



## *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](http://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?