



Rijksdienst voor Ondernemend
Nederland

Managing Intellectual Property Rights for Science Based Business

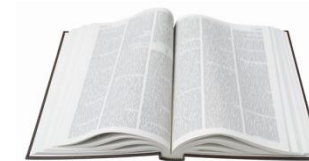
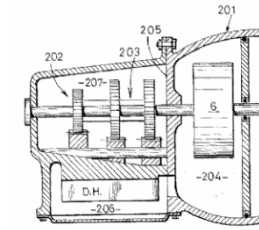
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EEN meet-up, 23rd of November 2021



1. Which IPRs?

| Legal right | What for? | How? |
|--------------------|--|-----------------------------------|
| Patents | New inventions | Application and examination |
| Copyright | Original creative or artistic forms | Exists automatically |
| Trade marks | Distinctive identification of products or services | Use and/or registration |
| Registered designs | External appearance | Registration* |
| Trade secrets | Valuable information not known to the public | Reasonable efforts to keep secret |





IPR e.g. patent = ownership, commercialization

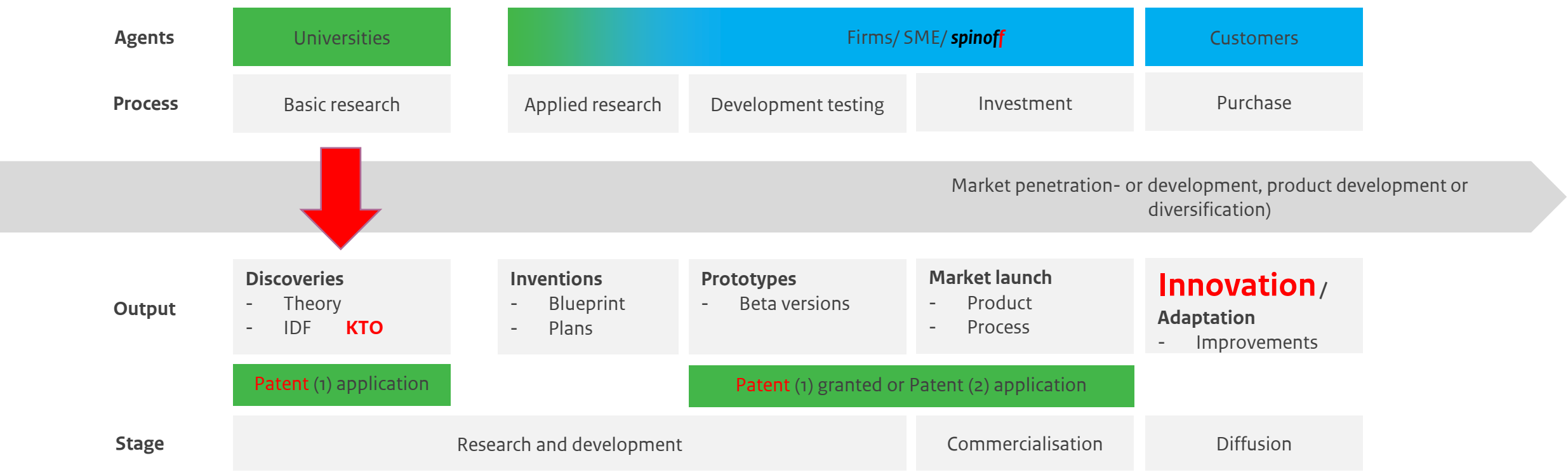
'No go Area' for third parties



Freedom to Operate for IP owner



Relationships between Innovations, research commercialisation and IPRs (i.c. patents)





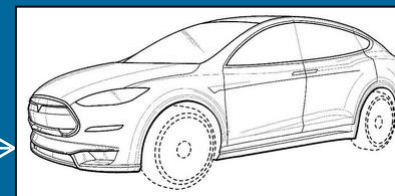
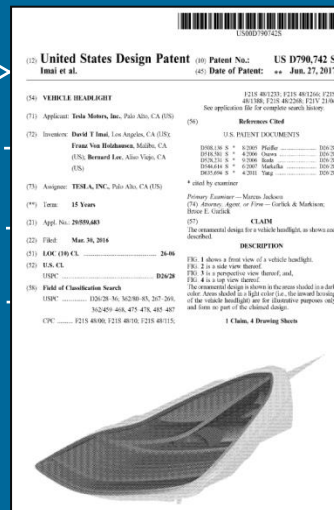
2. Customers, markets, products, services & ... *IP rights*

| | |
|------|--|
| 1.1 | Describe your market (and customers) when developing new services, processes or products |
| 1.2 | Propose a <u>company trade name</u> and give an explanation. |
| 1.3 | Propose one or more <u>brand names</u> for your product and give an explanation. |
| 1.4 | Draw or create a logo for one of the brands and give an explanation. |
| 1.5 | Regarding the technology , describe what is <u>new</u> in your product and whether you need a patent . |
| 1.6 | Describe and sketch the outer form/ shape of the product. |
| 1.7 | Describe the packaging of the product. |
| 1.8 | Indicate your target markets (e.g. countries) and give an explanation. |
| 1.9 | Propose a domain name and give an explanation. |
| 1.10 | Describe three tools for the marketing of your product. |

Managing IP rights @ Tesla



- › Patent
- › Design
- › Trademark, trade name
- › Copyrights
- › Database rights (clients, driving behavior, parts)
- › Trade secret (suppliers, knowhow)





Trademarks

- A sign that distinguishes your products or services from those of your competitors, eg.
 - Logo's, brandnames, shapes, colours, sounds, etc.
- Should be distinctive
- Registration per country/ community/region/ 10 years
- NICE classification system
- Search registered marks: [TM view](#)

Costs

€240 - €1000 for 10 years
Benelux - EU



Design rights

- Aesthetic characteristics of a design
- Not determined by technology
 - Colour, shape, material, etc.
- Should be new
- Registration per country, per 5 years with a maximum of 25 years.
- Registration at the Benelux office of intellectual property or EU-IPO
- Locarno (Vienna) classification system
- Search registered designs: [Design View](#)

Costs

€150 - €750 for 5 years
Benelux - EU



Patents

- New, innovative and applicable *technical* inventions (products/ proces)
- Max. 20 years monopoly for commercialisation
- Registration per *country* – via international procedures
- Cooperative Patent Classification (CPC) system
- Patent search – [Espacenet](https://www.epo.org/searching)

Costs

Starting from a few thousand €



Trade secrets

- Information with commercial value for a company, eg.
 - Suppliers, recipes, processes, customers
- No external registration
- Requirements:
 - Should not be common knowledge
 - Should represent value
 - Considerable efforts by company to maintain secrecy

Costs
€0*



Copyright

- Copyright protection concerns *original* works of literature, science and art, software
- 70 years (!) after decease of creator
- No formal registration required, but
- Rights to creator, or...
- ...to employer (work related)

Costs
€0*

Make agreements!



Questions?

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Revenue scheme through exploitation of IPRs

