

# Open Innovation (OI) and Intellectual Property Rights (IPR)

- «*From Linux to Tesla*»

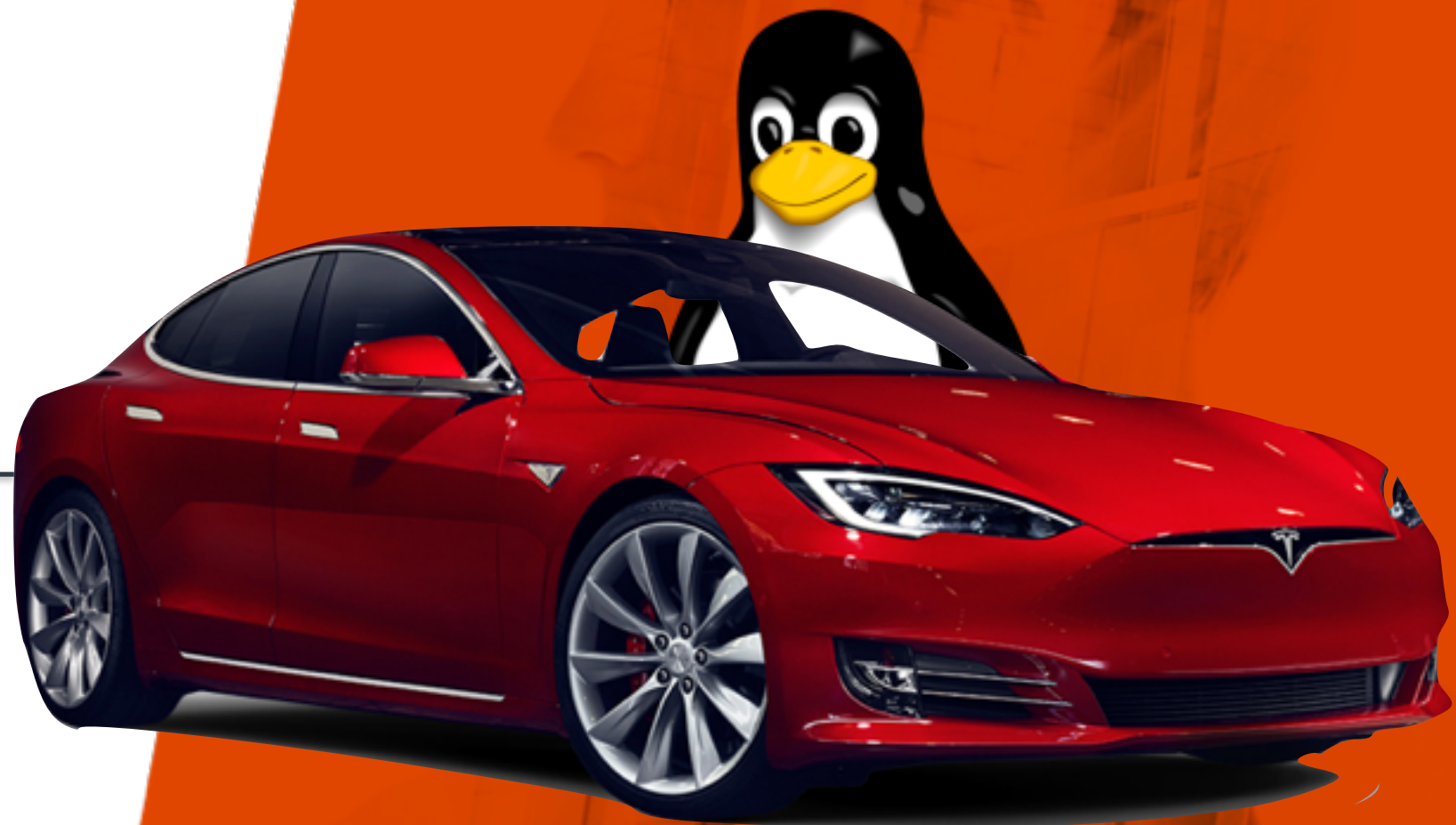
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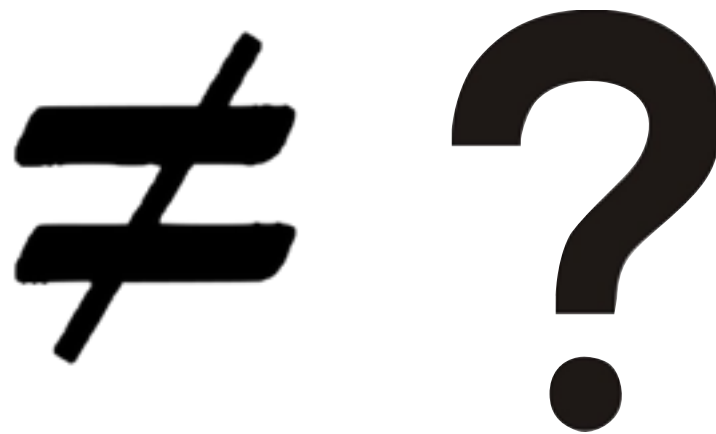
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No matter who you are,  
most of the smartest people work for someone else

Bill Joy, Co-founder of Sun Microsystems, Joy's Law

# Intellectual Property Rights

*Exclusive rights to use intangible assets. These rights may be enforced by a court via a lawsuit. The reasoning for intellectual property is to encourage innovation without the fear that a competitor will steal the idea and / or take the credit for it*

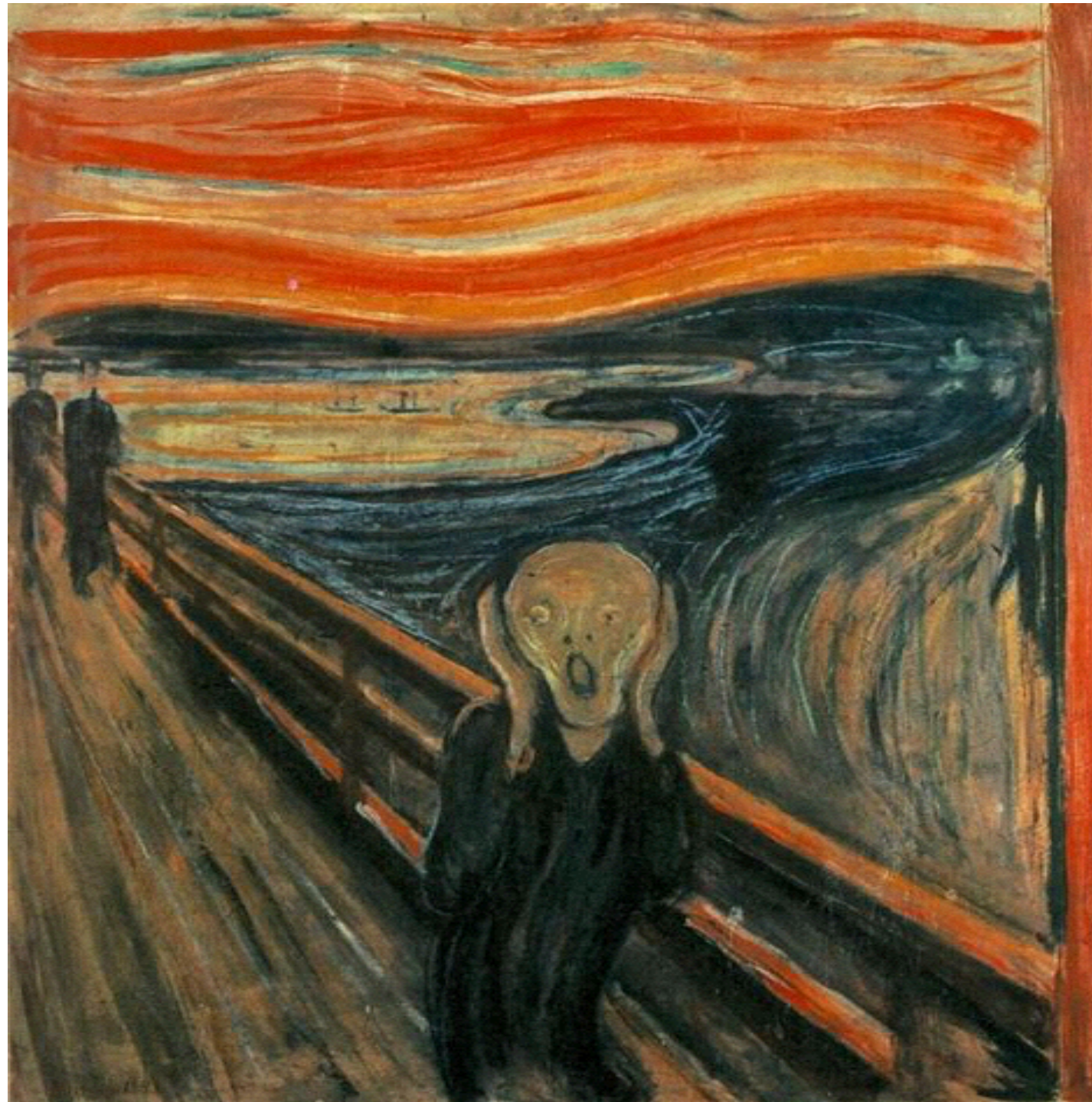


## Open Innovation

*The use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively*



## IPR Lawyer who just heard of Open Innovation

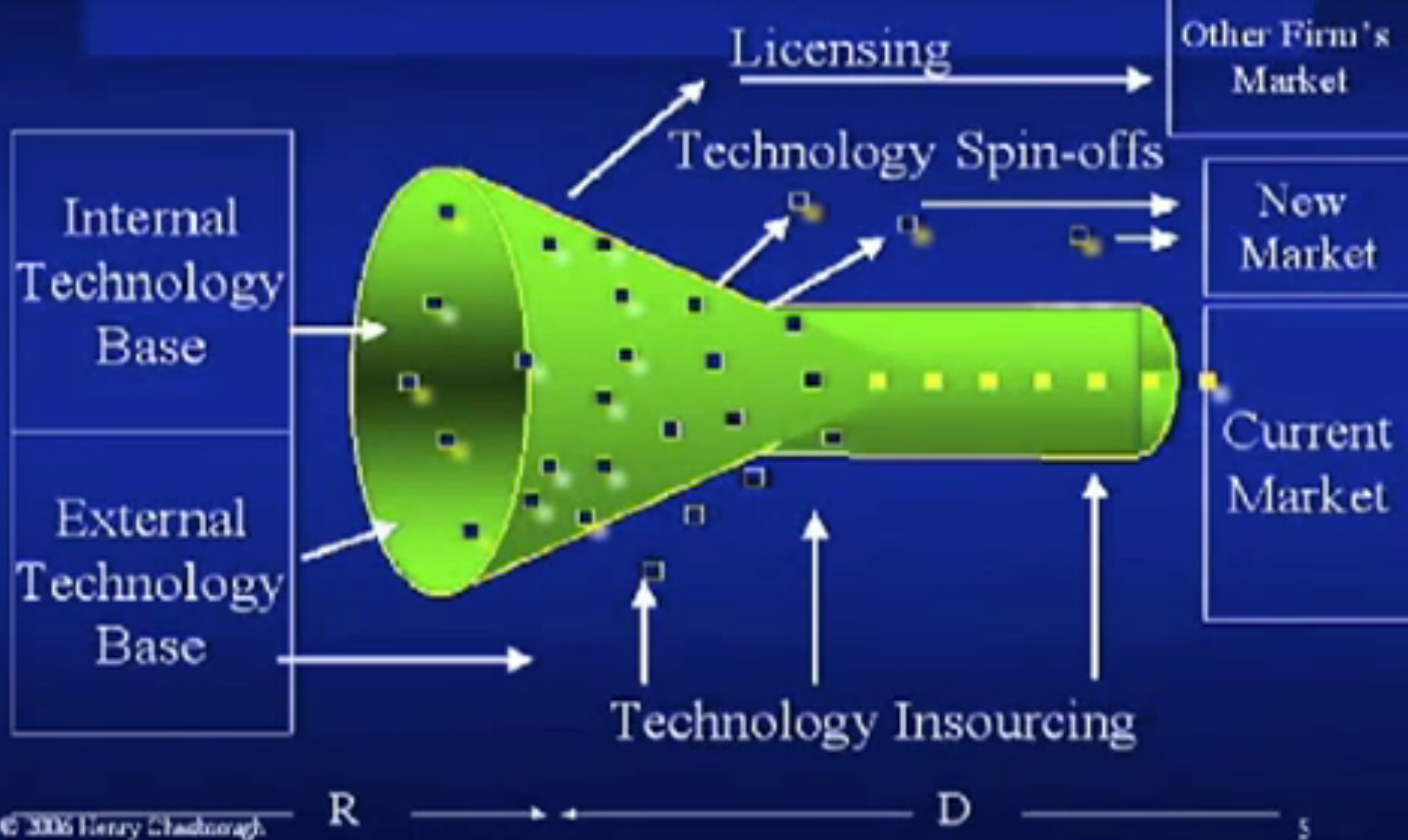


Credits: E. Munch





# The Open Innovation Paradigm







# Open Innovation Levels



Credits: Entreprise Global



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# Managing IPR in an Open Innovation system

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- You need to know what you have, what you want, what you may get, how you can use it and how it can further sharpen your competitive edge
  - Your IPR is your investment in Open Innovation, your most important value
- Third parties IP rights
  - Freedom to operate; infringement, risks connected to the partners' IPR
- Term and conditions for others' use of your IPR and your use of others IPR
  - Agreements; license, collaboration, consortium, joint ownership
- Take appropriate actions regarding IP protection and enforcement
  - Background, foreground, postground and sideground

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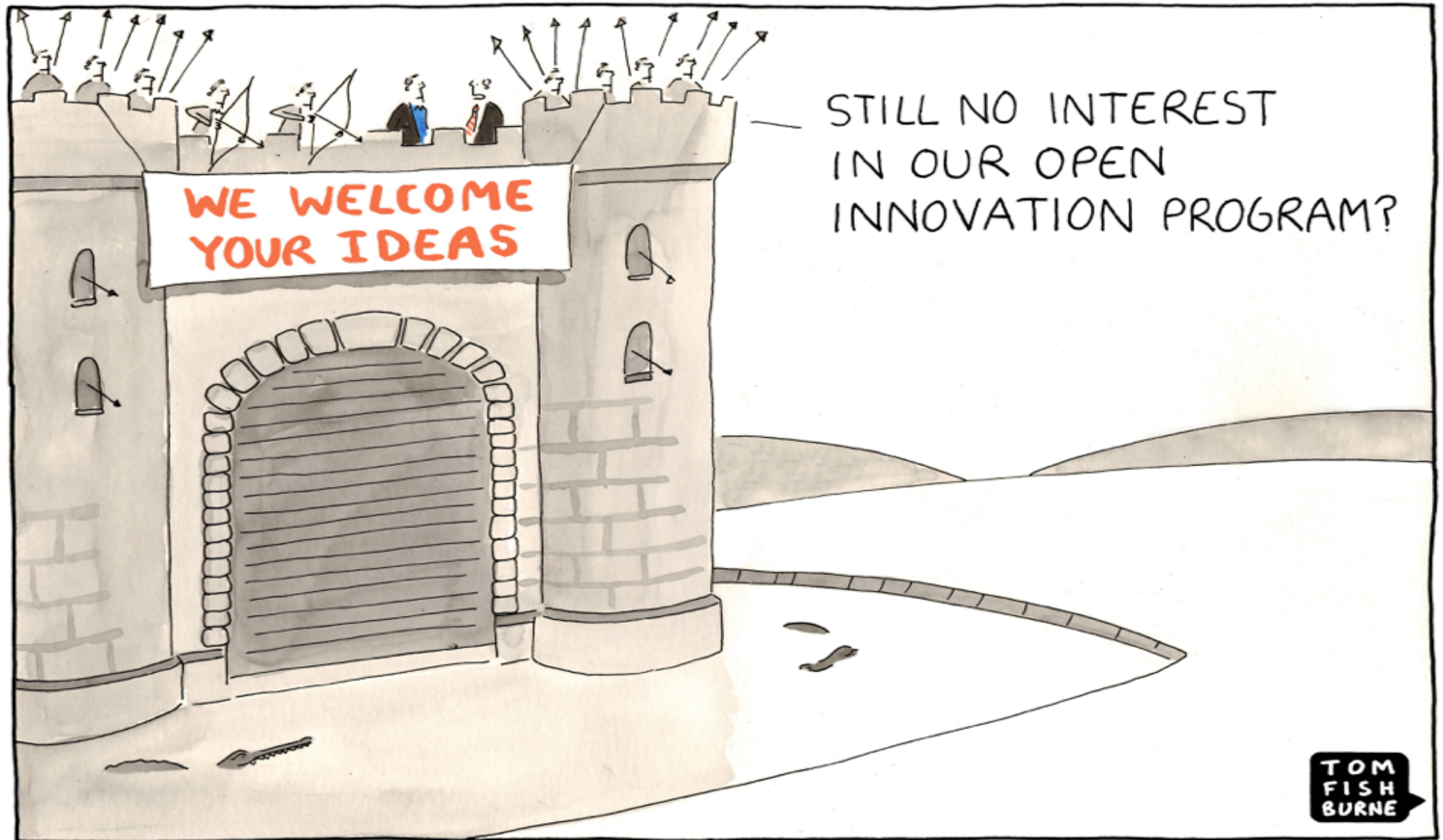
# Managing IPR in an Open Innovation system

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**A truly successful utilization of an Open Innovation system,  
requires an even more thoroughly developed IPR-strategy**

**IP Law(yers) - a key decisive factor**

# Open innovation - sharing innovation



TOM  
FISH  
BURNE

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