



Intellectual Property Management The Global Scene

MOT/MBA-BUS771

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Agenda

† **May 24th:**

09:00 Mike Volker: The Evolving Landscape

10:00 Ron Simmer - Searching/Databases

12:00 Discussion

Misc:

Class schedules?

Cases?

Term Papers?



Recap

- † Venetians vs Brits
- † Patent: a social contract
- † Patent Criteria:
 - novel
 - non-obvious
 - useful
- NB: Knowledge cannot be patented
- † a Patent must:
 - enable others to use the invention



The Evolving Global Landscape

- † IP Asset Transactions=20% of World Trade
- † IP = “Intangible Assets”
- † People vs IP
- † Globalization?
- † Simpler or more complex?
- † David vs Goliath?



USA vs the World?

- † US Mkt Cap = 56% of World Mkt Cap |
(Canada= ? %)
- † Rights = first to file vs first to invent?
(US: “first inventor to file”)
- † 120 national patent systems (# countries?)
191,192 or..?
- † World Intellectual Property Organization
www.wipo.org
- † Big 3: USA, Japan, European Patent Office



Issues

- † First to File vs First to Invent
- † patentable subject matter -
USA: “Almost Everything”
e.g. business patents, genetics, etc
- † Costs: IBM: \$200million/year
Startups: \$100K+
- † Ethics: biotech products as widgets?
Patents too broad?