NEXT-GENERATION IP MANAGEMENT

The Value of Knowledge doesn’t exist!

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Perfect storm

Economy
Technology
Society

For every complex problem, there’s a solution that is simple, elegant and … wrong  
(H.L. Mencken)
How Successful People Become Even More Successful!

What Got You Here Won’t Get You There

Discover the 20 Workplace Habits You Need to Break

MARSHALL GOLDSMITH

WITH MARK REITER
“WE CANNOT SOLVE OUR PROBLEMS WITH THE SAME THINKING WE USED WHEN WE CREATED THEM”
“I’m dead, but I don’t know it” (R. Newman)
Example of a Zombie Industry
Patents By The Numbers: Average Wait Time Is Down, But Trolls Cost Us $80 Billion A Year

BY FAST COMPANY STAFF | JANUARY 9, 2012

Starting last fall and stretching through mid-2013, the U.S. has been overhauling the patent-approval process for the first time since 1952. The biggest change: our first-to-invent system, which favors creators, will become a first-to-file system, which favors whoever files first.

Uncle Sam says the reform will speed innovation. Our experts check the numbers.

**NUMEROLOGY | The Real Cost Of Patent Reform**

**GOOD FOR INNOVATION**

Average patent wait time: 34 months

... and going down. Startups that qualify for the new fast-track option get their patents reviewed in as little as 12 months, which makes it easier to bring their products to market.

False-marking lawsuits

1000+ since 2010

... and going down. A new rule makes it tough for anyone but the government to sue companies for labeling products with outdated patent numbers (which happened to Frisbee and Wooly Willy).
Before you know the fun is over!
Agile or Trapped in Patterns?
Paradigm Shifts

A Paradigm shift is a change in the basic assumptions within the ruling theory of science

Thomas Kuhn (1962)
Creativity

Being *multiparadigmatic*: flexibly moving between, combining and integrating diverse ideas, perspectives, intelligences and paradigms

\[ \text{PO} = \text{Provocative Operation} \]
Example of PO
Increasing the Creativity Score
Innovation is the process in which value is created by the application of knowledge in a way this didn’t happen before.
35 tips to kill innovation

1. Don’t be ridiculous
2. We have already tried this
3. This is too expensive
4. That is impossible
5. That is not our responsibility
6. That is a too drastic change
7. We don’t have time for this
8. This makes other things we do unnecessary
9. We are too small for this
10. This is not our problem
11. We have never tried this before
12. Let’s be realistic
13. Why changing, everything goes well?
14. You are years ahead of your time
15. We are not ready for this yet
16. This is not in the budget
17. This is not according to our policies
18. We have to use the resources we have got
19. You can never make this happen
20. The management will never buy this
21. We will make a fool out of ourselves
22. Let’s keep this for a while in our head
23. We always managed without it
24. Has somebody else tried this one?
25. In our organisation this will never work
26. Can you guarantee that this will work?
27. This idea is good, but you know our system...
28. This is the way we have done it for years
29. If we do this, than that should also be changed
30. This is something for later
31. Let somebody have a look on this
32. If this would be a good idea, somebody else would already have done it
33. We will never find somebody to do this for us
34. You will never find a customer for this
35. Since when are you the expert?
Paradigm Shift?

Not everything that can be counted counts

Not everything that counts can be counted
Different forms of Value

1. Financial Value
2. Intellectual Value:
   a. Knowledge Capital
   b. Relational Capital
   c. Structural Capital
3. Societal Value
   a. Social Capital
   b. Natural Capital
What is IP Valorisation?

Transformation of Intellectual Capital in Value:

• Financial Capital
• Intellectual Capital
• Societal Capital
Question

- Who owns Societal Capital?
- Does Societal property exist?
NO
Conclusion 1

**THE Value of Knowledge doesn’t exist because:**

**VALUE IS SUBJECTIVE: IT DEPENDS ON THE CHOSEN PERSPECTIVE!**
Difference between IP and IC

Intellectual Property is the part of Intellectual Capital that is being protected to give the possessor a competitive advantage.
Knowledge is everywhere!
No Crisis in the Intellectual Capital Market
Business Case

A business case is a set of lies that make management decide what we want them to decide

Before I make my decision, I'd like to see those meaningless statistics again
Process of Knowledge Valorisation

\[ V(K_P) = \sum_{\Omega} V(K_P(\Omega)) \]

\[ V(K_P(\Omega)) = \sum_{\Gamma} \{ \pi(K_P(\Omega), \Gamma) \rho(K_P(\Omega), \Gamma) \alpha(K_P(\Omega), K, \Gamma) V(K, \Gamma) \} \]
Process of Knowledge Valorisation

\[ V(K_p) = \sum_{\Omega} V(K_p(\Omega)) \]

\[ V(K_p(\Omega)) = \sum_{\Gamma} \{ \pi(K_p(\Omega), \Gamma), \rho(K_p(\Omega), \Gamma), \alpha(K_p(\Omega), K, \Gamma) \} V(K, \Gamma) \]

Connectivity indicator:
- Geography, languages
- Mental model
- Hierarchy
- Organizational design
Process of Knowledge Valorisation

\[ V(K_p) = \sum_{\Omega} V(K_p(\Omega)) \]

\[ V(K_p(\Omega)) = \sum_{\Gamma} \{ \pi(K_p(\Omega),\Gamma) \rho(K_p(\Omega),\Gamma) \alpha(K_p(\Omega),K,\Gamma)V(K,\Gamma) \} \]

Transfer indicator:
- Trust, relationship
- Process approach
- What’s in it for me?
Process of Knowledge Valorisation

\[ V(K_p) = \sum_{\Omega} V(K_p(\Omega)) \]

\[ V(K_p(\Omega)) = \sum_{\Gamma} \left\{ \pi(K_p(\Omega),\Gamma) \rho(K_p(\Omega),\Gamma) \alpha(K_p(\Omega),K,\Gamma) \right\} V(K,\Gamma) \]

Absorption indicator:
- Language
- Not-invented here
- Trust
Conclusion 2

THE Value of Knowledge doesn’t exist because:

VALUE IS NOT AN INTRINSIC PROPERTY: IT IS CONTEXTUAL!
Closed and open innovation

Closed Innovation
- Ideas limited in proprietary R&D
- Only developments that follow the regular business line are accepted
- Protectiveness of Intellectual capital

Open Innovation
- Organization accommodates a fraction of available global talent
- Owned and external intellectual capital are fused to strengthen business
- Spin in and spin out
Multi-perspective Business Case

What’s in it for you?

- Speedy Boarding on EVERY flight
- The best choice of seats
- Control over your flight costs
- Fewer booking steps
- Exclusive member offers

Get it now »
We should trust each other!
The Thinking Organization

Just as neuron connections are essential to human intelligence:

People connections are essential to organizational intelligence.
Conclusion 3

*THE Value of Knowledge doesn’t exist, because it is in the connections, more than in the nodes: It is Emergent*

*From*

Always protect, share when necessary to
Always share, protect when necessary

**AIM: TOO FAST TO FOLLOW**
Trend: Transaction costs are shrinking

Result: Cheaper access to Information, Products & Services, Customers, Capital
The Sharing/Collaborative Economy
peer to peer transportation
peer to peer accommodation
Time Banking
peer to peer education

Enroll in Lifelong Learning
Master real-world skills taught by industry leaders.
Hundreds of classes for $9.95 a month.

Learn From The Best Teachers
peer to peer production
peer to peer pet sharing

BORROW MY DOGGY®

Find great local friends for your doggy

We match doggy owners with local borrowers for walkies, playdays, sleepovers and happy holidays. It’s simple, safe, and free to sign up.

Sign up now
It's free to create a profile!

Want more playtime & walkies for doggy?
Do you miss having a doggy in your life?
peer to peer spouse sharing

50 percent of people are unfaithful
If it's not you, that means it's your wife
peer to peer finance

Get low rate loans & better returns on your savings

- Low rate loans
- No early repayment fees
- Most trusted loan provider as voted by our customers

- High interest, solid returns
- Your money is safeguarded
- Monthly income

Zopa is the UK's leading peer-to-peer lending service. We have lent £499 million and helped both borrowers and savers get better interest rates. We've repeatedly been voted the most trusted and best loan provider by our customers.

Whether you're upgrading your car or saving for your future Zopa can help you get the best rates.
InnoCentive harnesses collective brainpower around the world to solve problems that really matter.

Tell me more »
Crowdfunding

Pebble: E-Paper Watch for iPhone and Android
by Pebble Technology

Funded! This project successfully raised its funding goal on May 18, 2012.

68,929 backers
$10,266,845 pledged of $100,000 goal
0 seconds to go
An incredible proposal. Young people like him give me great hope for our future
– George Takei, actor and author

Hopefully, this guy is the ‘Elon Musk for the ocean’
– Mike Butcher, Editor-at-Large, TechCrunch

19-year-old Boyan Slat [is] one of those wonderful people who symbolizes the power of one getting up one day and saying “I’m going to do something to clean up the oceans”
– Achim Steiner, Executive Director, United Nations Environment Programme

$ 1,668,617 Raised of $ 2,000,000 goal
30317 Backers
12 Days to go
83%

Support in cleaning up 1 kg* of plastic
Receive a digital thank you. Send a message in a bottle – share our message

Support in cleaning up 5 kg* of plastic
Experience Boyan’s quest for a solution to clean the oceans and receive his personally narrated mini-documentary.

Support in cleaning up 7 kg* of plastic
Receive The Ocean Cleanup Stainless Steel Shovel™ Because plastic in the oceans suks

Support in cleaning up 16 kg* of plastic

AS SEEN ON
Conclusion 4

We need

*Next-Generation IP Management!*
IPM Made in Europe

- Support the transition into a value-based society
- Support (Open) Innovation
- Develop a modern IP management infrastructure
- Reward IP sharing
CONCLUSIONS

- **Value is more than financial value**
- **Value is a non-intrinsic property**
- **Paradigm shift: From copyright to right-to-copy**
- **The role of IP has to be re-assessed and re-defined**
Thank you!

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