

IP Management – The backbone of modern day innovation systems

6th International technology transfer conference (17th September 2013) Kranj, Slovenia



Presented by:

Sumit Luthra
IP Manager, BTO AS
Bergen, Norway



Discussion

- Value creation in high tech environments
- Managing the value creation
- IP management
- IP management in most SMEs & academic research
- Effective use of IP system
- Use IP strategically
- Conclusion
- Q&A



Value creation in high tech environments

- Environments Academic R&D and SMEs, Startups
- High tech environments Powerhouse producing intangibles & valuable assets
- Intangible assets produced:
 - Technology
 - Innovative business solutions & processes
 - Brand, Tacit knowledge
 - Know-how etc.
- Need for efficient and effective framework to identify, protect & exploit intangible assets created



Managing the value creation

- Wide gap between idea creation & its monetization
- Need for methodologies, tools & techniques to bridge the gap
- Range of competencies need to play a role
- Journey from lab to the market





Intellectual Property management

- A crucial innovation management tool in knowledge based business
- Backbone of technology intensive businesses
- Required for capturing & managing intellectual assets
- Is it any worth, what does IP system enable?
 - Packaging IP
 - Securing IPRs
 - Transacting IP
 - Exploitating IP
 - Transfering IP
 - Capitalizating IP





IP management in SMEs & academic research

Most of the SMEs under exploit the present IP system and research environments are under constant pressure to publish.

But why?

- Lack of awareness of IP system & ability to use it
- Perceived as a complex
- Considered expensive & lengthy
- Lack of functional knowledge
- No formal departments & personnel responsible
- Focus on immediate goals



Benefits outweigh the burden – It's an investment

As the companies & economies become increasingly knowledge based, a robust IP system facilitites transactional ecosystem where IP is a currency of the modern day knowledge economies

Effective use of IP system:

- Creates & sustains enterprise competitiveness
- Prevents 'free riding'
- Influence market capitalization of an entreprize
- Open new revenue streams & add assets on the balance sheet
- Help attain R&D tax incentives
- Curbs unfair business practices & assert your rights





Use IP strategically



Strategic use of IP data, information, processes & rights drive the benefits that can be achieved.

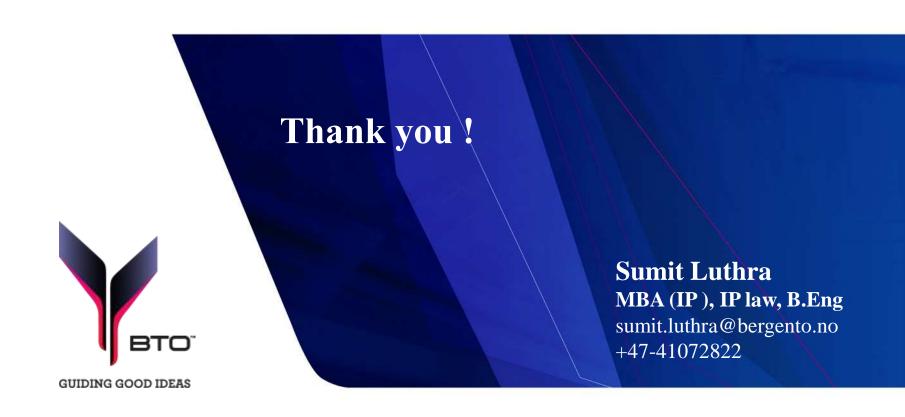
- Competitive IP intelligence
- Trends in technology & business domain
- Tap white spaces in wider technology landscape
- Secure and exploit own IP rights
- Know your potential customers
- Woo investors & research collaborators
- Marketing





Conclusion

- One might choose not to protect & assert his IP rights, but others will do, so systematic IP management in technology intensive environments, a must have.
- Not just legal but range of competencies play a role in strategic use of intellectual property.
- Your intellectual property has no life until rights are obtained for it.





Questions?

