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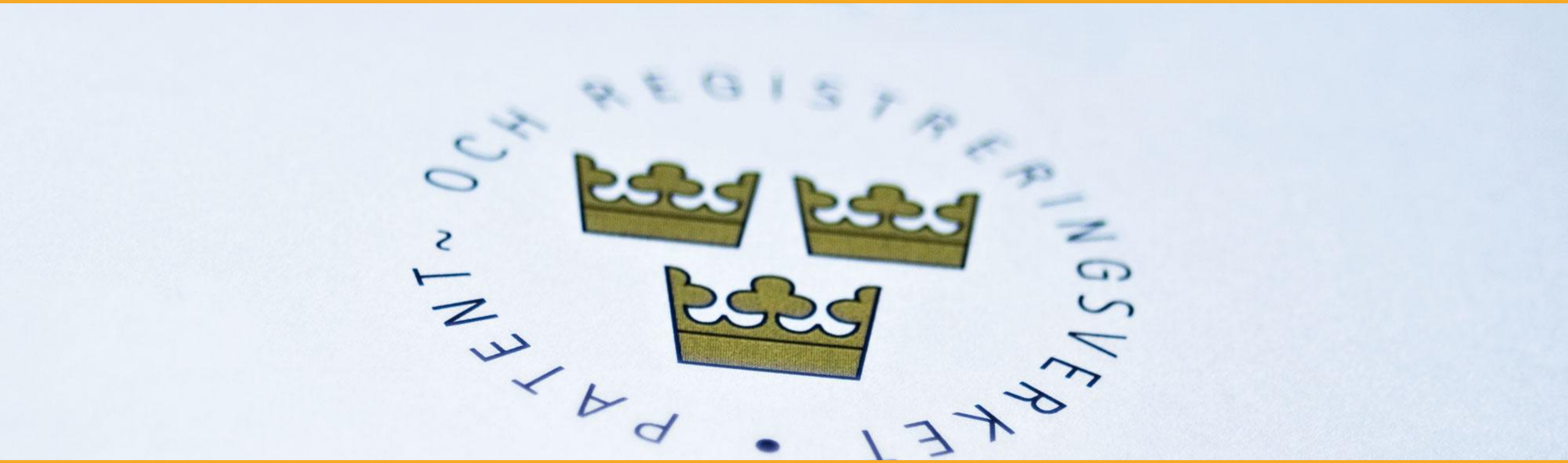

Importance of intellectual property in different stages of the innovation process

IP Protection is a business tool with which you can create greater potential to be able to develop your idea more successfully and to be stronger on the market in the future.

- You need to know and understand what to do to create available possibilities and opportunities to be successful on the market in the future.
- You need to know and understand what the consequences of what you do might be in the future, what might create opportunities and what might create limitations.

- Early stages
  - IP protection of others can be a useful source of information for to build on and to develop further.
  - And to know where there is space for protection and where there might be rights owned by others that might be a hurdle in the future

Some examples

- Patent information can be used to,
  - Give you ideas and information to build on or to develop further
  - Know what others have done and not do it again
  - Know if someone else is working in the same area and if so what they are doing
  - Know if there are any rights that might make it difficult for you to get protection
  - Know if there are any rights that might make it difficult for you to work your invention in the future

- During the development stages you need to know what you want to do in the future. It is now you need to decide if you want and/or need to protect what you have done.

- If you decide to
  - File a patent application
    + You will most likely have a protection in the future
    + You have created an advantage towards your competitors
    - It will be published after 18 months
    - You will have to decide within 12 m if and where you want to have future protection
  - Keep secret
    + Your competitors don’t know what you are doing
    - If you can’t keep it secret or as soon as you have to make it public you loose the possibility to have a protection in the future
    - Someone else might file a patent application which might stop you in the future
  - Publish
    + You stop anyone else from getting protection
    - You can´t have a protection in the future

- Patent protection gives you several options. You can:
  - Develop and market yourself
  - Collaborate with someone else and keep the influence and right to be part of decision
  - Sell what you have done, but keep the rights – you can continue to be part of it
  - Sell what you have done with the rights
  - License the rights to someone else to develop…
  - Etc.…

=> But the main thing is that you can decide yourself what you want to do - you are in the "drivers seat".

- Later stages of the innovation process
    - You need to know what advantages your earlier actions and decisions have given you but you also need to know what the limitations might be
    - You need to know what your competitors have done and what they are doing – are there any IP rights that might stop you?

By knowing the choices and understand the future consequences and implications of each way of acting you can use them and manage them to your benefit.

Thank You