

Distance

Learning

# DIGITAL BUSINESS MODELS AND IP RISK MANAGEMENT



Centre d'études internationales de la **propriété intellectuelle** | CEIPI

Center for International **Intellectual Property Studies**

Institut für internationale Studien des **geistigen Eigentums**

Université de Strasbourg

**CEIPI**  
**STRASBOURG**  
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CEIPI EXECUTIVE IP MANAGEMENT DAYS

Digitalization changes the way how products are developed and who develops products. This adds new challenges to successful IP management. First, the way of developing products is often very agile, with a constant change of product features depending on the found customer needs. Even after product launch new features can be added which differentiate a product compared to the competition. This kind of product development introduced a new challenge to IP management, since the freedom to operate (FTO) must be guaranteed for a product with constantly changing features.

Additionally, the digital character of new products also introduces challenges to FTO analysis. Here, new competitors from digital industries or from other stages in the value chain can use their digital patent portfolios to attack new products and services. This is a result of the creation of new digital ecosystems and happens in all industries due to the digital transformation.

Also, a challenge for digital companies is the inclusion of inventors from the digital departments. Unlike classical R&D employees, programmers and software developer rarely know about the invention process and do not understand the role of IP and how to apply for a patent. Therefore, digital inventions are often not properly IP protected, which finally threatens the whole business model of the company, when it does not have the freedom to operate for their new developed products.

## SPEAKERS



**Host and Lecturer: Prof. Dr. Alexander J. Wurzer**

Alexander J. Wurzer is Associate Professor at the Center for International Intellectual Property Studies (Centre d'études internationales de la propriété intellectuelle, CEIPI) at the University of Strasbourg, where he is responsible for the Master's degree in Intellectual Property Law and Management (MIPLM). He is Managing Partner at Wurzer & Kollegen GmbH, a consulting company for strategic IP management.

**Lecturer: Moritz Breitenbach**

Moritz Breitenbach studied Organic Chemistry and Chemical Biology at ETH Zurich and obtained his Master of Science in Biochemistry and Immunology. He is qualified as German and European Patent Attorney. In 2018, he obtained his Master of Intellectual Property Law and Management (MIPLM) at CEIPI, University of Strasbourg, France. He works as an In-house Patent Counsel at B. Braun Melsungen AG.





### **Lecturer Theo Grünewald**

He is senior consultant at WURZER & KOLLEGEN GmbH and a research fellow at the Steinbeis Transfer Institute for Intellectual Property Management at Steinbeis University Berlin. Mr. Grünewald has authored numerous publications on IP strategy development, IP management, and IP valuation and is also a member of the DIN committees DIN 77006 for quality in IP management and DIN 77100 for patent valuation.

### **Lecturer: Martin Salzburger**

Martin Salzburger has a background in the automotive industry, worked for Daimler and Volkswagen. For more than 12 years he is IPR-portfolio manager at AIRBUS. He worked in different leading functions for economic exploitation of IP at AIRBUS. He is engineer by training.



### **Lecturer Roland Bittner**

Roland Bittner studied electrical engineering with emphasis on control engineering and communications engineering at the Friedrich-Alexander-Universität Erlangen-Nürnberg. Since then he is working for a large German technology and electrical engineering group. In 2000 he joined the patent department of the company and was trained as a German and European Patent Attorney. He was also trained in US patent law and passed the US patent bar. In 2019 he graduated from

### **Lecturer: Wolfgang Berres**

Wolfgang Berres had worked for Siemens AG in the IT and communication technology sector for more than 20 years before joining WURZER & KOLLEGEN in 2009. There he is responsible for IP Operations. At the same time, he is the managing director of Altracon S.A., Luxembourg, a technology consulting company. As a member of the DIN Working Committee on Quality in Intellectual Property Management, Wolfgang Berres was involved in the development of DIN 77006. He is co-author of the book «360° IP Strategy» on IP management.



### **Lecturer: Axel Karl**

Axel Karl is German Patent Attorney and founder of the Munich based Law Firm X-IP. He holds a diploma in electrical engineering and economics from the Technical University in Berlin and a master's degree (LL.M.) from CEIPI Strasbourg for IP Law and IP Management. Axel worked 15 years in global telecommunications and IT companies such as Cisco Systems.

# FRIDAY 20.11.2020

## Workshop and discussion about the current industry practice and the new standard in IP management

- Introduction to digital patents: Moritz Breitenbach (B.Braun)**
- 09.00 – 09.45
- > What are digital patents?
  - > What is their role in digital business models?
  - > How do digital patents protect digital business models?
- Introduction to the patenting of use cases: Theo Grünewald (Wurzer & Kollegen)**
- 09.45 – 10.30
- > What is the difference between traditional and digital patents?
  - > How does the patenting of use cases differ to the patenting of technology?
  - > What are examples for the patenting of use cases.
- 10.30 – 11.00 Break
- IP compliance: Martin Salzburger (Airbus)**
- 11.00 – 11.45
- > What are IP risks and corporate compliance in industry 4.0?
  - > What are the typical risk sources?
  - > What is the best practice in risk management?
- AI-based third-party rights analysis: Roland Bittner (Siemens)**
- 11.45 – 12.30
- > Digital business models are increasingly complex, and this also makes FTO analysis more complex.
  - > The number of patent applications has risen, and AI tools might help with the FTO analysis.
  - > How to search for and filter digital patents with AI?
- 12.30 – 14.00 Break
- DIN77006 – Requirements for an IP management system: Wolfgang Berres (Wurzer & Kollegen)**
- 14.00 – 14.45
- > What is the purpose of the DIN 77006 Standard?
  - > Why do we need it now?
  - > How does the PDCA cycle in IP management improve processes?
- IP risk assessment: Axel Karl (X-IP)**
- 14.45 – 15.30
- > What are IP risks?
  - > What is IP risk assessment?
  - > What are current challenges in IP risk assessment?
- 15.30 – 16.00 **Summary and Closing remarks**

## III Participants comments

"The course provides you with some new tools and insights for you daily IP management work."

*Hans Stryckers, IP-Manager, Agfa Graphics*

"The business aspects are explained very well. This enables IP attorneys to apply a different way of thinking."

*Le Chen, European Patent Attorney, ABB Switzerland*

"This vision of IP management is very interesting i.e. use the business model and customer attempt to create an IP reflexion. Thermomix is a good case to exemplify this state of mind. "

*Anne le Gall, Chargée de développement des prestations PI, INPI France*

"Putting back IP strategy in close relation with the business model of the company. Starting from the methodology and define how IP can deliver exclusivity for customer benefit."

*Patrice Monain, Global Head, AVP, Generic Medicines Patents, Sanofi Generics*

"Occasion of thinking differently allows to learn a lot. Cases of different industries with cooking machines and others, help to create new ideas and perspectives."

*Yolande Misseri, Director Business Intelligence and IP, GenticeL, France*

**Further information and application file are available [here](#)**

> Please send your application to : [ip\\_management@ceipi.edu](mailto:ip_management@ceipi.edu)

> For questions related to the academic content of the program, please contact Mr. Thibaud LELONG

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## III Supported by MIPLM participants

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Akzo Nobel NV

BASF Construction Chemicals

Boehringer Ingelheim Pharma

British Telecom

Clyde Bergemann Power Group

Danisco/Dupont

DSM Nederland

Fresenius Medical Care

Groupe Danone

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