigation and arbitration work.



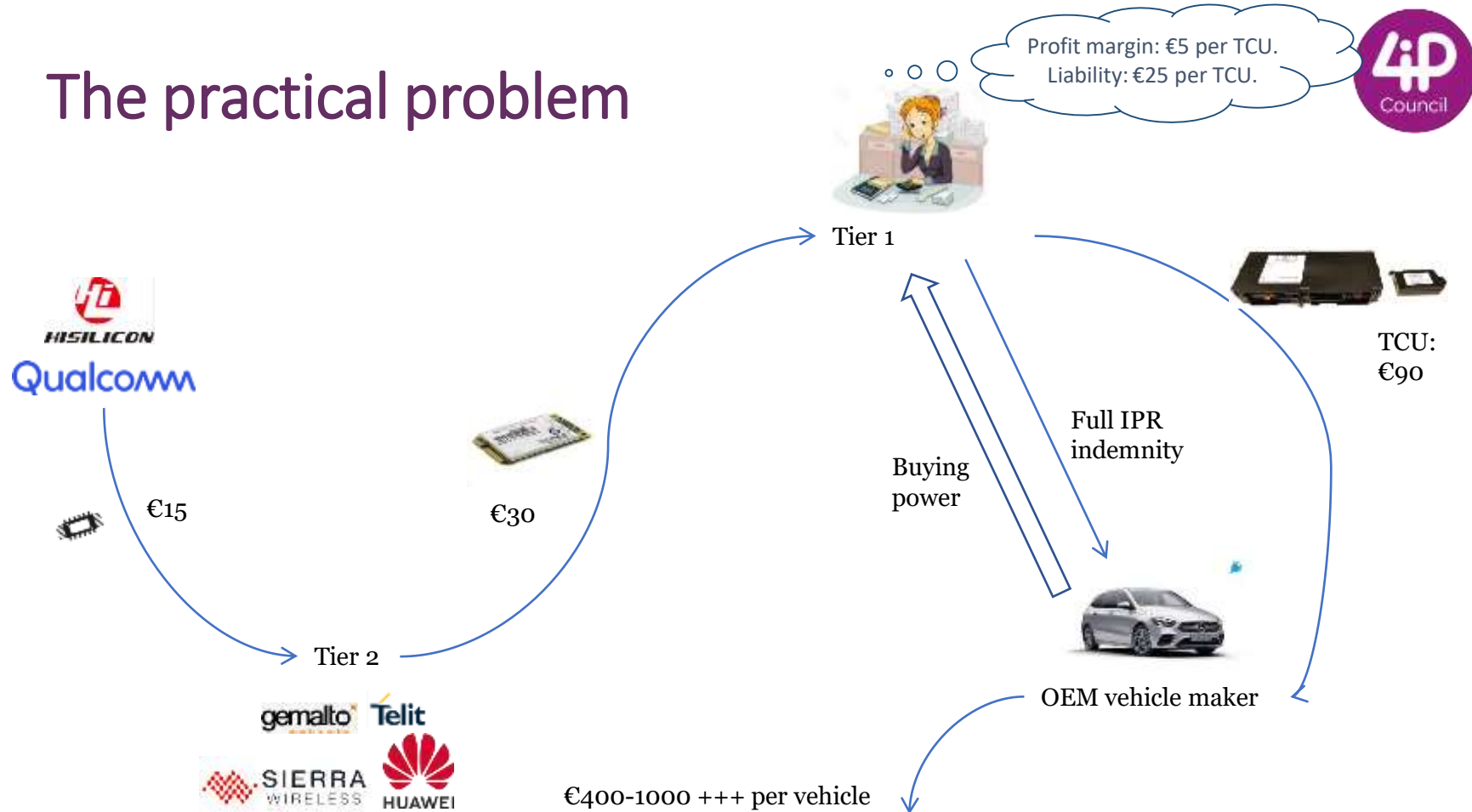
Cordula Schumacher

Cordula Schumacher LL.M. is a partner of the German boutique IP firm ARNOLD RUESS. She specializes in patent litigation. She has been lead counsel in the key FRAND cases of the last years.

CJEU *Huawei v ZTE*, 16 July 2015 - Case No. C-170/13



The practical problem



Thank You!



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