

Role of Intellectual Property
In
Emerging Technologies

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13 things that don't make sense ...

Virtual water?

Power from Salt?

Seeding a cloud?

Flat world?

Hybrid man?

Cancer-cure from Gold?

Journey to a seabed volcano?

Fire from Ice?

Cells as computers?

Video game therapy?

Pretty people richer?

Knowledge like water?

Technology and Intellectual property?

“Any advanced technology is indistinguishable from magic” - Clarke



Human genome:

Detailed genetic mapping of the human race to chart the characteristics



Nano-robot:

Use of miniature machines for special missions such as to alter RNA structures in cells



Tidal power:

Usable power from the kinetic energy of the tides




Tele-presence:

Simulated presence of a person at a remote station - synchronized over a digital network


:Technology:

... the magic wand – the spine of innovation

Digital coding

Human genome

Power conversion

Tidal power

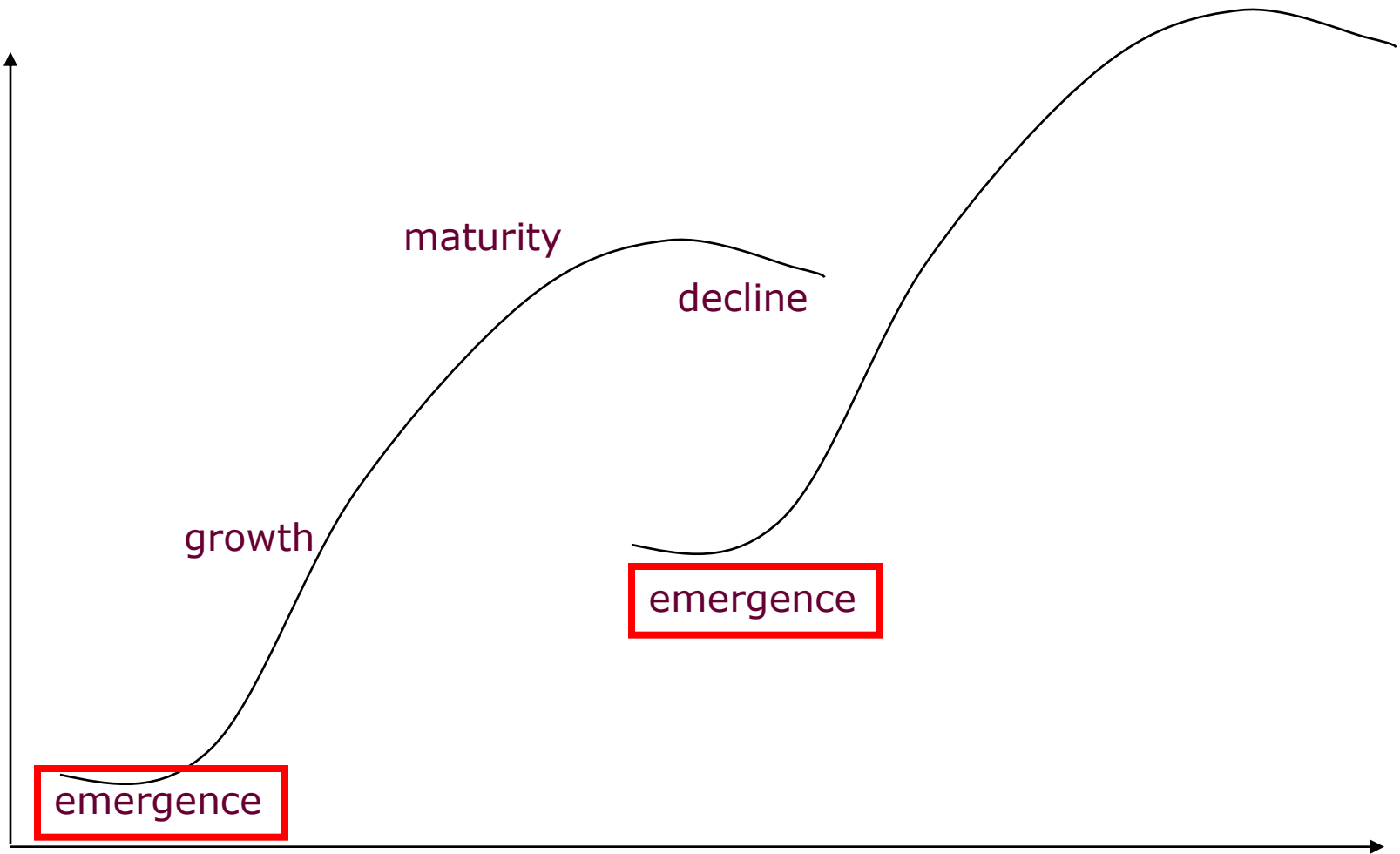
Miniature physics

Nano-robot

Virtual reality

Tele-presence

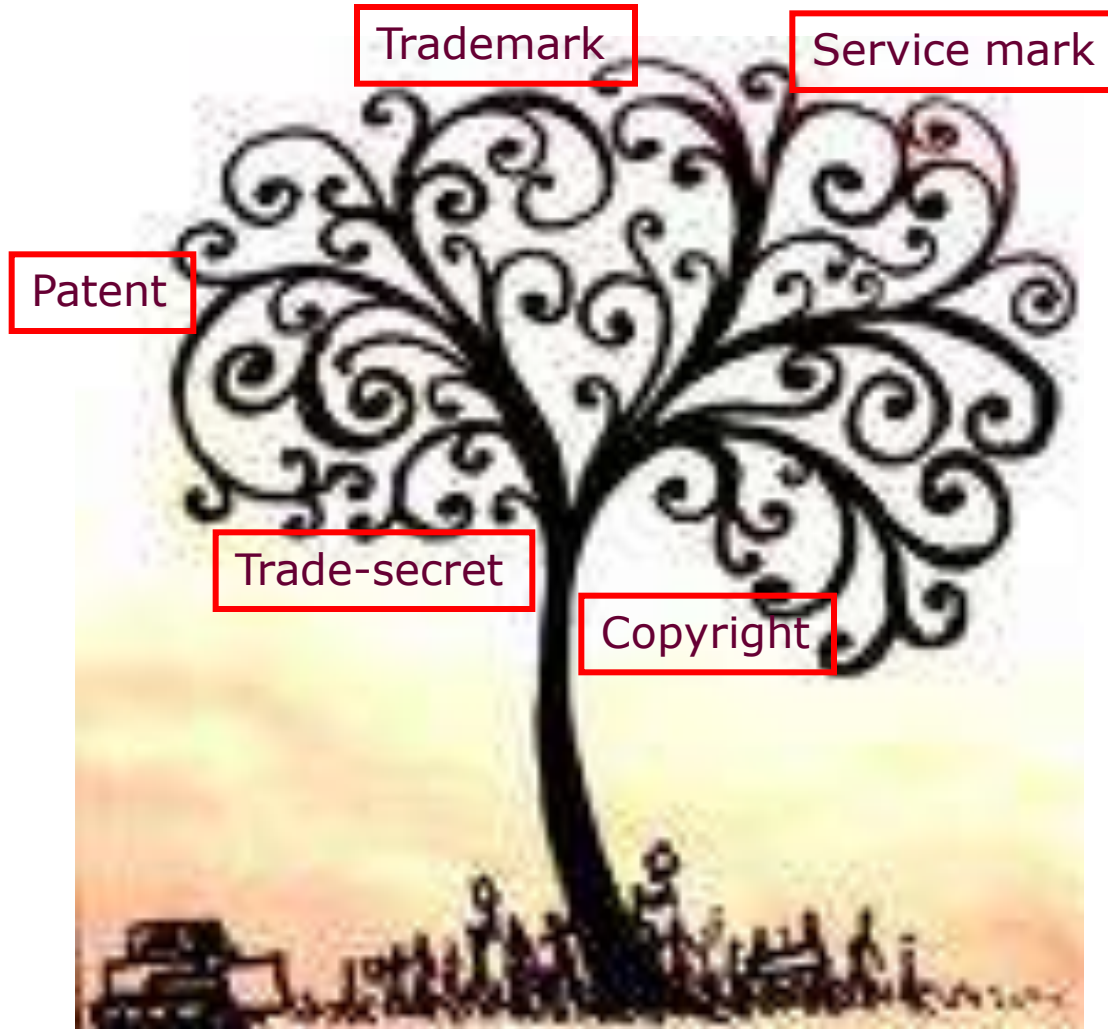
Emerging technology: champion parameter

... the only constant is Change



Technology Champion parameter: S curve

The tree of Intellectual property



Literary artistic and scientific works; performances of performing artists, phonograms, and broadcasts; inventions in all fields of human endeavor; scientific discoveries; industrial designs; trademarks, service marks, and commercial names and designations; protection against unfair competition; and "all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields." (Convention Establishing the World Intellectual Property Organization, Signed at Stockholm on July 14, 1967; Article 2, § viii)

Patent:technology

Patent: Any invention that is (1) useful, (2) novel, and (3) non-obvious to a person of ordinary skill in the trade is patentable. It does not need to create a revolution in technology or come in a “flash of genius.” An incremental improvement or new combination of off-the-shelf components arrived at by trial and error or methodical research may be patentable. Patents can be granted on “anything under the sun made by man”.

Examples of Applications:

Cloud seeding

Medical diagnosis based on Nano-particles

Bio-Fuels

Superconductivity

Radio tagging in Car parking

Copyright:technology

Copyright: Anything that is created and not primarily functional is Copyrightable. Original creative expressions are copyrightable. This includes buildings, art, customer lists, drawings, computer software, advertisements, the non-functional shape of a product or container, operations manuals, correspondence, etc

Examples of Applications:

song, poetry, painting, movie
private letters,
hair style,
floral decoration of a bridge,
musical fountain,
examination papers.

Trade-secret:technology

A **trade secret** is secret information used by a business that gives it a competitive advantage. Relative secrecy (i.e., not generally known in the trade), not patentable novelty or absolute secrecy, is all that is required.¹⁹⁷ The most common successful defenses in trade secret cases are that the matter was not even relatively secret,¹⁹⁸ or that the trade secret owner did not take reasonable precautions to keep the information secret.

Examples of Applications:

Coca cola

KFC

Trademark:technology

A trademark or service mark (collectively “mark”) is the term you use in public commerce to identify and distinguish your goods and services them from those of competing businesses.⁷ The only way to acquire the exclusive right to use a mark is to (a) be the first to properly use it in your trade area as a mark⁸ or (b) file a federal trademark application that issues as a registration.

Examples of Applications:

Words: ‘Apple’ for computers; Deutsche Bank for a bank,

Arbitrary or fanciful designations: Coca-Cola, Nikon, Sony, NIKE, Easy Jet.

Names: Ford, Peugeot, Hilton (hotel)

Slogans: ‘Fly me’ , for an airline;

Devices: the star for Mercedes Benz, the flying lady for Rolls Royce

Number: the 4711 cologne

Letters: GM, FIAT, VW, KLM

Pictures or symbols: Lacoste (small crocodile)

Role of IP in emerging technology:

Protection

Innovation

Licensing

Royalty

Merger and Acquisition