

IP as a Strategic Tool

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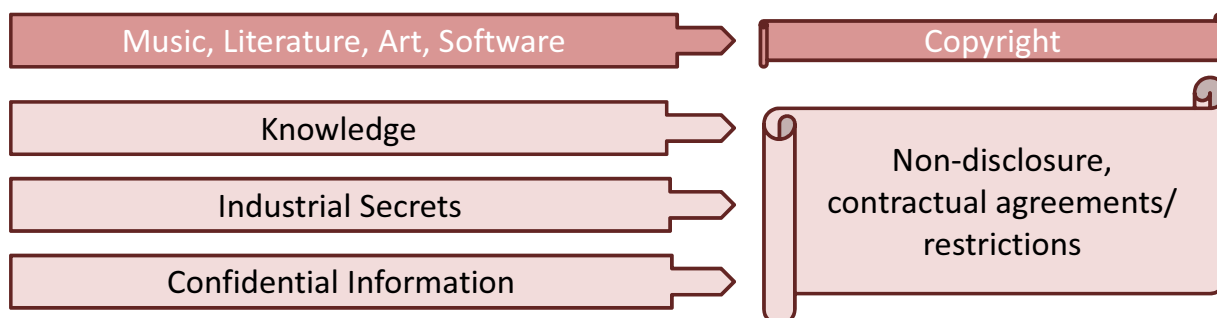
Steinbeis-Europa-Zentrum

Intellectual Property

Property Rights that could be registered



Property Rights that could not be registered



Trip to IP exemplified in

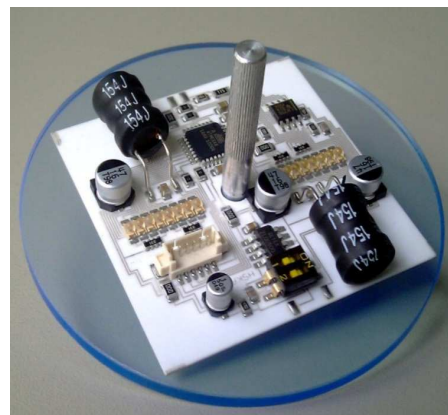


mechboo GmbH

- ❖ Fictive company with innovative solutions in the mechanical engineering field
- ❖ Development , manufacturing & distribution of electro-mechanical toys
- ❖ Process development of electro-mechanical solutions for other companies e.g. Healthcare sector

Novel Product: the Electro-Mechanical Booster

- ❖ Spinning top displays during turning through an LED a remaining lettering
- ❖ Effect: Deployment of earth's magnetic field to induce usable energy



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IP at Organisation Level:

Employee Know-how

Core competence

Market Insight

Client Database

Business Model

Website and Domain

Company Name, Logo & reputation

Contractual restrictions.

Patent, secret Know-How...

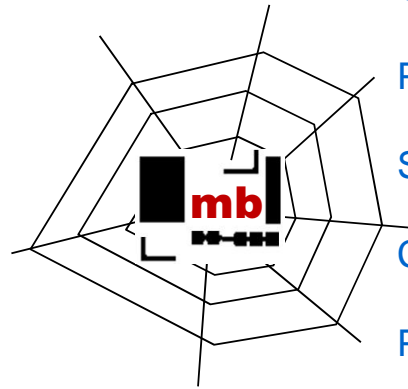
Secret Know-How

Confidentiality, copyright

Property right

Copyright & Trade Mark

Trade Mark



IP at Product Level:

➤ Knowledge of employee

➤ Technical Invention

➤ Layout of Platine

➤ Software

➤ Documentation

➤ Product name

✓ Non-disclosure/confidential

✓ Patent / Utility Model

✓ Design

✓ Copyright

✓ Copyright

✓ Trade mark



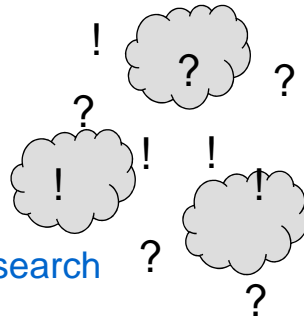
IP in Design & Development processes:

➤ Idea

➤ Elaboration of Idea

➤ Invention

➤ Cooperation with research / academia



✓ Confidentiality agreement

✓ Copyright

✓ Patent / Utility Model

✓ Cooperation agreement

Protect or not to protect?

- Secret Know-How allows a winning margin against competition
- Patent secures exclusive use of the invention
- SME's demonstrate through cooperation core competence
- One can claim compensation in case of breach of protection rules.
- Exchange of Ideas opens way for new solutions to challenges otherwise not to be solved alone
- Registered IP causes high costs
- Core competence could be exposed to third parties in case of a breach of law.
- Usually SMEs lack the necessary resources to claim breached rights

Why protect?

- ❖ Securing Know-How
- ❖ Securing competitive edge
- ❖ Building market value, business assets
- ❖ Creating a recognition value
- ❖ Keeping Know-how in company

IP as a strategic asset:

- Exploitation of Patents allow a competitive edge
- Licencing of not used Patents generates revenue
- Licencing of used Patents can widen the market
- Patents build market access barriers to competitors
- Patents divulge info about my activities & developments to competition
- Business model is part of the market strategy and competitiveness of a company

Thank You