

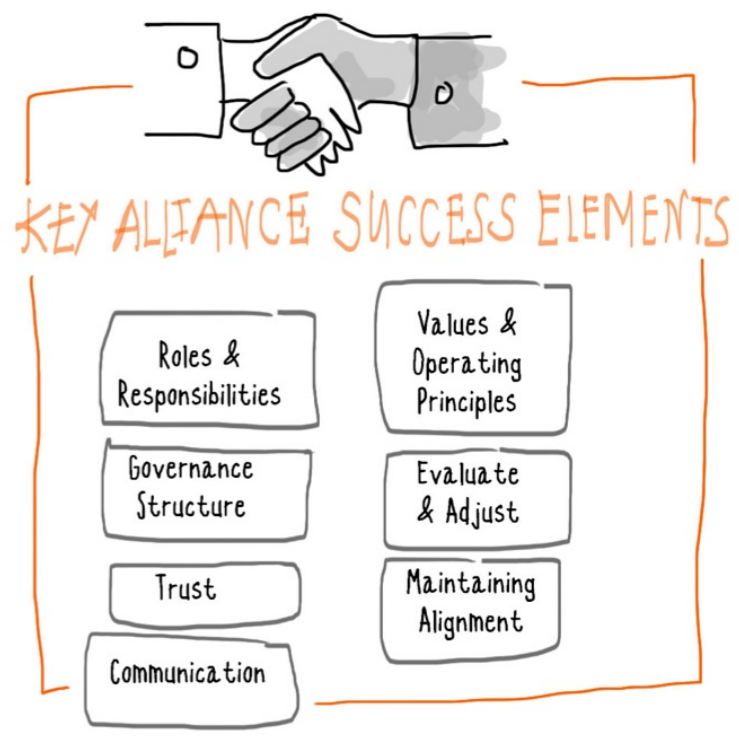
PETERSIMOONS

INNOVATION, COLLABORATION and Intellectual Property

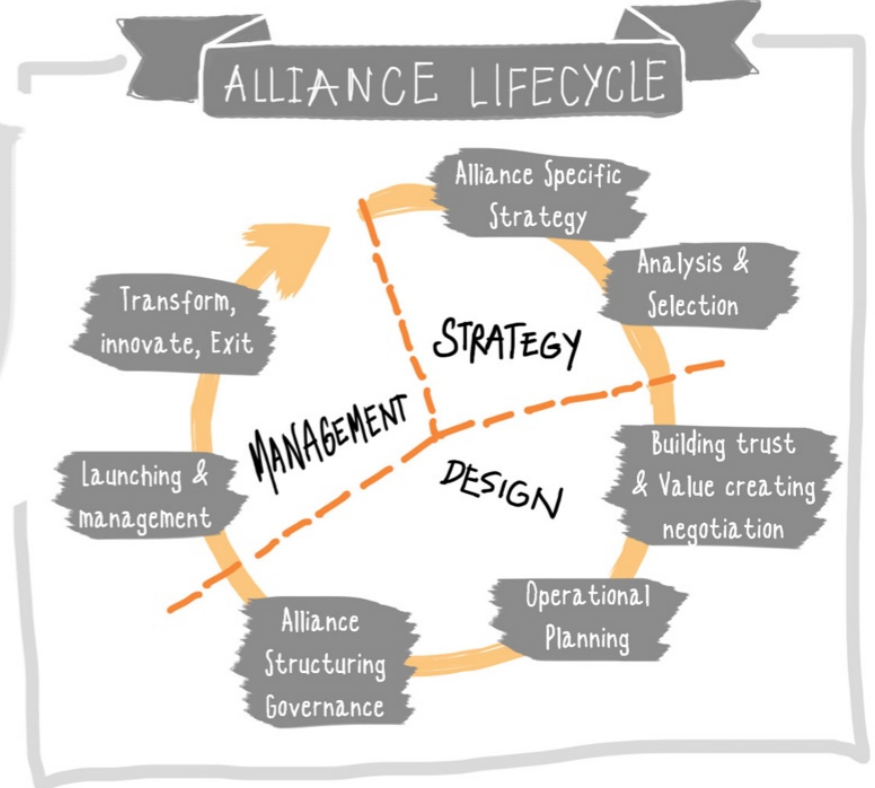
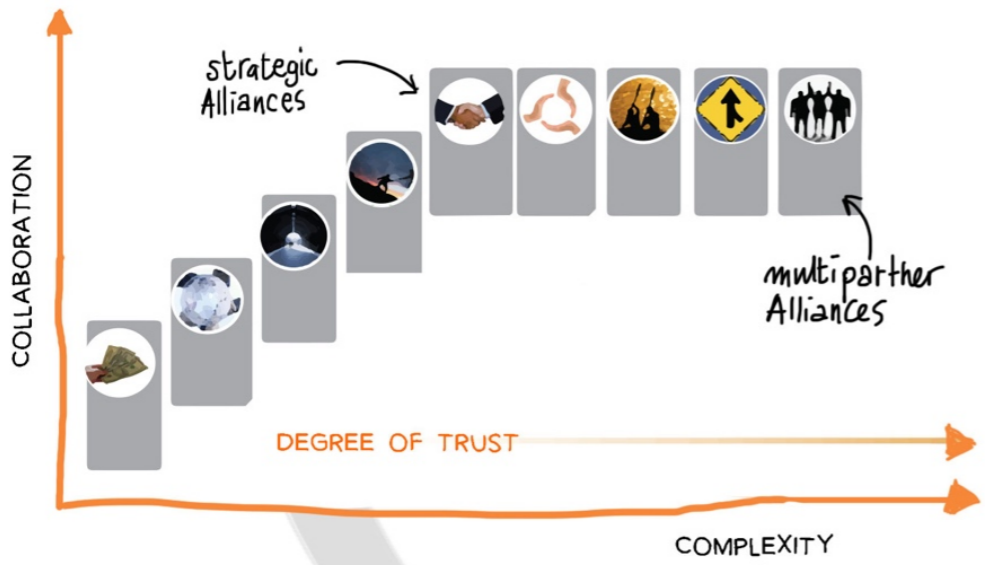
can they coexist?

"AN ALLIANCE IS A STRATEGIC COOPERATION BETWEEN TWO OR MORE ORGANIZATIONS, WITH THE AIM TO ACHIEVE A RESULT ONE OF THE PARTIES CANNOT ACHIEVE ALONE"

1 + 1 = 3!



COLLABORATIVE BUSINESS SPECTRUM



THE COMPANIES THAT FOLLOW A STRUCTURED ALLIANCE PROCESS CONSISTENTLY REPORT A BETTER SUCCESS RATE WITH THEIR ALLIANCES THAN AVERAGE - UP TO 80%.

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INNOVATION, COLLABORATION and Intellectual Property

can they coexist?



SHIFTING LANDSCAPES

- OPEN INNOVATION & ALLIANCES ⇒ MUCH MORE IMPORTANT
- I.P. PROTECTION = CRUCIAL

- 1 Capitalize on the knowledge
- 2 Recover investments in development

THOUGHTS ON HOW TO PREPARE FOR A TRANSITION

WHAT'S NEXT

paradox of OPENNESS

INTELLECTUAL PROPERTY IN AN OPEN SETTING REQUIRES STRONGER PROTECTION





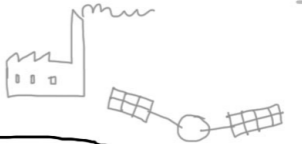
STANDARD PROTECTIVE TERMS AND CONDITIONS

OR CUSTOMIZATION


BUILDING BLOCKS OR STUMBLING BLOCKS ?

to accommodate customization: IP distribution model incl. criteria

FACTORS INFLUENCING I.P. DISTRIBUTION:

- INTERESTS 
- BUSINESS MODEL = VALUE = € 
- APPLICATION WEDDING CAKE MODEL 
- TECHNOLOGY LIFE CYCLE 
- INDUSTRY 

conclusions:

- 1 STRUCTURED ALLIANCES  MORE SUCCESS
- 2 OPEN INNOVATION, ALLIANCES & INTELLECTUAL PROPERTY DO COEXIST
- 3 USE CUSTOMIZED AND CREATIVE DIFFERENTIAL INTELLECTUAL PROPERTY MODELS

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