



GUIDING GOOD IDEAS

IP Management – The backbone of modern day innovation systems

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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
 - Exploiting IP
 - Transferring IP
 - Capitalizing 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 facilitates 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 enterprise
- 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.*

Thank you !



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Sumit Luthra
MBA (IP), IP law, B.Eng
sumit.luthra@bergento.no
+47-41072822



Questions ?



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