



Rigorous empirical
research on
intellectual property

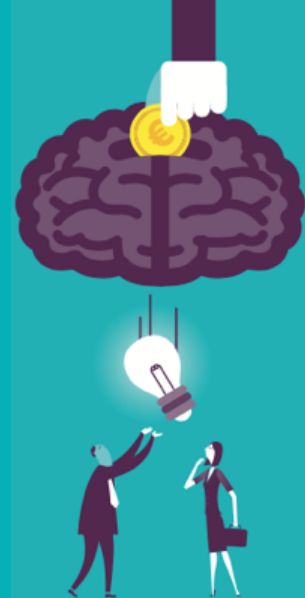


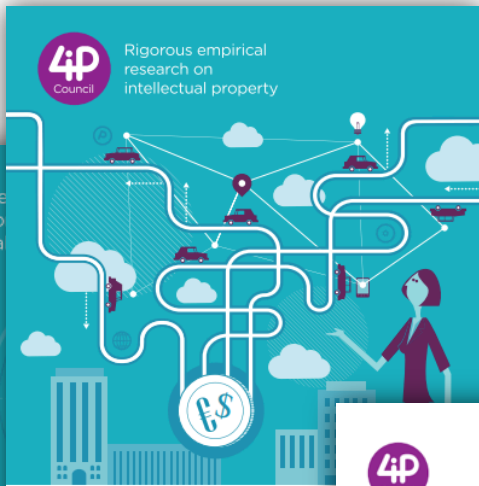
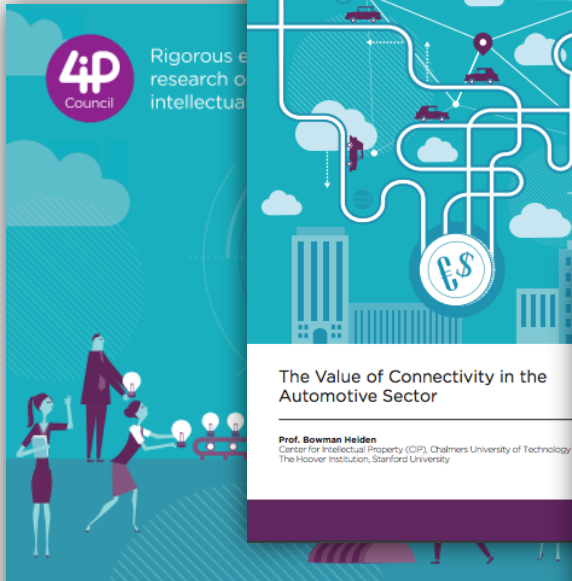
Managing your intellectual property

Hosts: Claudia Tapia, Chairperson, 4iP Council & Dana Colarulli, Executive Director

Presenters:

- Don Drinkwater, Director of Licensing, Bose Corporation, Boston
- Jim Malackowski, Chief Executive Officer, Ocean Tomo, LLC, Chicago
- Nikos Minas, European Patent Attorney, Hanna Moore + Curley, Dublin





The Value of Connectivity in the Automotive Sector

Prof. Bowman Heiden
Center for Intellectual Property (CIP), Chalmers University of Technology
The Hoover Institution, Stanford University

FRAND licensing levels under EU law

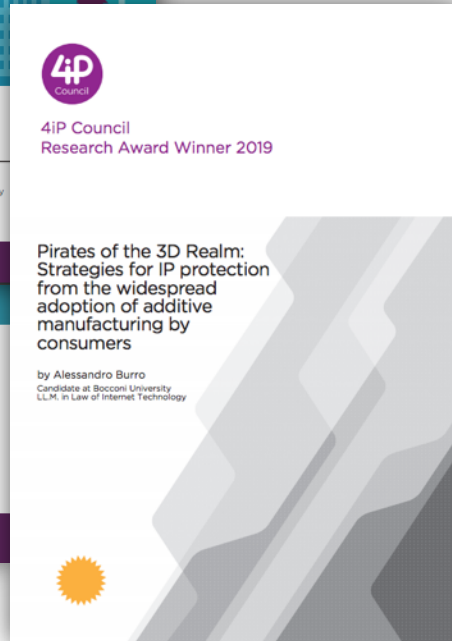
Dr Jean-Sébastien Borghetti
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Dr Nicolas Petit
Professor of Law at the University of Liege and at the College of Europe

Summary

February 2020



4iP Council
Research Award Winner 2019

Pirates of the 3D Realm: Strategies for IP protection from the widespread adoption of additive manufacturing by consumers

by Alessandro Burro
Candidate at Bocconi University
LL.M. in Law of Internet Technology



Case Law post CJEU ruling *Huawei v ZTE*

4iP Council Case law CJEU Huawei v ZTE German court decisions Italian court decisions English court decisions English/Irish court decisions Romanian court decisions French court decisions Dutch court decisions National Courts Guidance

Authors
& contributors

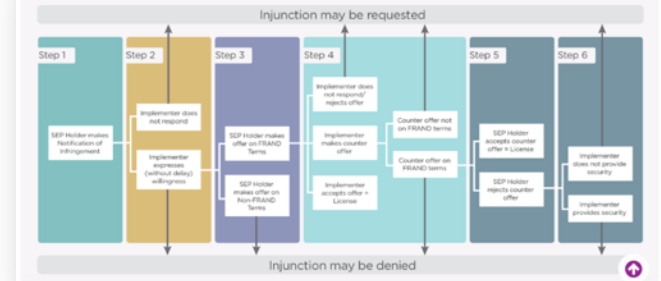
National Courts Guidance

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 infringements of FRAND-based standard essential patents. In doing so, the Court provided a legal framework focused on the good faith

Huawei v ZTE process



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About
The Issue
Research
Publications
Webinars
Case Law Search
News
Features
4SMEs
Network




Rigorous empirical research on intellectual property

Types of IP
Benefits of IP
IP for Business Growth
4 Reasons to Patent
4 Reasons 4 Copyright
4 Reasons 4 Trademarks
SME Features
Research

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4 REASONS TO PATENT

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

Explore how patents add value with our [interactive guide](#).

4 REASONS 4 COPYRIGHT

- 1 - COMPETITIVE EDGE
- 2 - REPUTATION
- 3 - COLLABORATION
- 4 - FUNDING

Explore the benefits of copyright with our [interactive guide](#).

4 REASONS 4 TRADEMARKS

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

Explore the benefits of trademarks with our [interactive guide](#).

4 REASONS 4 DESIGN RIGHTS

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

Explore the benefits of design rights with our [interactive guide](#).

Which types of intellectual property do you need?

Filter table columns

	PATENTS	COPYRIGHTS	DESIGN	TRADEMARKS	TRADE SECRETS
What do they protect?	Inventions and innovations that are new, non-obvious and capable of being patented.	Original literary, artistic, musical, dramatic, cinematographic and audiovisual works.	Original designs of products or parts of products.	Signs capable of distinguishing goods or services from those of other undertakings.	Confidential information that has commercial value.
Examples of what is protected	Medicines, machines, processes, chemical compounds, computer programs, etc.	Books, music, films, software, etc.	Product designs, etc.	Logos, slogans, etc.	Recipes, etc.
How are my rights protected?	By filing an application for a patent with the relevant authority.	By creating an original work and registering it with the relevant authority.	By registering the design with the relevant authority.	By registering the trademark with the relevant authority.	By keeping the information confidential.
How long is my protection protected?	Up to 20 years.	Life of the author + 70 years after death.	10 to 15 years.	Indefinite.	Indefinite.
Do I have to register it?	Yes, filing an application for a patent is required.	No, but registration is recommended.	Yes, filing an application for a design is required.	Yes, filing an application for a trademark is required.	No, but registration is recommended.

How do I use intellectual property to grow my business?



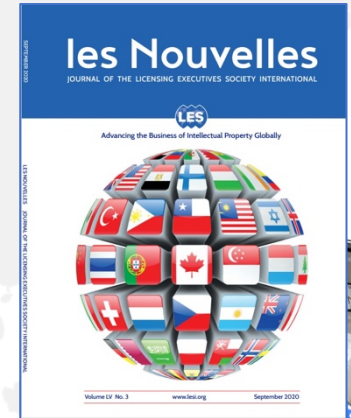
Who is LESI?

The Licensing Executives Society International (LESI) is an umbrella association of 33 national and regional Member Societies in more than 90 countries serving more than 7000 individuals.

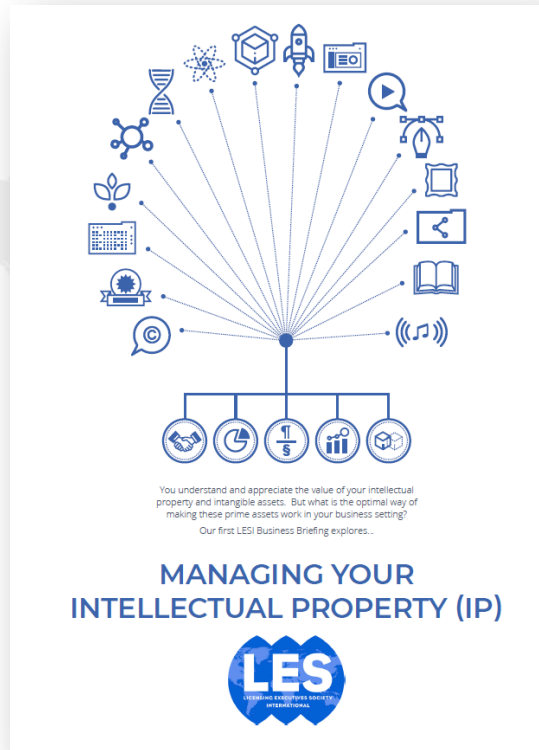
- Provides a global platform that enables businesses, professionals, and industry players to network, learn, encourage IP transactions and understand licensing, amongst licensing professionals around the world.
- Provides leadership on key issues important to licensing professionals in companies, firms and other organizations
- Maintains an international and diverse board where women prominently serve in the leadership
- Offers a variety of meetings, conferences, webinars and certifications to inform and educate professional – both in person and now virtually too!



LET'S INNOVATE!



LESI: Advancing the Business of Intellectual Property Globally



- The first in a series of Business Briefings published by LESI in May 2020.
- Written specifically for SMEs, useful for all.
- For those involved in the business of IP for the first time, these briefings provide critical information that may help your enterprise to be successful.
- The three briefings are written by LES members who are experts in their subject and active in licensing in various markets throughout the world.

Our Authors:



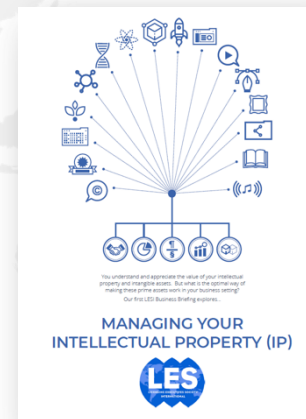
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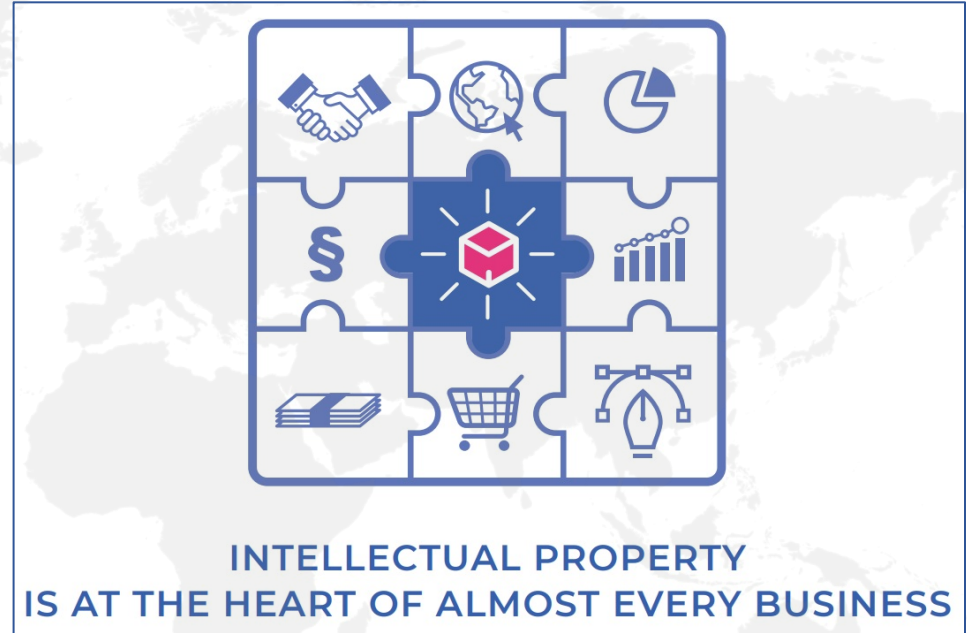


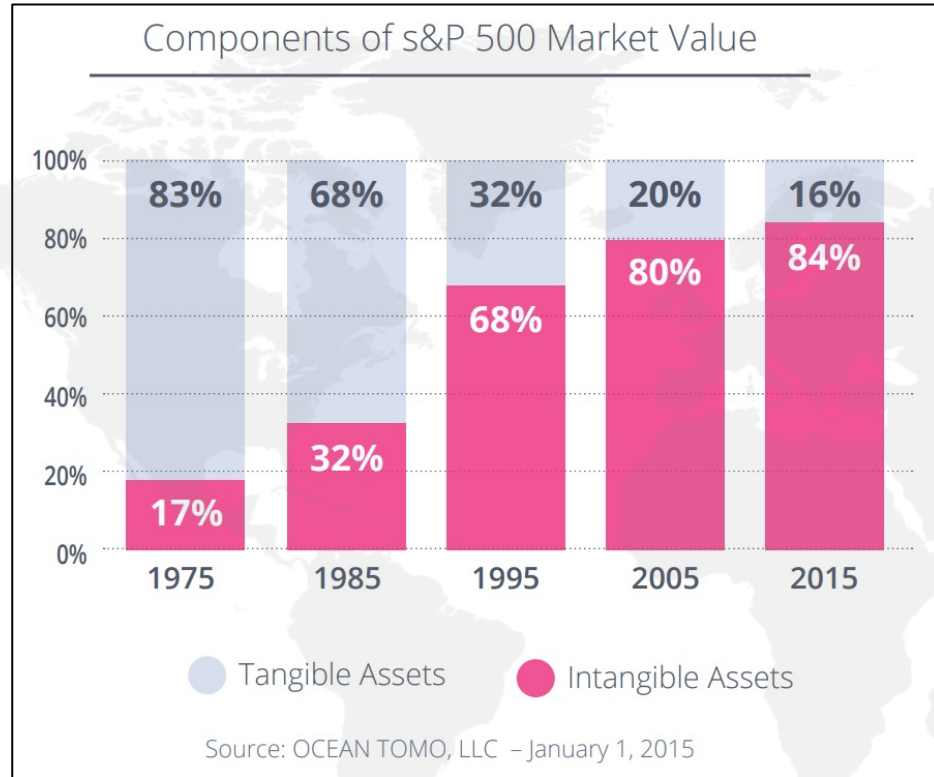
Jim Malackowski
Chief Executive Officer
Ocean Tomo, LLC
Chicago, IL (USA)



LES Business Briefing: Managing Your Intellectual Property

- Intellectual Property (IP) is core to the commercial success of any organization.
- Effective IP Management enables the conversion of innovative ideas, innovation results and other intangible assets into tangible business assets.
- Effective management of your valuable IP assets can determine the success or failure of your enterprise.



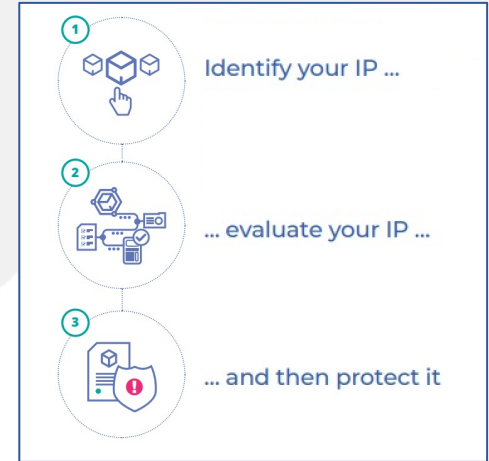


Businesses owning Intellectual Property Rights (IPRs) perform better in the long-term.

What we are going to discuss?

- Types of IP
- How to develop a business strategy for your IP
- Protecting IP
- Monitoring and Assessing Your IP activity effectively
- Establish IP process and policies (Guiding Principles)

THREE BASICS STEPS TO SETTING UP YOUR IP MANAGEMENT STRATEGY



Types of IP

- Patents
- Trademarks
- Industrial Design
- Copyright
- Trade secrets
- Data ownership/Privacy

An organization should use all available IP types to form a comprehensive strategy

Developing a business strategy for your IP

- **Defensive**
 - Hold IP to protect products from competition
 - Assert against infringing companies
 - Difficult in some industries due to dominate players and standards
 - Used frequently by Pharma
- **Offensive**
 - License to operating companies (Carrot)
 - License to infringers (Stick)
- **Hybrid**
 - Assert crown jewels
 - License ancillary technology

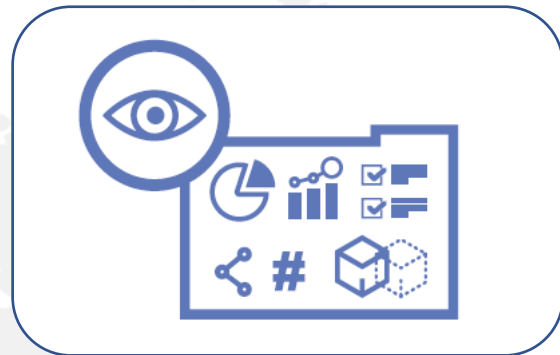
Protecting your IP

- File a Patent, Register a Trademark, etc.
- Non-Disclosure Agreements
- Business Partnership Agreements
- Who owns the IP
- Outsourcing agreements
- License agreements
- Employment Contracts



Monitor your IP

- Asset Register
- Landscape analysis
- Underweight portfolio
 - Purchase IP using brokers
 - Scan for new inventions and file IP more
- Overweight portfolio
 - Sell IP
 - Abandon IP as required



ESTABLISH YOUR OWN GUIDING PRINCIPLES



Example illustrative guiding principles include:

- Centralized IP management;
- Treat IP as a profit center;
- Assess IP portfolio on regular basis to evaluate its effectiveness on the basis of the organization business model and future product roadmap;
- Consider strategic IP partnerships e.g. joint developments, IP acquisition;
- Post and solicit technologies of interest (open innovation);
- Protect core innovations first with an eye on the protection of future developments;
- Publish non-core incremental innovation;
- Actively map IP to products and mark products with the IPRs that cover them.

Thank you Q & A



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Our forthcoming webinars

8 Oct. 2020	Why researchers need an IP strategy 10am EST 4pm CEST	Prof. Koenraad Debackere <ul style="list-style-type: none"> • Professor of Technology and Innovation at the Faculty of Economics and Business of KU Leuven • Managing Director of KU Leuven Research & Development Dr. Peter Oksen Senior Program Officer at WIPO GREEN
15 Oct. 2020	License to All or Access to All? A Law and Economics Assessment of Standard Development Organizations' Licensing Rules 11am EST 5pm CEST	Anne Layne-Farrar <ul style="list-style-type: none"> • Vice President in Competition Economics at Charles Rivers Associates • Adjunct Professor at the Northwestern University Pritzker School of Law Richard J. Stark Partner in the Litigation Department of Cravath, Swaine & Moore LLP
27 Oct. 2020	The value of intangible assets 4pm CET	Dr. André Gorus (LESI) Independent Consultant, former IP Valuation Director, Solvay
17 Nov. 2020	License your valuable assets 10am ET 4pm CET	Details coming soon