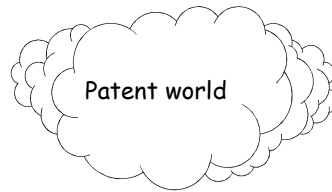


## DTU Patent course

Monday January 17, 2011

### Introduction to Intellectual Properties



**Anette Hegner**

### IPR Legal basics


**Anette Hegner**    **Theis Peter Hansen**    **Andreas Tycho**




- Introduction to (the legal world of) IPR?
- What is a patent
- Novelty/inventive step/treaties
- Infringement and strategy
- Differences in national rules

### The intellectual values

Wife  
Ax  
Cave  
Club  
Fish



Good position in the tribe  
Know where to find good stones  
Know good hunting sites  
Is feared by others  
Can dance hubabuba




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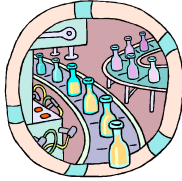
### The intellectual values

**Business assets**

Monetary assets




Tangible assets



Intangible assets


**GOODWILL**

+




Enterprise value


Unknown value




Trade value

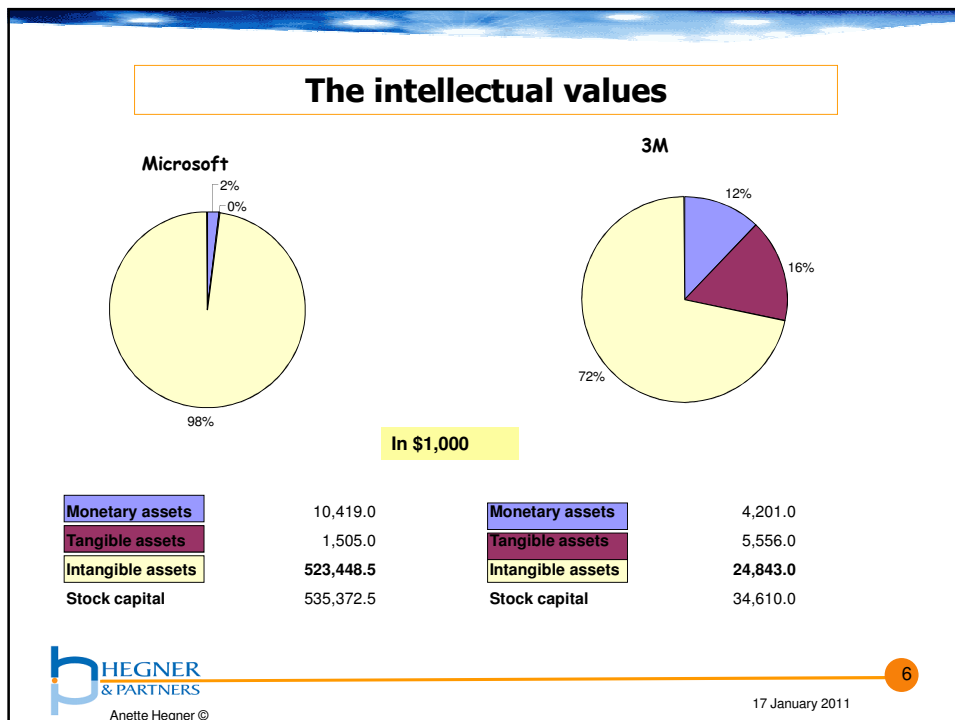
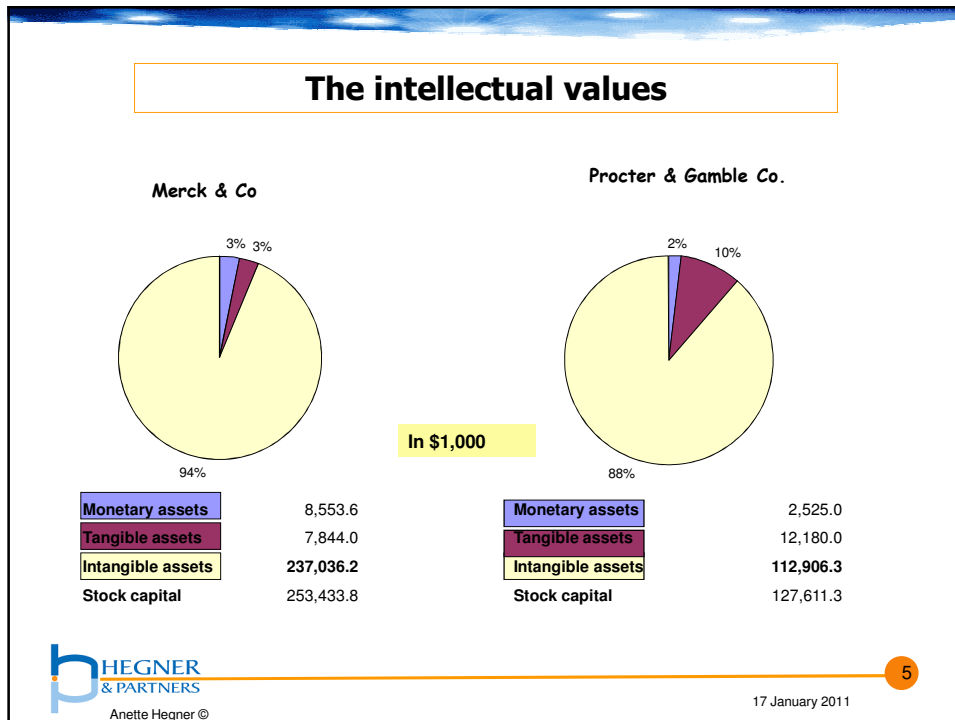


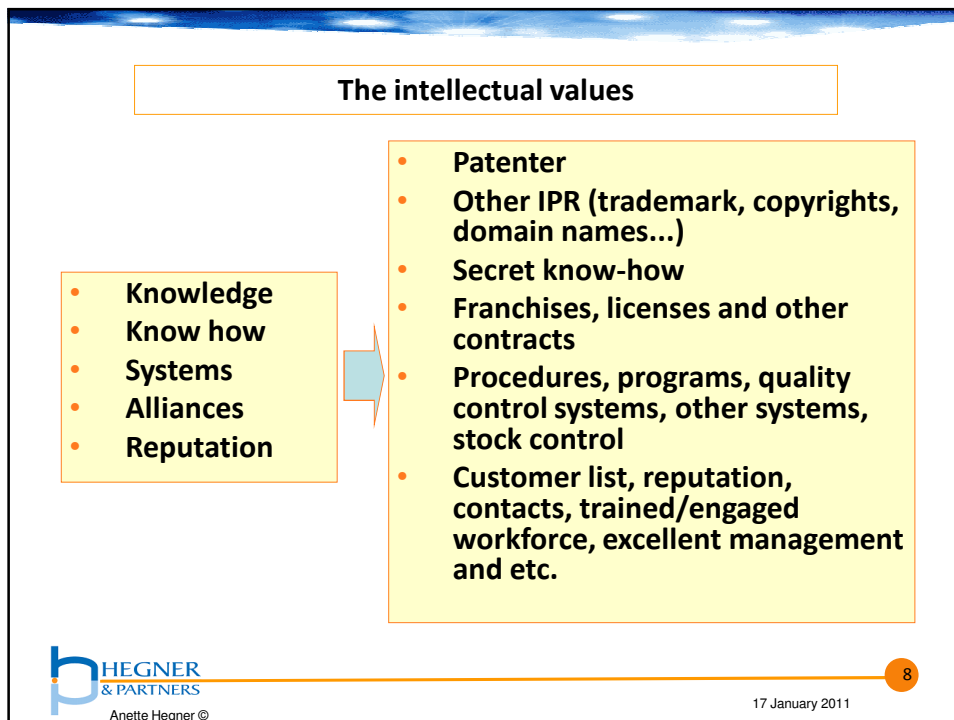
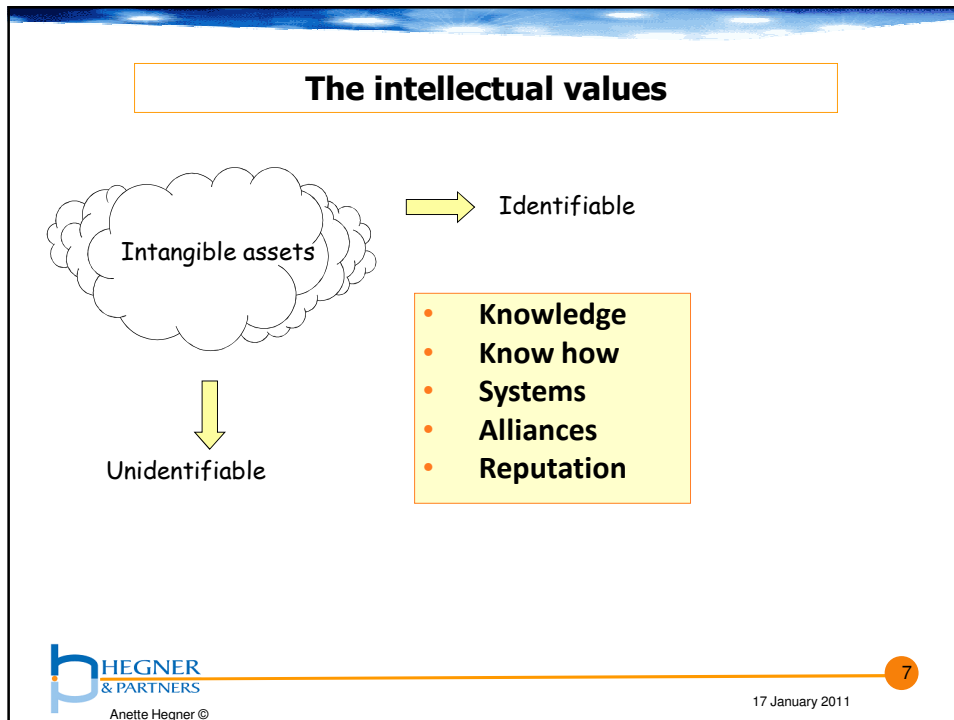
Stock value

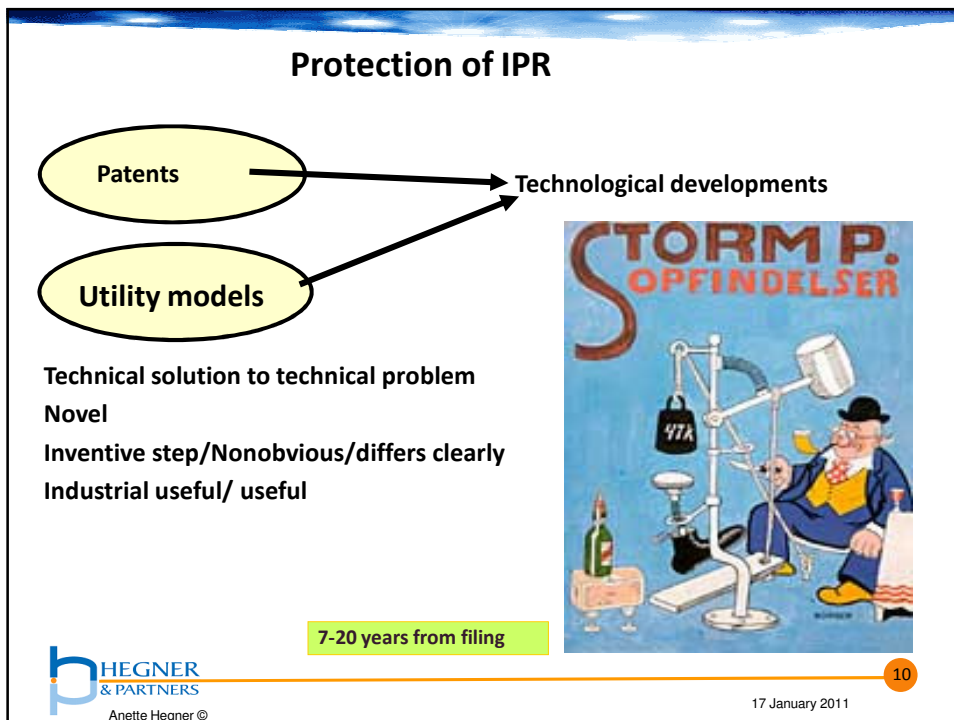
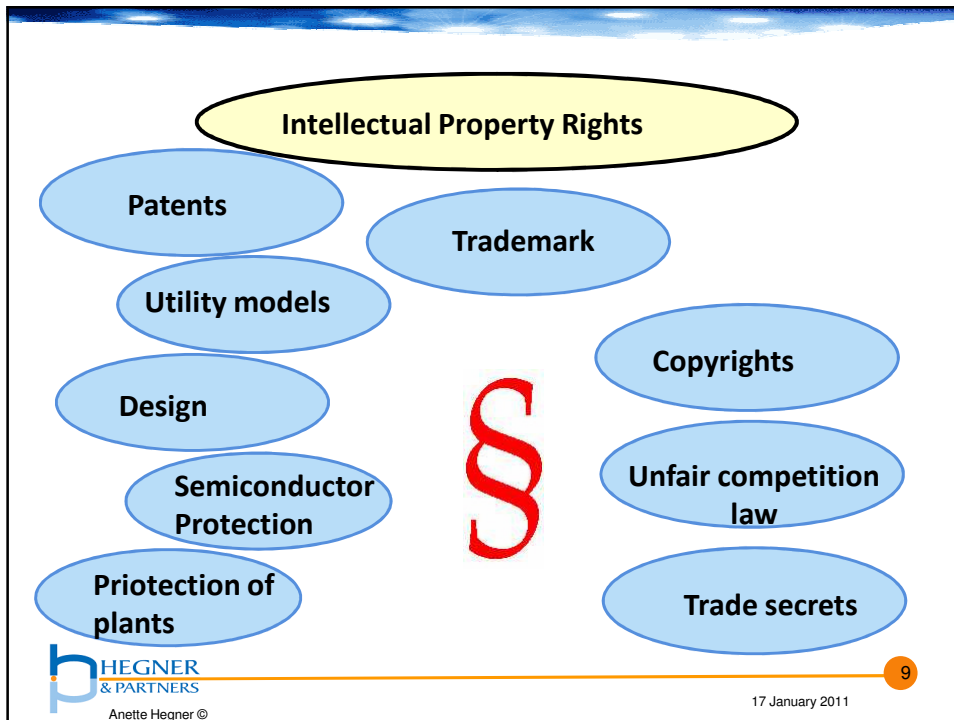




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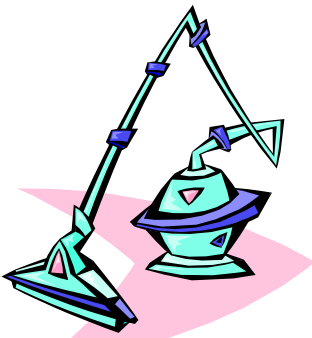
### Protection of IPR


Design

→

The appearance of the product

Visual expression  
novel  
Individual character





**10-25 years from filing**

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### Protection of IPR

Trademark

→


Name or logo

Visual expression

**Must be distinctive from other names/logos**

As long as you pay for it/use it

Rank 2009	Brand	BV '09 (\$m)	BV '08 (\$m)	% chg 09 vs. 08
1	Google	100,039	86,057	16%
2	Microsoft	76,249	70,887	8%
3	Coca-Cola	67,625	58,208	16%
4	IBM	66,622	55,335	20%
5	McDonald's	66,575	49,499	34%
6	Apple	63,113	55,206	14%
7	China Mobile	61,283	57,225	7%
8	GE (General Electric)	59,793	71,379	-16%
9	Vodafone	53,727	36,962	45%
10	Marlboro	49,46	37,324	33%
11	Wal-Mart	41,083	34,547	19%
12	ICBC	38,056	28,004	36%
13	Nokia	35,163	43,975	-20%
14	Toyota	29,907	35,134	-15%
15	UPS	27,842	30,492	-9%
16	BlackBerry	27,478	13,734	100%
17	HP	26,745	29,278	-9%



**As long as you pay for it/use it**

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### Protection of IPR


Copy rights

→

Works e.g.:


- Art
- Drawings
- Dramatics
- Programs

**Work of creation**  
**Original**



**Arne Jacobsen**  
**"Ægget"**

Typical 50-70 years from creators death




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### Protection of IPR

**Unfair Competition law**

**Protection against imitation**

*Marketing imitation*  
*Product imitation*  
*Other business imitations*  
*.....fraud*



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## Protection of IPR

Trade secrets

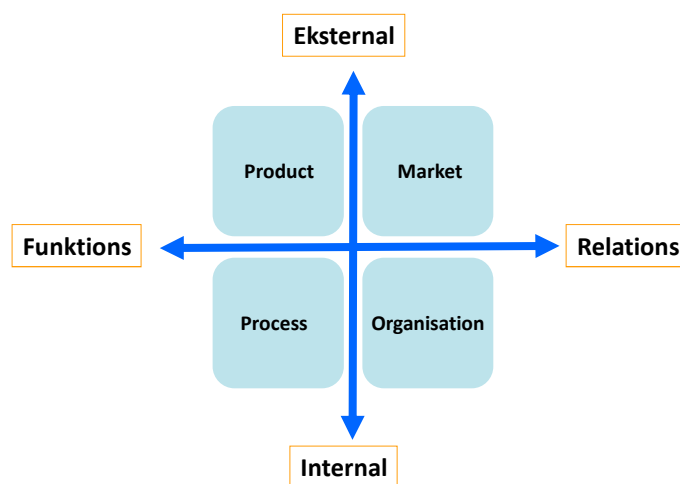
Confer economic benefit to its holder

Is not generally known in public

Precautions have been taken to keep it secret



## Protection of Innovation





## Protection of Innovation

