

# Intellectual Property and Its importance in Knowledge era

Presented by: Dr. Pham Quoc Trung

# Outline

1. What is Intellectual Property (IP)?
2. What is your IP and what do you do with it?



*Remington Steele* - 3x09 "Cast in Steele"

MTM / 20<sup>th</sup> Century Fox (1985)

# 1. What is Intellectual Property?

- Discuss: "Data" vs. "Information" vs. "Knowledge"
- Q1: "Knowledge is power" -> Why is that?
- Q2: "We live in an information/knowledge economy" -> What does this mean?

## THE ADVENTURES OF SHERLOCK HOLMES



SIR ARTHUR CONAN DOYLE

**Watson:**

This is indeed a mystery.  
What do you imagine that  
it means?

**Holmes:**

I have no data yet. It is  
a capital mistake to  
theorise before one has  
data.

*The Strand Magazine, 1891*

# 1. What is Intellectual Property?

Data =>	Information =>	Knowledge
Record	Intelligence	Know-how
Fact	Report	Expertise
Analytics	Analysis	Ability to do better
		Understanding
		Epiphany
		Secret
		Idea/ theory
		Opinion/ View

**OK, but...**

**What do you DO with the knowledge you have?  
What is the point of all this? **What for?****

# 1. What is Intellectual Property?

- What for?
  - Make money
  - Land a better job
  - Build reputation
  - Making thing better/faster/cheaper/easier
  - Help others and share benefits
  - Contribute to the advancement of humanity
  - "Success", "Happiness",.....
  - ...

In fact, none of which "knowledge" can give!!!

# 1. What is Intellectual Property?

## *How come?*

- Everyone "knows" what they need to do in order to be successful in this world.
- ...but, it is actually the **product** or **evidence** of your "knowledge" that gets you where you want to go.

### Explicit knowledge:

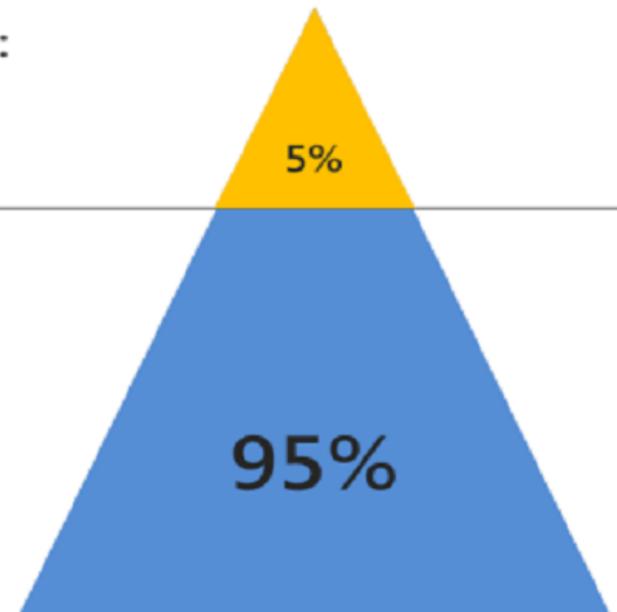
- Data, information
- Documents
- Records
- Files

5%

### Tacit knowledge:

- Experience
- Thinking
- Competence
- Commitment
- Deed

95%



# 1. What is Intellectual Property?

***This is how it really goes***

Knowledge =>	Product/ Evidence of knowledge =>	What you want
Know-how	Acceptable in the eye of law	Money
Expertise	Legality, protection	Job
Ability to do better	Incentives	Reputation
Understanding		Improvement & innovation
Epiphany		Sharing benefits
Secret		Contribution to humanity
Idea/ theory		
Opinion/ View		

# 1. What is Intellectual Property?

## *The law says:*

- Property = It it's yours, you can entitled to do things with it. Also, you can prevent others from benefiting from it without your permission.

=> **Answer to question #1** (Knowledge is power. Why is that?): Knowledge is not power. Property rights are.

**Intellectual Property** => **How about "Intellectual"?**

# 1. What is Intellectual Property?

## **Tangible**

**Can be counted, measured or touched**

**Ex: cash, machine, real estate, furniture...**

**vs.**

## **Intangible**

**Can not be quantified or visualized easily**

**Ex: creativity, goodwill reputation, influence...**

	<b>Tangible</b>	<b>vs.</b>	<b>Intangible</b>
In 1978 (S&P 500)	80%		20%
In 2002	20%		80%
Today, most private companies	5%		95%

# 1. What is Intellectual Property?

=> **Answer to question #2:** An information/knowledge economy is one that is powered and driven by intellectual property (IP).

In an information/knowledge economy, IP is everything

- An organization's IP is both the source and the evidence of its competitive advantage.
- Same for individual level.



# 1. What is Intellectual Property?

## What is IP to a business?

### Protectable forms of IP

- Patents
- Trademarks, brands
- Copyright
- Trade dress
- Trade secrets
- Distribution channels
- Documented know-how
- Web 2.0 strategies
- Customer & partner relationships
- Proprietary processes and systems



### New opportunities and revenues

- New independent/joint ventures
- Licensing
- Outright sale
- Co-branding
- Franchising
- New domestic markets
- New ancillary products
- Strategic partnerships
- Consortiums
- Outsourcing
- International expansion
- Government contracts

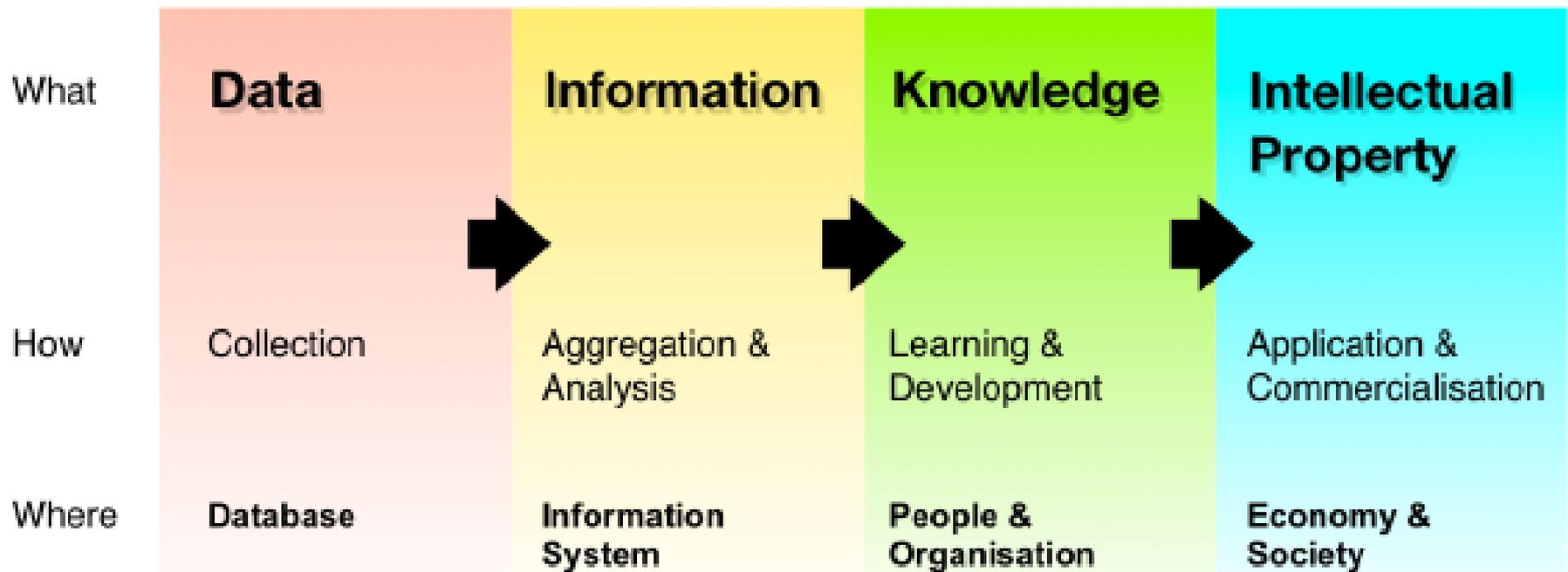
# 1. What is Intellectual Property?

## What is IP to us as individuals?

- Outcome of research and development
  - Demonstrable know-how (show-how)
  - Evidence of new knowledge
  - Expression of opinion
  - Inventions
  - Works of art
  - Designs and blueprints
  - Marks, visuals, phrases
  - Quicker, easier, cheaper ways of doing things, documented
- 
- Income
  - Funding
  - Attribution / credit
  - Reputation
  - Authority / influence
  - New jobs / customers
  - Marketable product
  - New opportunities
  - Competitive advantage

# 1. What is Intellectual Property?

- IP is the endgame



# 1. What is Intellectual Property?

CATEGORY OF IP	WHAT IS PROTECTED?	DURATION
Copyright	Works of creative effort (artistic or otherwise)	Very long (many decades) even after author's death
Patents	Inventions and improvements (innovation)	Usually 20 years
Trademarks	Goodwill and reputation	Renewable indefinitely

**+ Trade Secrets**

## 2. What is your IP? What to do?

- Take-home messages
  - IP is both the source and evidence of your competitive advantage.
  - It's not about who has what idea/knowledge, it's all about being able to use the law to your advantage: development, acquisition, protection, enforcement.
- Where does my IP come from?

Do I have to...

- Invent a machine? Or a cure for Ebola?
- Produce a film? A sculpture? A song?
- Write a doctoral thesis? Or Harry Potter?

## 2. What is your IP? What to do?

- Much of your everyday life can turn into your IP
    - Your writings, documents, e-mail, submissions...
    - Your thesis, group-work, experiment results...
  - But, you have to know the "how"
  - What can I do to
    - Build my IP?
    - Promote my IP?
- Spend time and creative effort to gain 'knowledge'
  - Process it for wider consumption, i.e. make it relevant to your target audience
  - Add to your demonstrable IP portfolio
  - Publish and market it according to your objective:
    - Attribution?
    - \$\$\$?
    - Charitable cause?

## 2. What is your IP? What to do?

- Three fantastic platforms upon which you can build and promote your IP
  - Your blog (build a portfolio of content)
  - Your LinkedIn profile (let your work be known)
  - Your name card (build reputation)

## 2. What is your IP? What to do?

"5 reasons every job seeker should blog"

Joshua Waldman, careerrealism.com

1. You show you are intelligent
2. You show you know how to write
3. You demonstrate you are motivated
4. You have something to say
5. You are a leader in a community



For most professions, an active LinkedIn profile is a must-have.

# Thank you!

- Question & Answer