

How to protect your IP

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Ericsson



Employees worldwide

101,300

27,400 in R&D

42 BSEK in R&D

3,95 BEUR

in R&D

60,000

granted patents

232 BSEK in sales

22,6 BEUR

more than 180 countries

Agenda

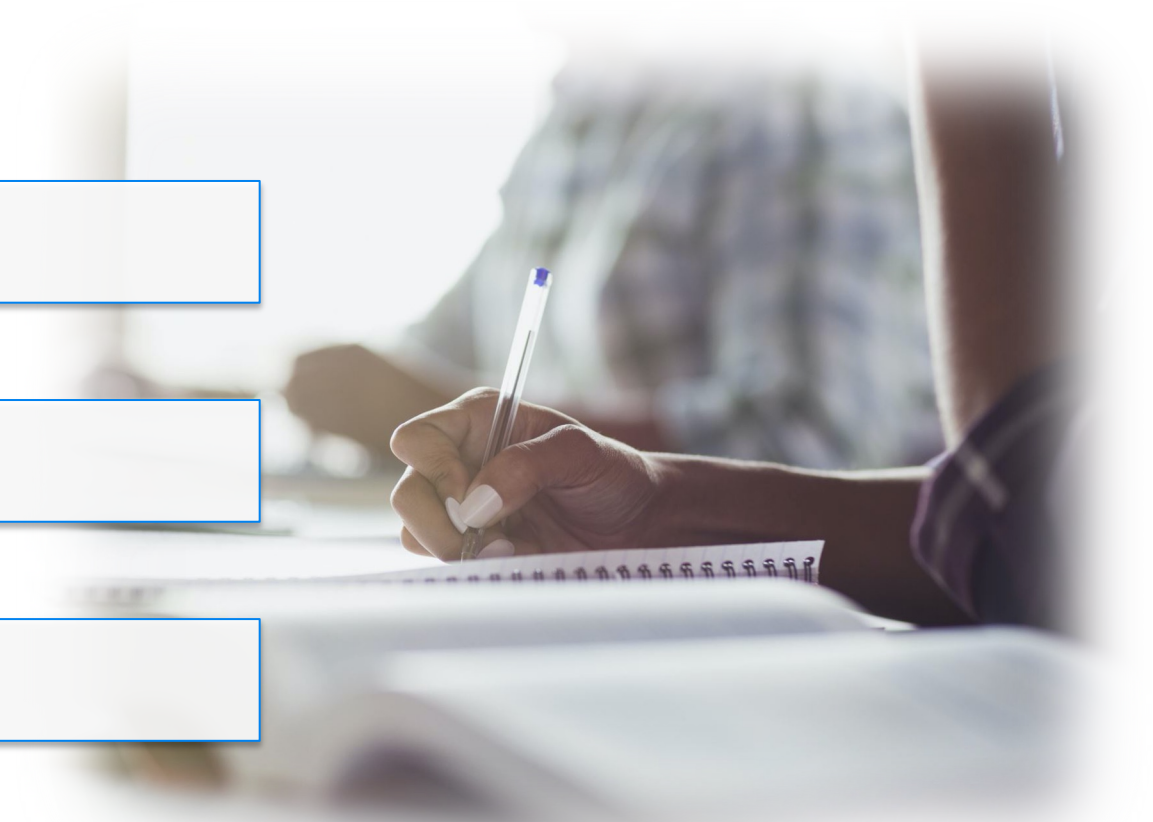


What is IP?

Types of IP

Why protect IP?

Growing through IP



Ganymed Pharmaceuticals



- Founded in 2001
- Invention: **Ideal monoclonal antibodies (IMABs)**
- Acquired (2016) by Astellas Pharma for €1.282 billion.
- Based in Mainz and employed 80 people.



IP
protected!







Dr Sahin & Dr Türeci

What is Intellectual Property?



- An **exclusive** property right.
- Allows for **commercialization** of ideas.

Types of IP

|  |  PATENTS |  COPYRIGHTS |  DESIGNS* |  TRADEMARKS |  TRADE SECRETS |
|---|---|---|---|---|---|
| What do they protect? | An invention: a new and innovative way of doing something, or solving a technical problem See also: Here Here Here | A work: an original intellectual creation See also: Here Here Here | A new and original visual appearance of a product See also: Here Here Here | Distinctive signs that identify brands of products/services | Any type of useful information for business that is secret and kept confidential See also: Here Here |
| Examples of what is protected | Inventive products and processes in all lines of business For examples of successful inventions by SMEs see Here | Audio-visual works, pictures, graphics, architecture, databases, software, designs, literature, novels, poems, plays, music and video, dramatic works | Packages, containers, furnishings, graphic symbols, computer icons, typefaces, graphical user interfaces, logos and maps More on designs Here | Words, personal names, designs, letters, numerals, colours, shapes, packaging, sounds More on TMs Here See also Here Here | Any confidential information: business methods, customer lists, R&D data, financial information, cooking recipes, software, datasets, know-how, algorithms More on trade secrets Here |
| How are my rights protected? | Prevents unauthorised making, using or selling of the patented invention | Prevents the work being (without authorisation) copied, published, distributed or made available online Protects the integrity and attribution of the work Related rights: Public performance and display of the © work See also Here | Prevents unauthorised use of an identical or similar visual appearance for the same kind of product or services See also Here | Prevents unauthorised use of distinctive signs for the same or related products or/services See also Here Here | Prevents others from using the confidential information, as long as it remains secret Allows to claim monetary compensation in case of unlawful disclosure of the confidential information |

Interactive version at <https://www.4ipcouncil.com/4smes#what-is-ip>

Benefits of patents

A stylized illustration of a woman in a dark blue business suit and red tie, carrying a brown briefcase, standing in a doorway and reaching out to open a large, thick purple door. The background is a solid teal color.

4 REASONS TO PATENT

-  1 - MARKET ACCESS
-  2 - NEGOTIATING
-  3 - FUNDING
-  4 - STRATEGIC VALUE

Explore how patents add value with our **interactive guide**.

<https://www.4ipcouncil.com/4smes/4-reasons-patent>

Benefits of trademarks



4 REASONS 4 TRADEMARKS

- 1 - DIFFERENTIATION
- 2 - PROTECTION
- 3 - REPUTATION
- 4 - REVENUE

Explore the benefits of trademarks with our **interactive guide**.



#worldipday

<https://www.4ipcouncil.com/4smes/4-reasons-4-trademarks>

Benefits of copyrights



<https://www.4ipcouncil.com/4smes/4-reasons-4-copyright>

Benefits of designs



4 REASONS 4 DESIGN RIGHTS

- 1 - EXCLUSIVITY
- 2 - COMMERCIALISATION
- 3 - REPUTATION
- 4 - VALUE

Explore the benefits of design rights with our **interactive guide**.

<https://www.4ipcouncil.com/4smes/4-reasons-4-design-rights>

Trade secrets



- Unlimited duration of protection
- Cheap
- No registration
- Legal protection



To consider on trade secrets



4 ESSENTIALS OF TRADE SECRETS

- 1 - FIND OUT IF YOU HAVE SOMETHING WORTH KEEPING AS A TRADE SECRET
- 2 - WORK OUT WHAT YOU CAN DO TO PROTECT YOUR TRADE SECRET
- 3 - CONSIDER HOW YOUR TRADE SECRET MIGHT BE EXPOSED
- 4 - A TRADE SECRET'S STRATEGIC VALUE

Explore the benefits of Trade Secrets with our **interactive guide**.

<https://www.4ipcouncil.com/4smes/4-essentials-of-trade-secrets>

