

IP MANAGEMENT CHALLENGES IN OPEN INNOVATION ENVIRONMENTS

Strasbourg, March 23, 2015

Program of the workshop

*Venue : Salle du conseil, Faculté des sciences économiques et de gestion
61 avenue de la Forêt Noire, Strasbourg*

Sunday, March 22, 7pm: informal welcome diner (*restaurant to be confirmed*)

Monday, March 23

- 8h30-9h **Registration and welcome coffee**
- 9h-9h30 **Welcome address** (**Peter Bittner**, I3PM, **Thierry Burger-Helmchen**, BETA, University of Strasbourg, **Julien Pénin**, BETA, University of Strasbourg)
Introduction to the “I3PM meets academia” program (**Bent Lundsager**, I3PM, Zacco)
- 9h30-11h **Session 1** (Chairman: **Thierry Burger-Helmchen**, BETA, University of Strasbourg)
Claude Guittard (BETA, University of Strasbourg) and **Eric Schenk** (BETA, University of Strasbourg), “Leveraging the crowd through crowdsourcing”
Vincent Couteau (I3PM, Atos), “Open Innovation at Atos”
Paul Rosenich (I3PM, Patentbüro Paul Rosenich AG), “Defensive Publication – an Indispensable Tool for IP-Managers”
- 11h-11h30 **Coffee break**



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International Institute for IP Management



- 11h30-13h **Session 2** (Chairman: **Xavier Seuba**, CEIPI, University of Strasbourg)
Thierry Rayna (Novancia Business School, Paris), **Ludmila Striukova** (University College, London), “Open innovation with users: The IP challenges of co-creation”
Frank Gottfried (I3PM, SAP), “IP in collaborative research projects”
Hans Strijckers (I3PM, Agfa Graphics), “The Good, the Bad and the Ugly of Co-creation”
- 13h-14h **Lunch**
- 14h-15h **Keynote speech Dietmar Harhoff** (Max Planck Institut for Innovation and Competition, Munich) “The social value of patent disclosure”
- 15h-15h30 **Coffee break**
- 15h30-17h **Session 3** (Chairman: **Alexander Wurzer**, CEIPI, University of Strasbourg)
Eric Favreau (eYeka), **Yannig Roth** (University Paris 1, Pantheon Sorbonne), “Crowdsourcing: Work or not?”
Daniel Gisi (I3PM, Unitectra Technology Transfer Universities of Basel, Bern and Zurich), “IP from academic-industrial research collaborations - concepts and practical experiences”
Oliver Kemper (I3PM, Bundesministerium für Verkehr, Innovation und Technologie, Austria), “Open innovation in the context of the national Innovation System”
- 17h Concluding remarks (**Christophe Geiger**, CEIPI, University of Strasbourg, **Julien Pénin**, BETA, University of Strasbourg)
Farewell cocktail

Abstracts of the presentations

Vincent Couteau (I3PM, Atos)

Title: Open Innovation at Atos

This presentation will present an overview of Atos activities with regard to open innovation.

In particular we will focus on the following elements:

- activities of the Atos scientific community
- participation to hackatons
- Atos IT challenge organised each year with a partner (respective partners over the last years are Renault, the IOC and EEBUS) and the way we handle those things
- use of bluekiwi, our corporate social network, for purposes of OI
- relations with academia and tech transfer practices

Daniel Gisi (I3PM, I3PM, Unitectra Technology Transfer Universities of Basel, Bern and Zurich)

Title: “IP from academic-industrial research collaborations - concepts and practical experiences”

In Switzerland an extraordinary strong collaboration between the academic and business sectors exist. Successful and less successful approaches of open innovation are presented. Industry can and should use ideas of academic institutions, as they look to advance their technology. However, sharing risks shall pair with sharing rewards. Top-notch University researchers need to be incentivized if they're expected to share their crown jewels.

Frank Gottfried (I3PM, SAP)

Title: IP in collaborative research projects - how to efficiently manage IP in an open collaborative environment, to foster innovation and to protect IP assets

Public funded projects require specific skills for managing IP in complex R&D collaborations. Providing onw IP assets (Background) to the projects and then creating new IP assets (Foreground) together with partners can be challenging regarding IP ownership questions. Clever licensing concepts amongst collaboration partners may become key to a successful project with real life exploitation of the project results.

Claude Guittard (BETA, University of Strasbourg) and Eric Schenk (BETA, University of Strasbourg)

Title: Leveraging the crowd through crowdsourcing

Since the emergence of the concept almost 10 years ago, we are witnessing an increasing utilization of crowdsourcing by companies and public or private institutions. Crowdsourcing can serve various purposes: routine tasks, creative tasks, complex problem solving, or voting. We will discuss the properties of these crowdsourcing approaches and pinpoint their risks and drawbacks. Our presentation will also discuss issues related to crowdsourcing platforms: transaction costs, network effects, and the building of communities.

Dietmar Harhoff (MPI, Munich)

Title: The social value of patent disclosure

Patents are supposed to disclose technical information in order to facilitate subsequent inventions. This argument has found only scant attention with economists, but has been highly relevant in legal reasoning. To date there is no quantitative evidence evaluating the impact of patent disclosures. This paper uses responses from a large-scale inventor survey. Inventors

were asked about the time savings due to their knowledge of the patent literature. Time savings from disclosures follow a highly skew distribution. The overall social value of patent disclosures in the European patent system is very small in comparison to the private value of patents. Japanese inventors appear to draw more information out of patents than either European or US inventors.

Oliver Kemper (I3PM, Bundesministerium für Verkehr, Innovation und Technologie, Austria)

Title: Open innovation in the context of the national Innovation System

States have recognized the central importance of intellectual property in the innovation process and thereby in generating economic growth. A multitude of measures are typically implemented in national innovation strategies. Some of these measures are directed at the generation, protection and use of intellectual property. Most of these measures are however based upon a traditional understanding of IP and its use.

How do new models of innovation, including open innovation, challenge these established systems? Are the existing measures adequate from the developing models? Should states intervene to specifically support models like open innovation, and on what basis?

Thierry Rayna (Novancia BS, Paris), Ludmila Striukova (University College, London)

Title: Open innovation with users: The IP challenges of co-creation

Nowadays, user-based Open Innovation has become of significant importance and has gained momentum. Open Source, crowdsourcing and mass customisation, just to name a few, are now often part of corporate strategies and, in some cases, are at the very heart of business models. This greater involvement of users in the innovation process poses, undoubtedly, new challenges. Relationships between a firm and its customers are generally ruled by far looser (if any) contractual obligations than partner firms or even workers inside the firm. Consumers taking part in Open Innovation are seldom significantly rewarded for their contribution. On

the other hand, firms do not have the same power of monitoring and enforcement they would have with industrial partners. Hence, logically, though co-creation has a very large potential, it also leads to significant problems related to of incentives, costs and risks, and intellectual property rights (IPRs). The aim of this presentation is, precisely, to address the IPR challenges that Open Innovation with users entails. It will be shown that the nature of potential IPR issues is highly dependant on the type of co-creation activity and that correctly identifying this type makes it far easier to overcome difficulties.

Paul Rosenich (I3PM, Patentbüro Paul Rosenich AG)

Title: Defensive Publication – an Indispensable Tool for IP-Managers

IP-Managers do often consider if IP-protection is the only "true way" of satisfying the needs of their companies. It is correct, that IP-protection for Patents, Designs and Trademarks are useful to improve the position of companies in the market. However those IP-rights provide only a right to stop others doing businesses in the protected areas. These rights - at least from their filing days do not protect the companies from being attacked by foreign IP-rights. That means that IP-rights can only be used for a defense against competitors in a limited manner. Here Defensive Publications fill an important gap and at the same time ensure that inventors will not be taken by surprise through late comers in the same field. The speaker will shade light on various types of defensive publications and on the worldwide practice of Defensive Publishers and IP-Offices.

Yannig Roth (University Paris 1, Pantheon Sorbonne)

Title: Crowdsourcing: Work or not?

This presentation will look at an aspect which is often mentioned – but rarely treated – of crowdsourcing: its legal implications. Based on existing typologies from information and management science, we describe the different forms that crowdsourcing takes today, before focusing on the concept of autonomy to present the opportunities and risks that companies

may face turning to the crowd. We then discuss our findings, relate to challenges faced in the crowdsourcing industry, and suggest future work directions.

Hans Strijckers (I3PM, Agfa Graphics)

Title: The Good, the Bad and the Ugly of Co-creation

“The Good, the Bad and the Ugly of Co-creation” brings an insight on personal experiences of a patent attorney on the difficulties, the challenges and the rewards of co-creation in a company which for more than 100 years was used to bring products to the market developed for 100% by in-house R&D. The presentation will be illustrated by inkjet ink technologies developed for diverse industries like the food industry and the interior decoration industry.