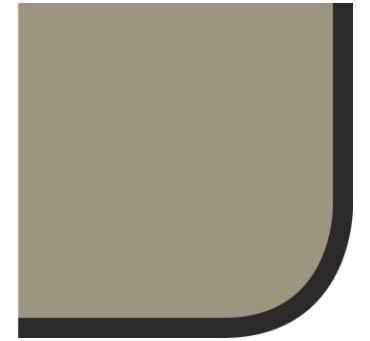


# Blum

Intellectual Property  
Since 1878



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Swiss and European Patent Attorney / MSc. ETH Mech. Eng.

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## NTN-INNO-BOOSTER: IP RISKS AND OPPORTUNITIES

- Jointly develop innovative ideas in an **Open Innovation** culture

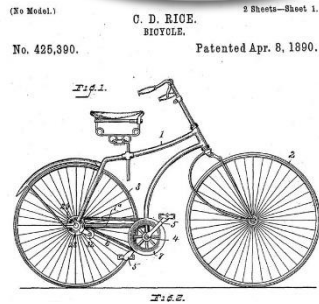


# Intellectual Property Rights

- Inventions can be protected by a variety of intellectual property rights

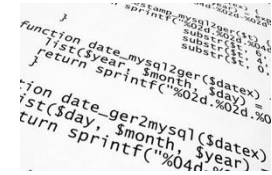
## Patents

- Novelty criteria
- Registration required



## Designs

- Novelty criteria
- Registration required



## Trademarks

- registration required



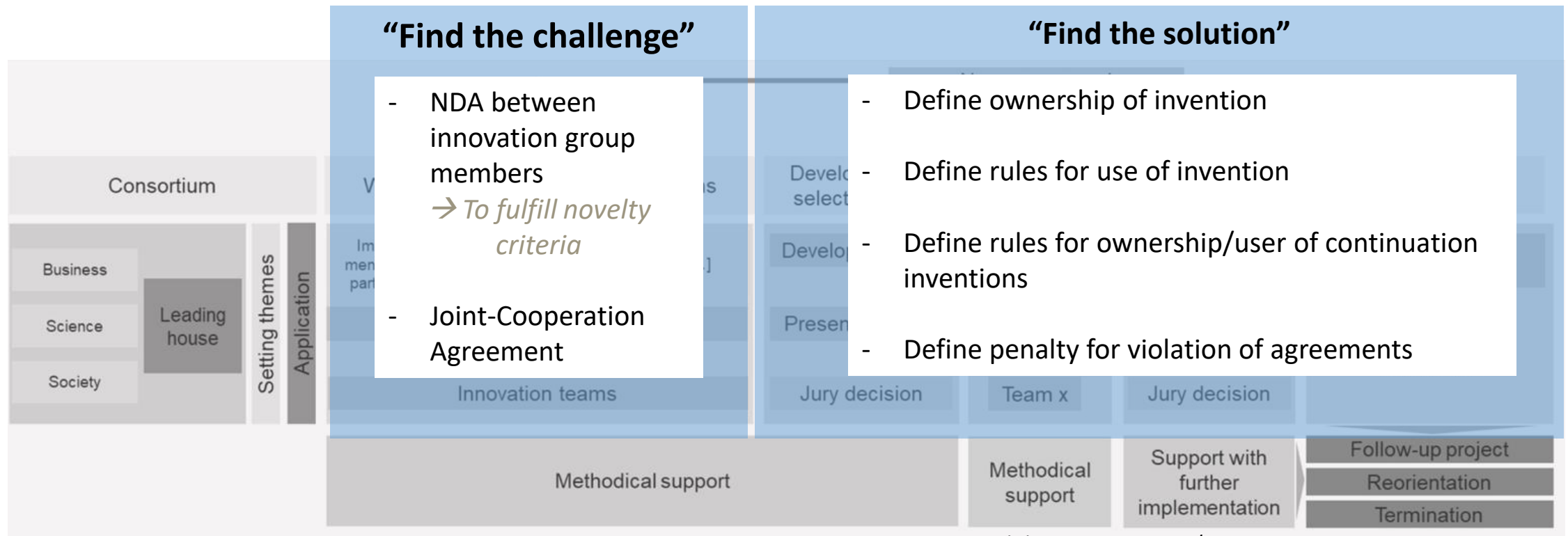
## Copyright

- In CH automatically

*To protect inventions by means of patents or designs, the invention must not be public!*

# Boosting New Ideas with Open Innovation

- «NTN – Innovation Boosters» make a significant contribution to promoting an open culture of innovation in Switzerland.



Source: Workshop Innosuisse 15./22.11.2019 «NTN – Innovation Booster»

*Innosuisse: "The NTN-Inno Booster creates the framework conditions for fruitful exchange without disclosing or endangering trade secrets, competitive advantages or IP worthy of protection."*

# Open Innovation ?



***“Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively. This paradigm assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their technology.”***

(Henry Chesbrough, 2006)

# Booster – Intellectual Property

- Different ways to protect innovative ideas in a Community :

## No Registered Rights Strategy

- Inventions are kept confidential
- “Non-Patent-Strategy”
- Publish inventions to destroy novelty for third parties

## Pool IP Portfolio

- IP rights are shared with the community
- IP portfolio is open/closed for third parties

## Individual IP Portfolio

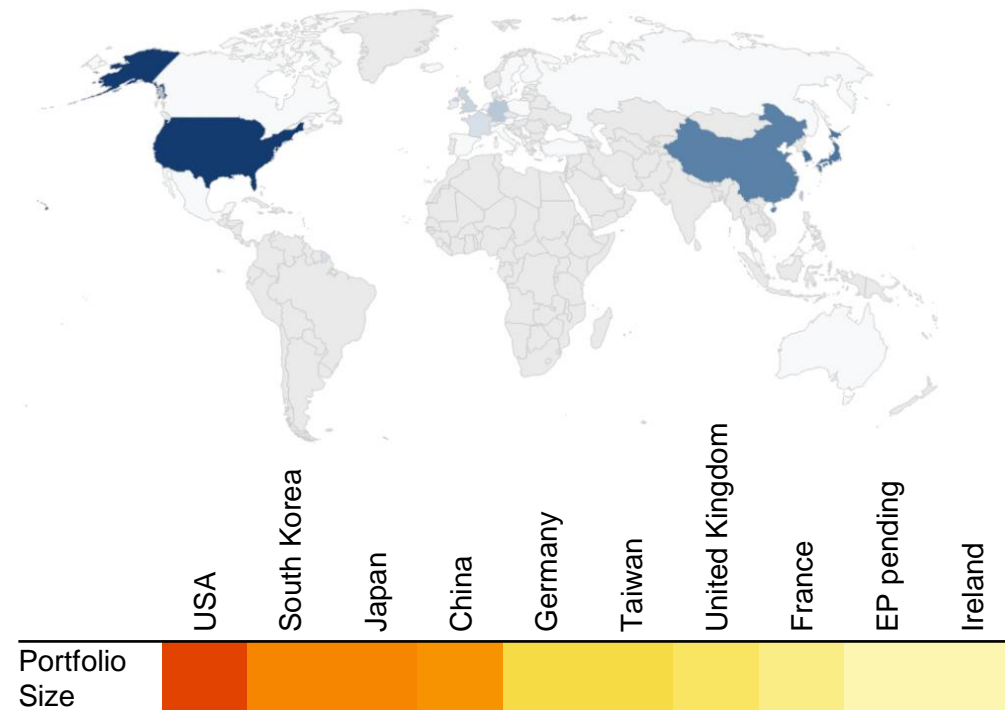
- Individual IP portfolios for individual members
- Optional license exchange

The Inno-Booster decides for a strategy to protect the inventions developed in the various workshops and projects.

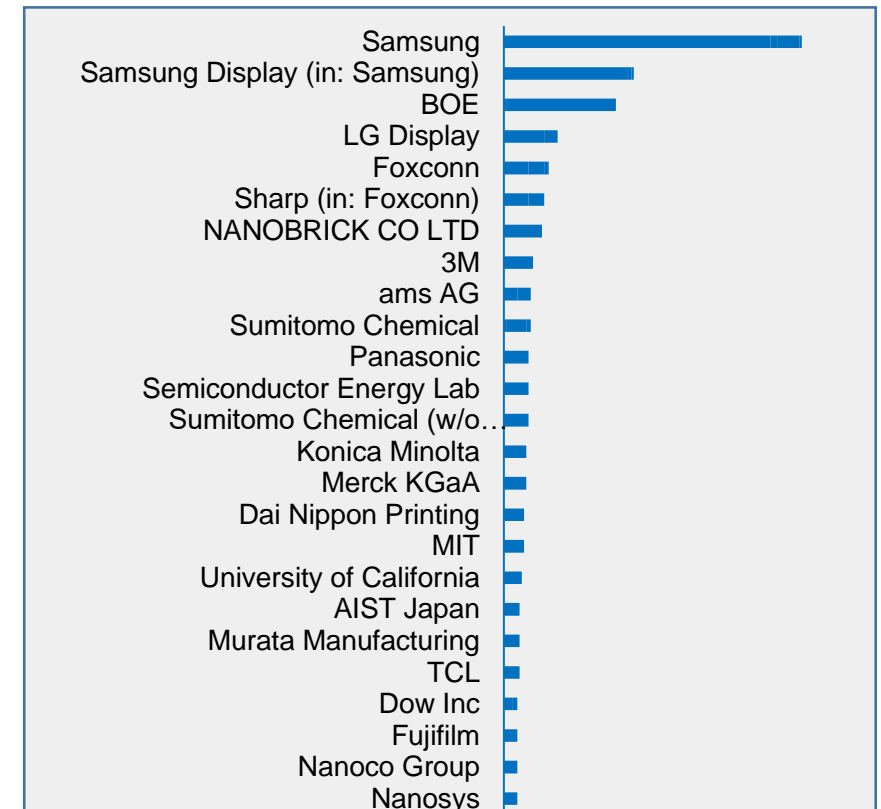


# Intellectual Property: Patent Landscape Analysis

- Patents (applications & granted) related to state-of-the art **display technologies**



- Top 25 patent owners in the field



*The patent strategy of your competitors influences your own patent strategy*

# IP Risks in an Open Innovation Community

- **No exchange of ideas without an Non-Disclosure-Agreement (NDA)**
  - Exchange of ideas without an NDA **destroys novelty**
  - An NDA might not protect you from fraud – consider to **protect your invention**, e.g. register a patent before sharing your ideas
- **Agreements to define the owner of the idea**
  - **Clarify the ownership** of a potential outcome if you cooperate with a third party before you start working together
- **Decide whether you publish or register your inventions or keep them as trade secrets**
  - Define a process to **actively decide** how you handle the respective invention
- **Be aware of your competitors strategy and make sure you are strong enough to compete as a community**
  - Actively **monitor the activities of your competitors**
  - Cover your technological field with an IP portfolio



# IP Opportunities in an Open Innovation Community

- “Ecosystem of Innovation”

- Link to other companies, universities and government agencies to solve problems, source knowledge and generate ideas, in order to match the **growing demand for innovation of customers**

- Access to resources, experts and expertise

- **Accelerate innovation** by getting access to resources and experts of the community, in particular in an industry characterized by short technology life cycles

- Strengthen forces against third parties outside the community

- By building up a common IP pool, you build a **protecting shield against parties outside the pools**
- IP rights of the community might be licensed to third parties

- Open Innovation might go beyond sharing of common ideas

- Find partners in the community for **commercializing innovations** that are not used in your company

# Be Open for Open Innovation!

## *Call for tender NTN Inno-Booster: Expected Impact*



# Thank you!

*Please do not hesitate to connect*

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