

“ICT4SDG : Digital Economy for Development ”

Era of Digital for Economic Development and Inclusion

Room Popov : 2nd May : 16:30-18:15

***Innovation and Intellectual Property Rights :
what's in for the Digital economy?***



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www.aivazian-moreau.com



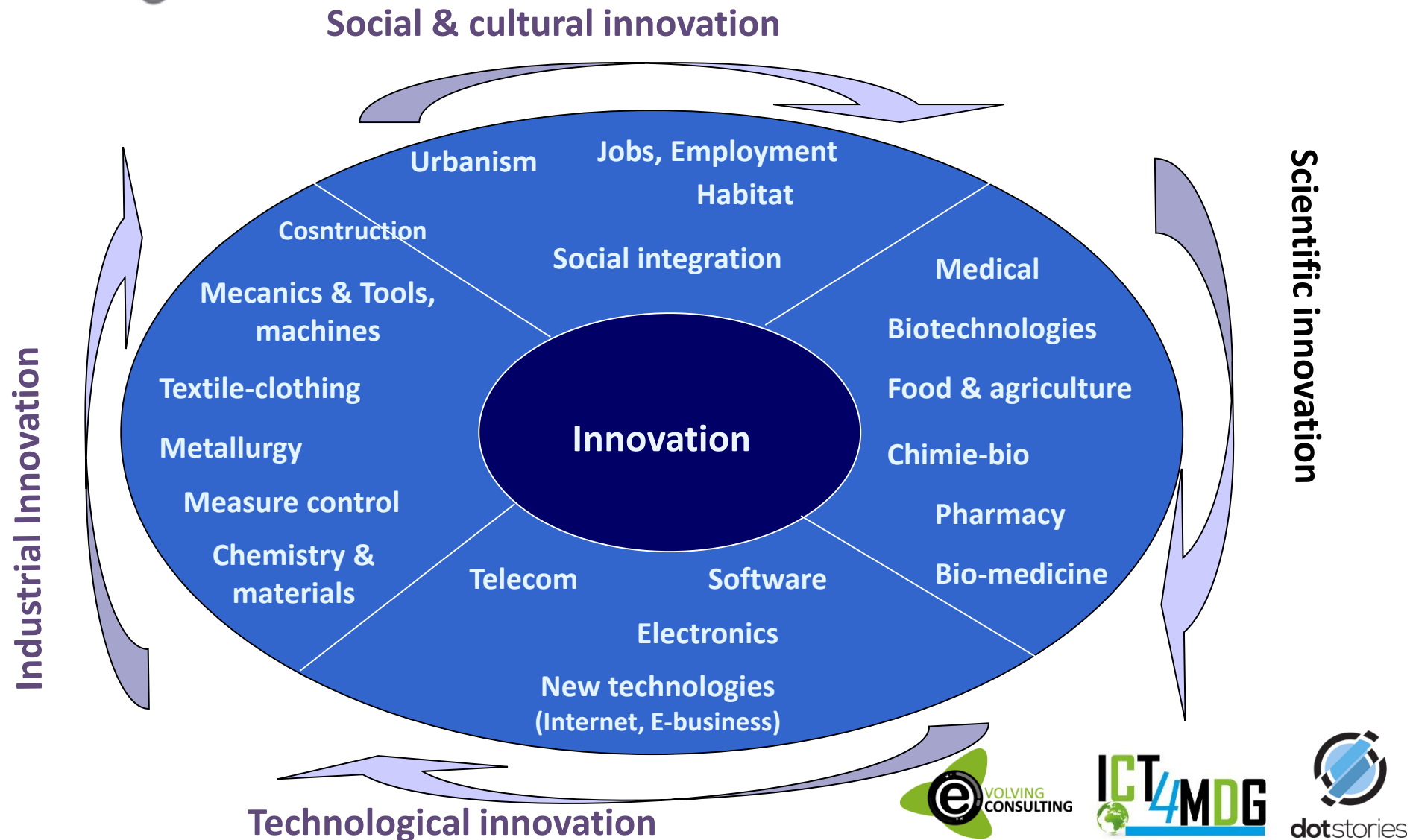
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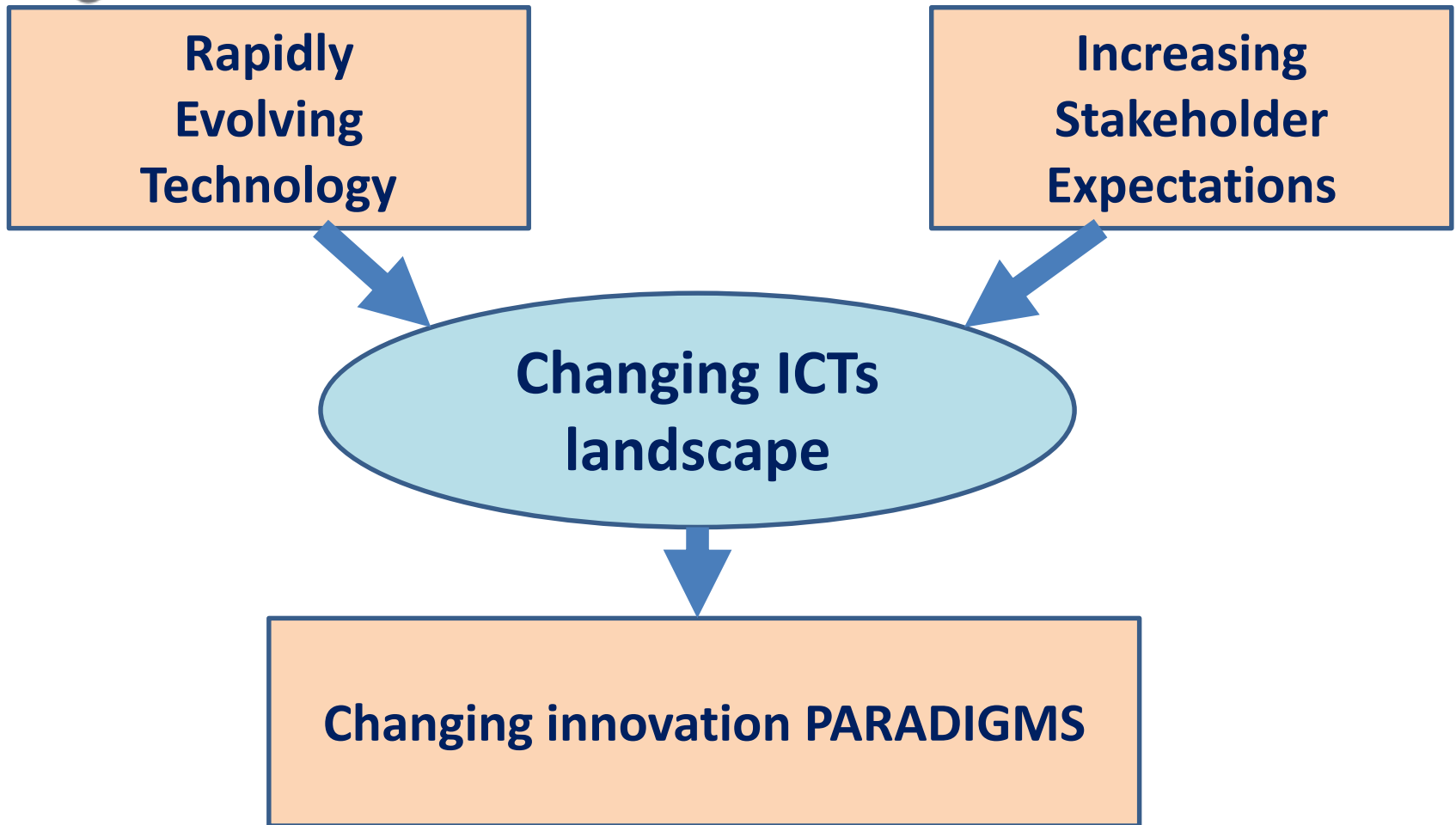
Technology: Rapid Uncertain Change

- A few comments from our own perspective (Innovation & Patents)
- From innovation to ..capital/assets..?
- Value of innovation : how to?
- IPRs : reminder
- Conclusion..

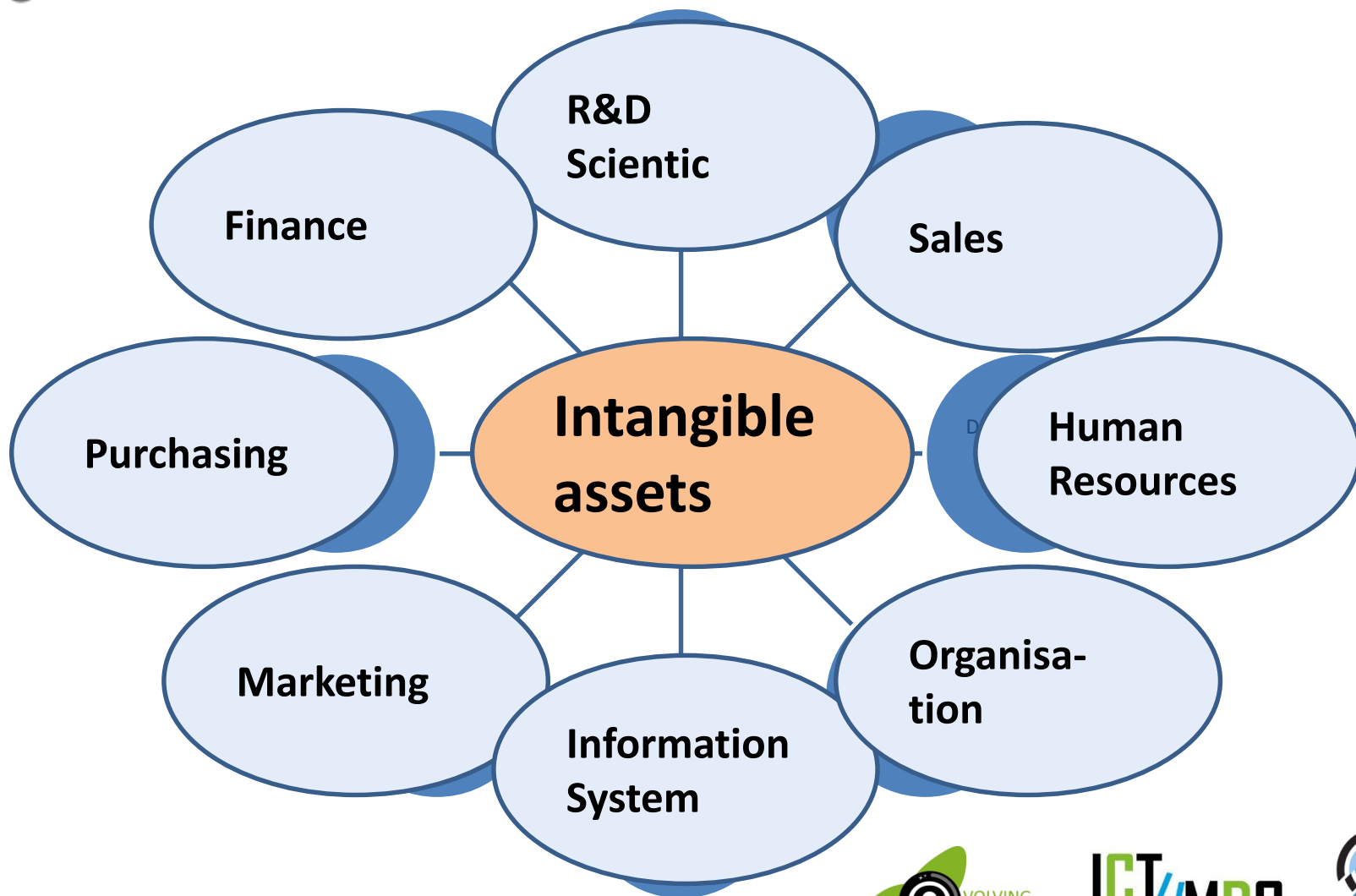
Innovation: whats in there?



Technology: Rapid Uncertain Change



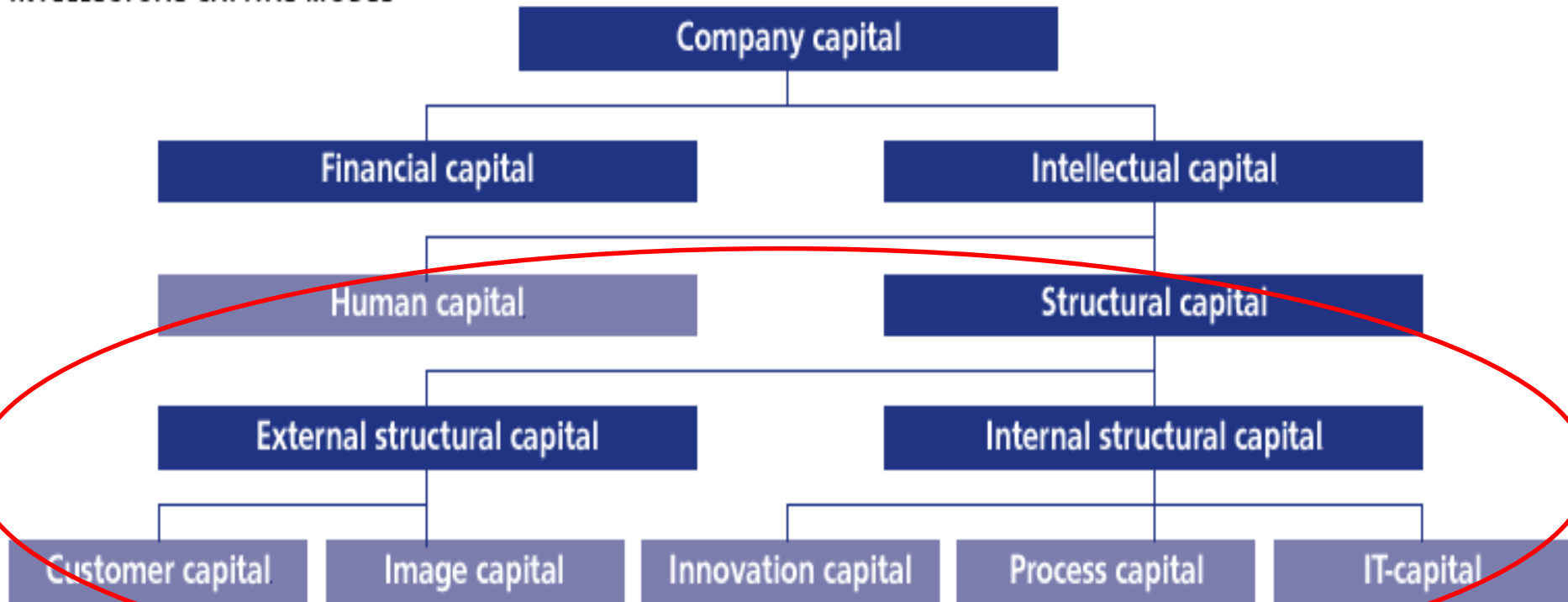
Intangible assets : the hidden face of value...



Intellectual capital model

[Carl Bro, 2006- Grontmij .dk]

INTELLECTUAL CAPITAL MODEL



Why innovate?

- Innovation is vital for companies because they must adapt to a changing environment more and more.. and faster!
- Innovation is a source of fulfillment for individuals and teams. It is a pleasure to create, innovate and help others to do so.

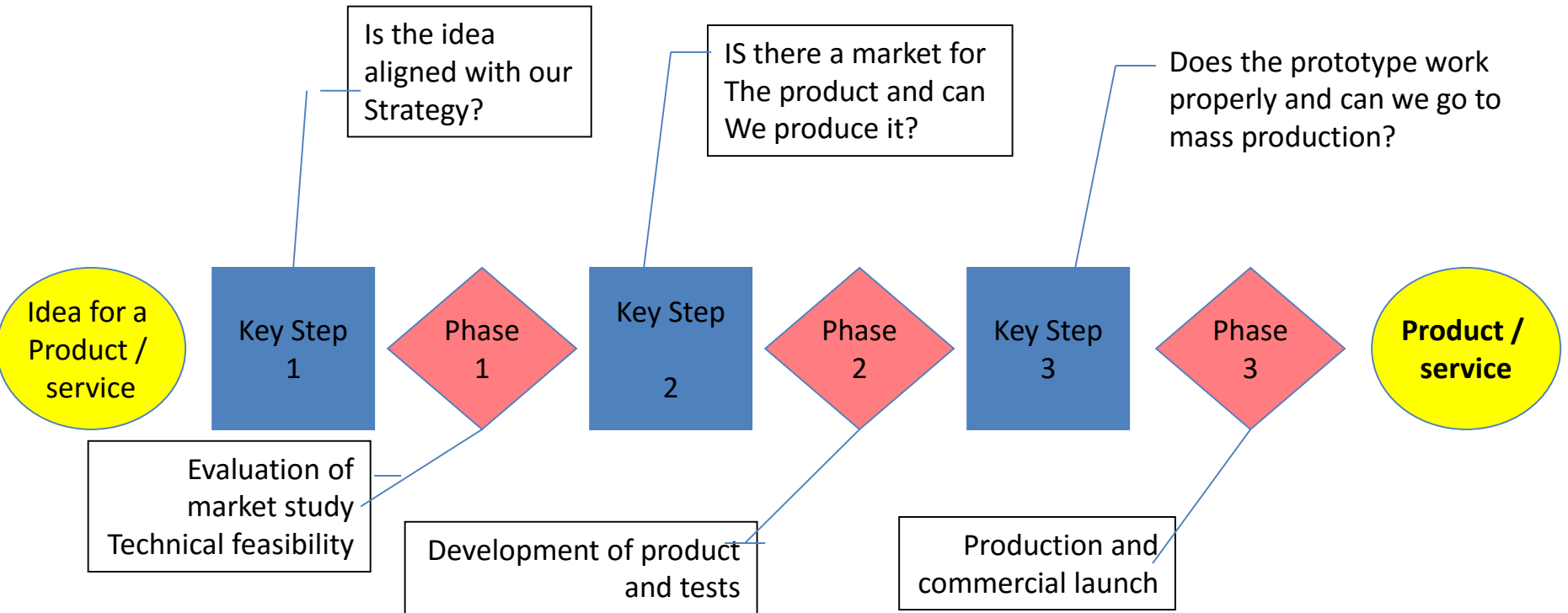


Innovation : stakes at large scale!

- Innovation is not the result of the decision of a single company, but involves many actors including the State which affects:
 - Search
 - Vocational training
 - Encouraging entrepreneurship
 - The right to Intellectual Property
 - The standardization and normalization

Management of innovation in business and entrepreneurship?:

Key points to consider before beginning the new product development process..



Is it difficult to innovate ?

⇒ In reality, innovating is as natural as breathing!
Innovation is everyone's business at all levels.



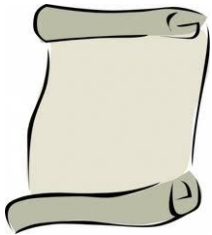
A few definitions:

all this is IP= INTELLECTUAL Property

Industrial Property

- Brand
- Design
- Patent

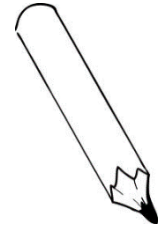
Only by filing you get a
RIGHT (IPR)



Special case : **SECRET**

Literary and artistic property

- Copyright
- Neighbouring Rights



The protection is acquired by the
sole fact of creation
without a filing.



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Why a patent law ? *Answer = to encourage innovation through a fair system*

Limited exclusive Right
Time : 20 years monopoly
Territory

Security for investors

Invention disclosure
Encourage global
development of Science,
=> INNOVATION

Benefit For the Patent owner

Benefit For the Public

Patentability

- What can be patented
 - Products (device, part of device, system)
 - Methods (process, use)

Definition of essential technical features

By structural or functional approach

either realised as hardware or software



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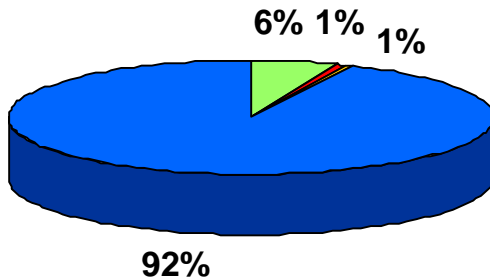
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IP right = a monopoly right in a liberal
and global economy
=> *strong asset*



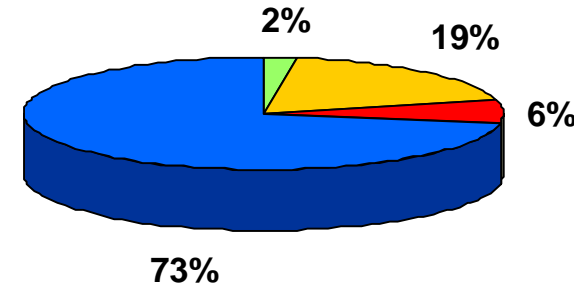
Importance of Intellectual Property

Microsoft



- Net working capital*
- Fixed assets*
- Other assets*
- Intellectual property and intangible assets*

IBM



* % of the value of invested capital

Source: www.finance.yahoo.com, www.business.com



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mmm.. Conclusion?..

- The Innovation process is challenging and yet a wonderful way to have change happen!
- Get your IPRs strategy ready ! The patent system is a strong system when it comes to protecting ICTs solutions.
- ICTs solutions can help bridge the digital gaps present in less developed regions of the world

=> levers for supporting social and sustainable development and acting towards ITU action lines.



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Thank you !

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References

- Joseph Schumpeter (1942), economist, Austria
- Peter Drucker (1985), prof. Sc. Political & Philosophy, USA