

Protecting Digital Solutions with Intellectual Property Management



Green Mountain DigithON
14.04.2021

Prof. Dr. Alexander J. Wurzer

CEIPI: Center for International Intellectual Property Studies



**CEIPI is a European Center of Excellence for Intellectual Property
and an international IP training and research center**

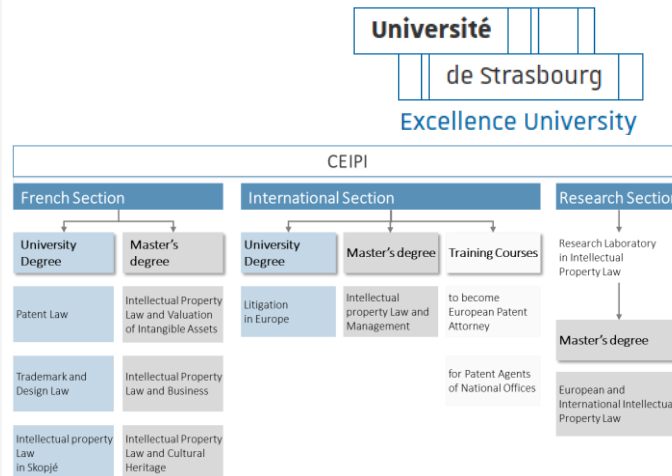


**The Central European Training Center for
Authorized Representatives to the EPO**



Training in 36 European cities

**An institute at the Law Faculty of the
University of Excellence Strasbourg**



1,200+ participants p.a. in CEIPI training programs

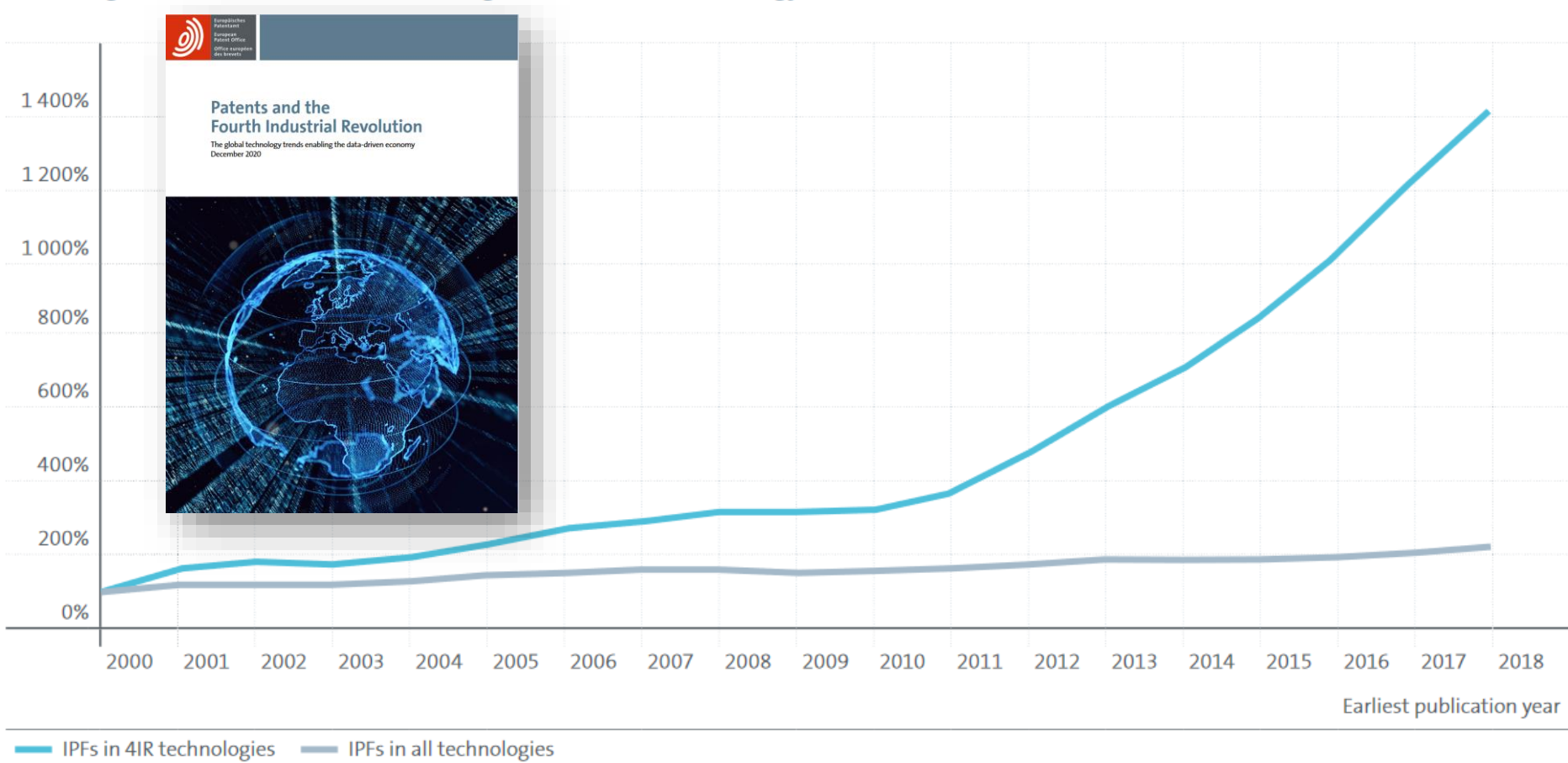
**The European IP institutions
run the Executive Board**



TOP 50 Global Think Tank

Trends in Application of Digital Patents

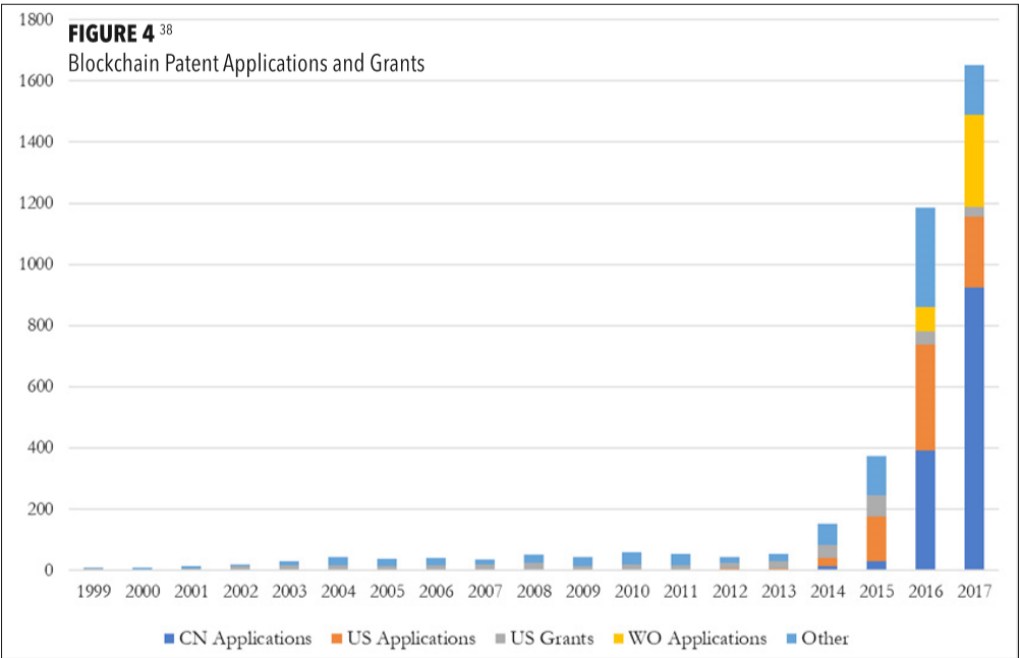
Figure E1
Global growth of IPFs in 4IR technologies versus all technology fields, 2000-2018



Source: European Patent Office

[Link to EPO study](#)

Trend of Applications: AI/ Blockchain



Link Trend Analysis Blockchain-Technologies

Link Trend Analysis bei IOTA-Technologies



Link to AI Initiative of European Patent Office

Link WIPO Initiative

IP-Management education at CEIPI

Course of studies

Founded in 2006 to enable the European industry to gain competitive advantage in digital transformation

[Link: Master-Class in IP-Management](#)

Executive IP Management Days

Annual exchange of industry best practice

[Link: Events](#)

Conferences

Interdisciplinary exchange between industry, academia and institutions to push the development of economic benefits of IP

[Link: Graduate School](#)

Graduate School

Graduate school dedicated to industrial subjects with graduate students from the industry

Blog

Communication platform for customer-focused IP strategies in times of digitization (www.ipbusinessacademy.org)

[Link : IPBusinessacademy.org](#)



11. AUGUST 2020

Start of the University Diploma IP business administration on 15.09.2020

[CEIPI DISTANCE LEARNING DU IP BA](#)

In September 2020, the IP-Management program at CEIPI will offer again a full distance learning diploma: The University Diploma IP business administration. The IP-Management program at CEIPI is by far the most successful executive management program i ...

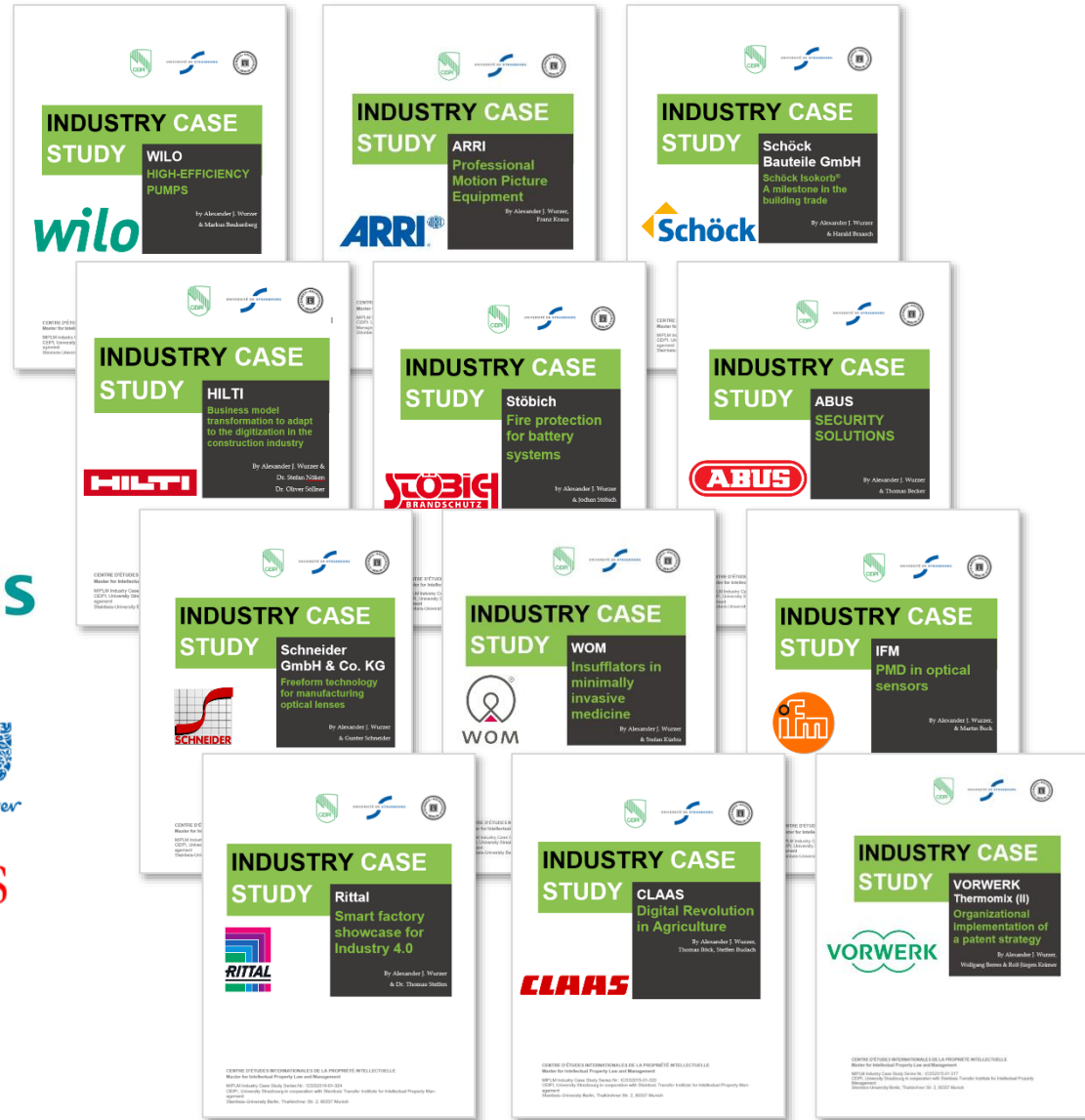
[READ MORE](#)

[Link: University Diploma](#)



MIPLM Industry Partner and Best Practice Case Studies

Center
for International Intellectual
Property Studies | CEIPI
University of Strasbourg



[Link to Case Study Collection](#)

Evolution of Industrial Digitization



Relocation of the system boundaries



Phase 1: Digitization
of the machine



Phase 2: Digitization
of the machine environment



Phase 3: Digitization
of the Ecosystem

The Success of IP is Determined within the Market

Example: SMA Solar technology (US)



Digitale
Welt

Digitaler Service
Ebene 5



Analytik
Ebene 4



Konnektivität
Ebene 3



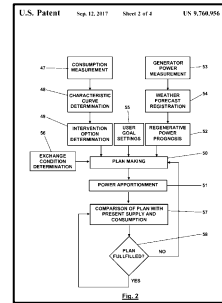
Sensor und Aktuator
Ebene 2



Physisches Produkt
Ebene 1



Physische
Welt



Optimized load management
US9760956B2

System for providing heat
and operating method
for such a system
EP2834573B1

SMA Energy System Home

- Connect the energy flows in the household to an intelligent system
- Optimal use of the self-produced solar power
- Creation of a yield forecast based on an online weather forecast and an individual consumption analysis
- Forecast at what times solar power will be available - and when the right time is to turn on the washing machine

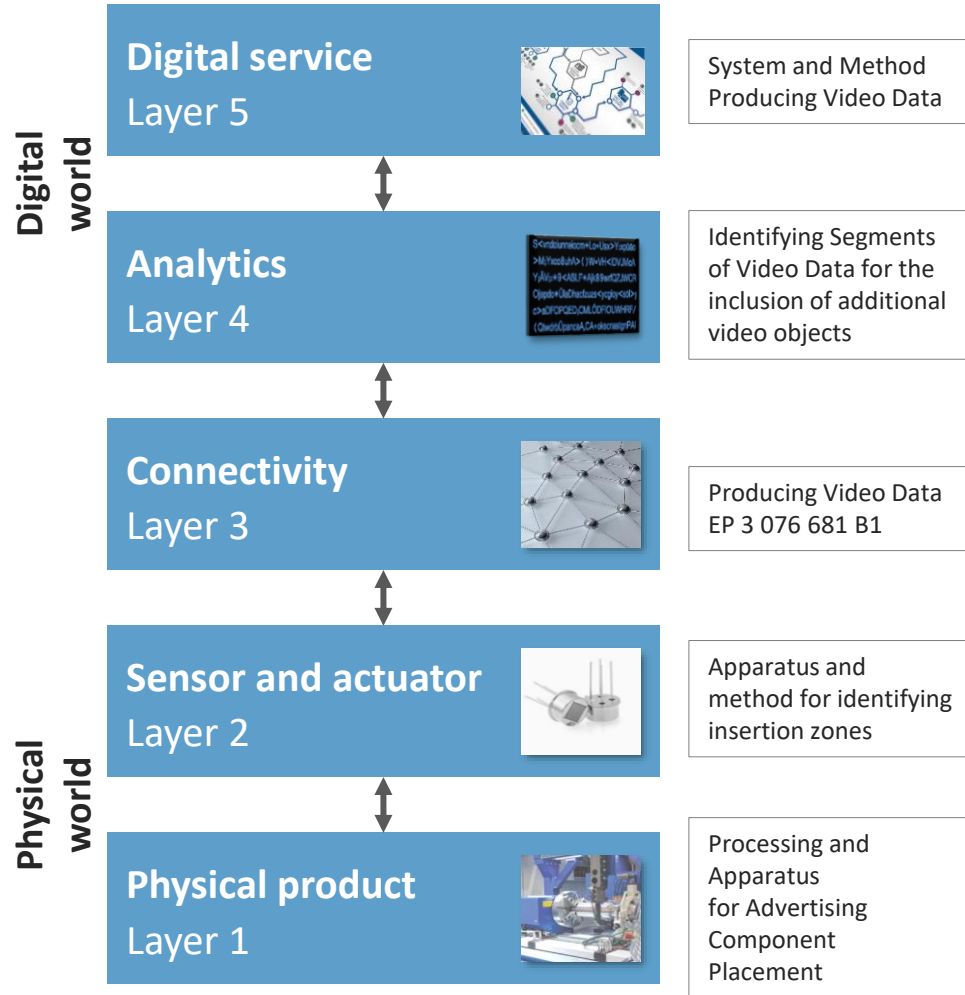


SMA ENERGY
Power in your hands.

[Link to the Video](#)

The Success of IP is Determined within the Market

Example: Tencent (CN) + Mirriad (GB)



Tencent
腾讯

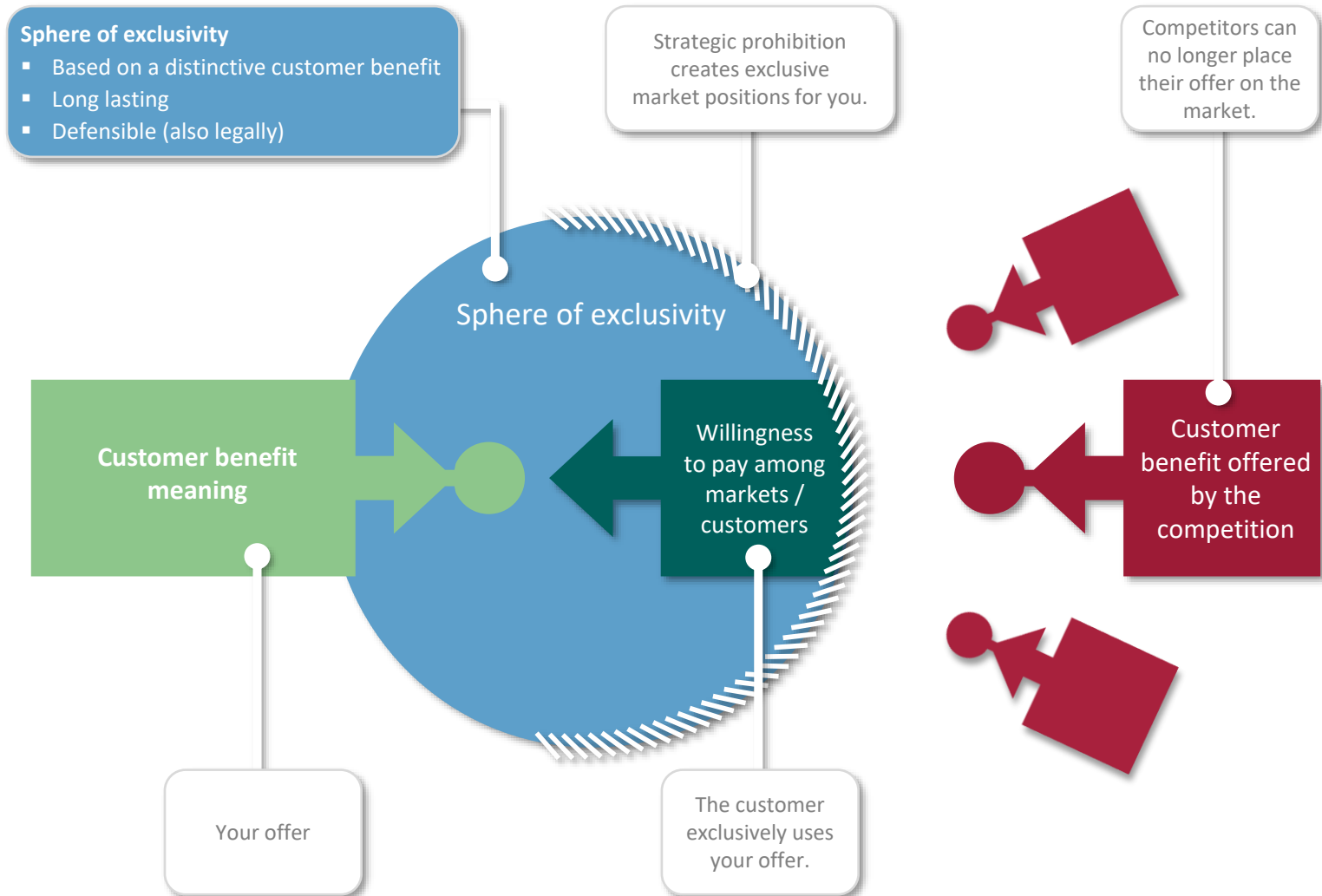
 **Mirriad**



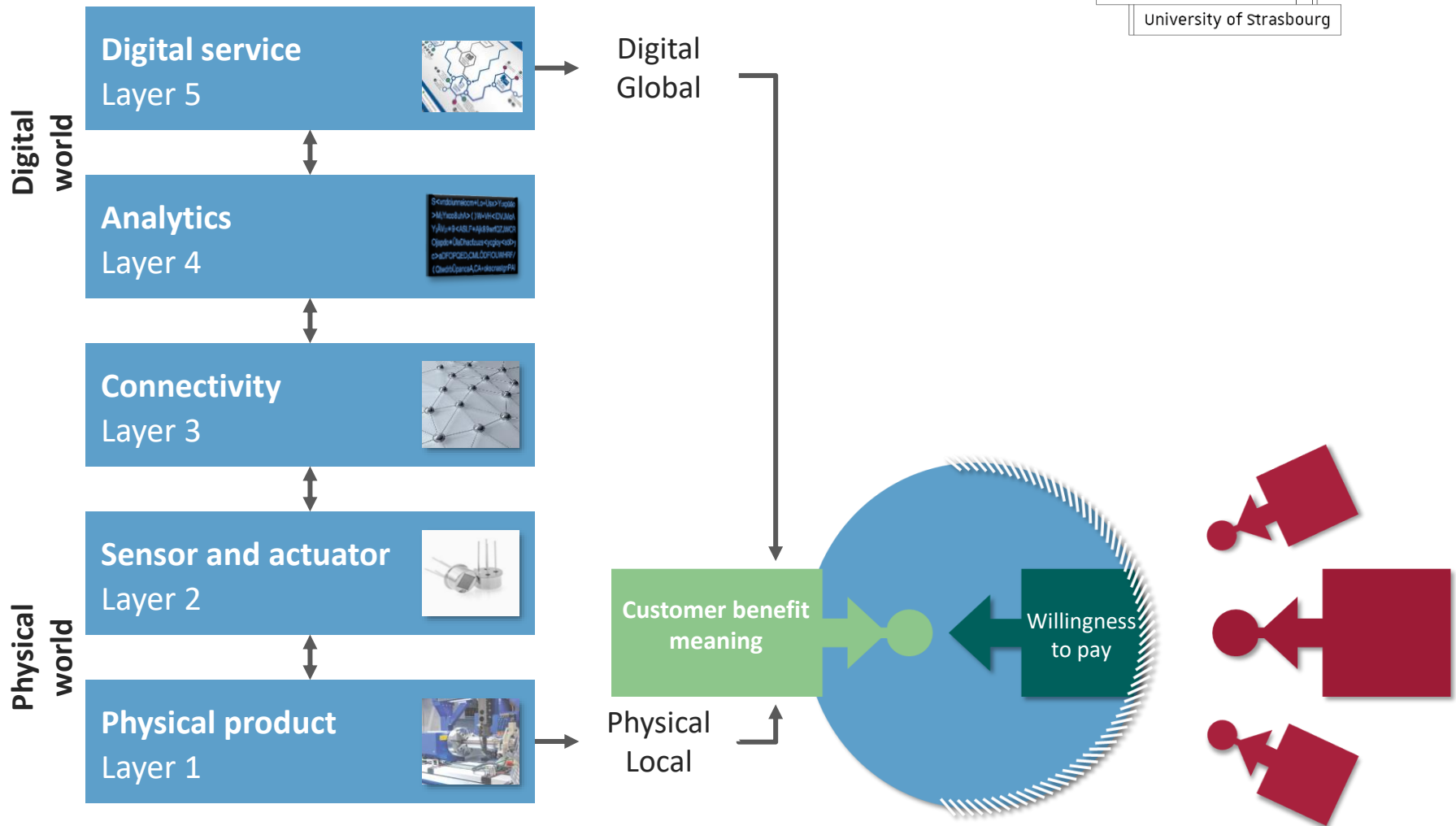
Patent Strategies for AI-based Product Placement

[Link to the Video](#)

Goal of an IP Strategy: Creating Added Value Positions with the Customer

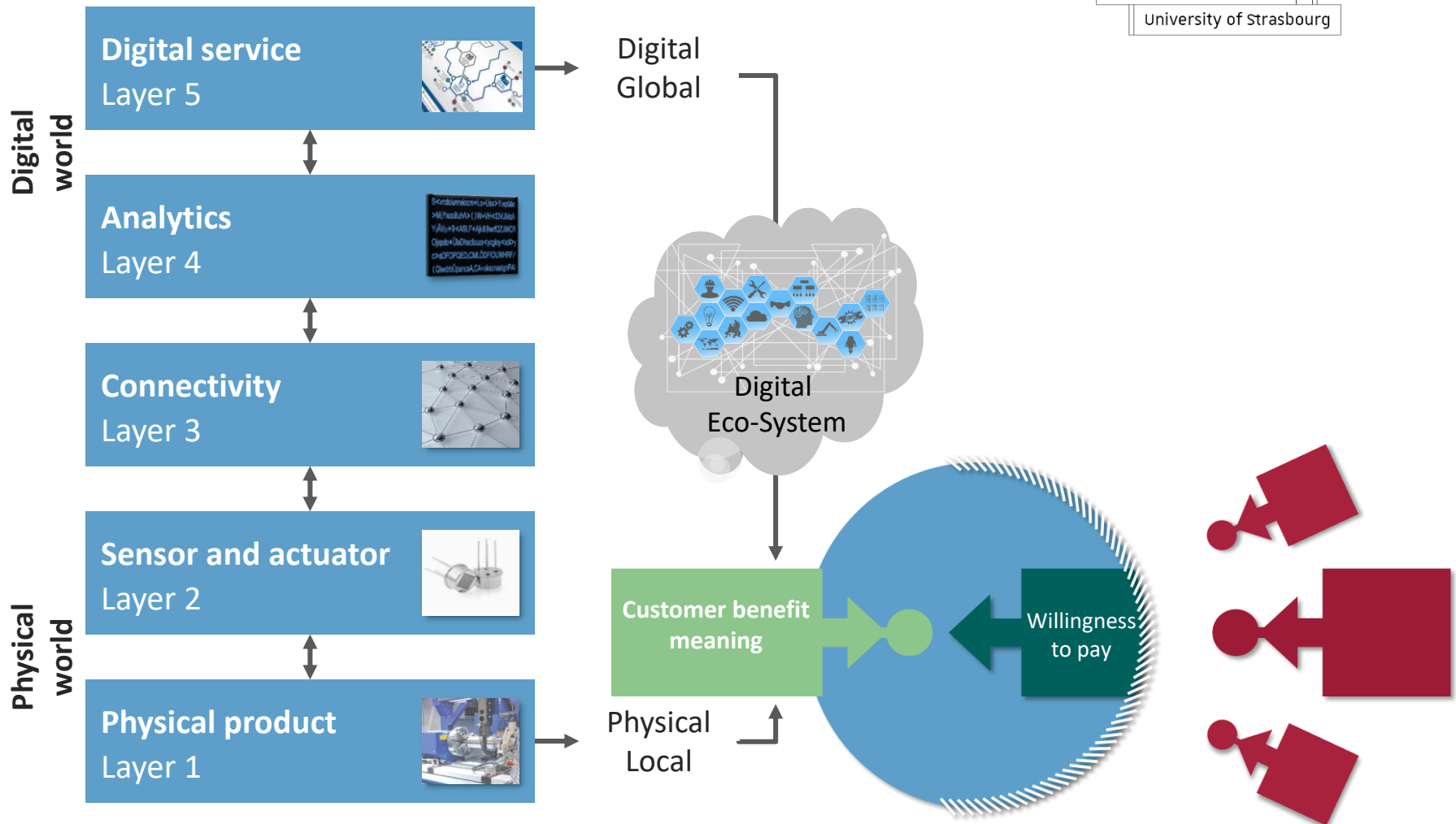


IP Design in the Digital Transformation



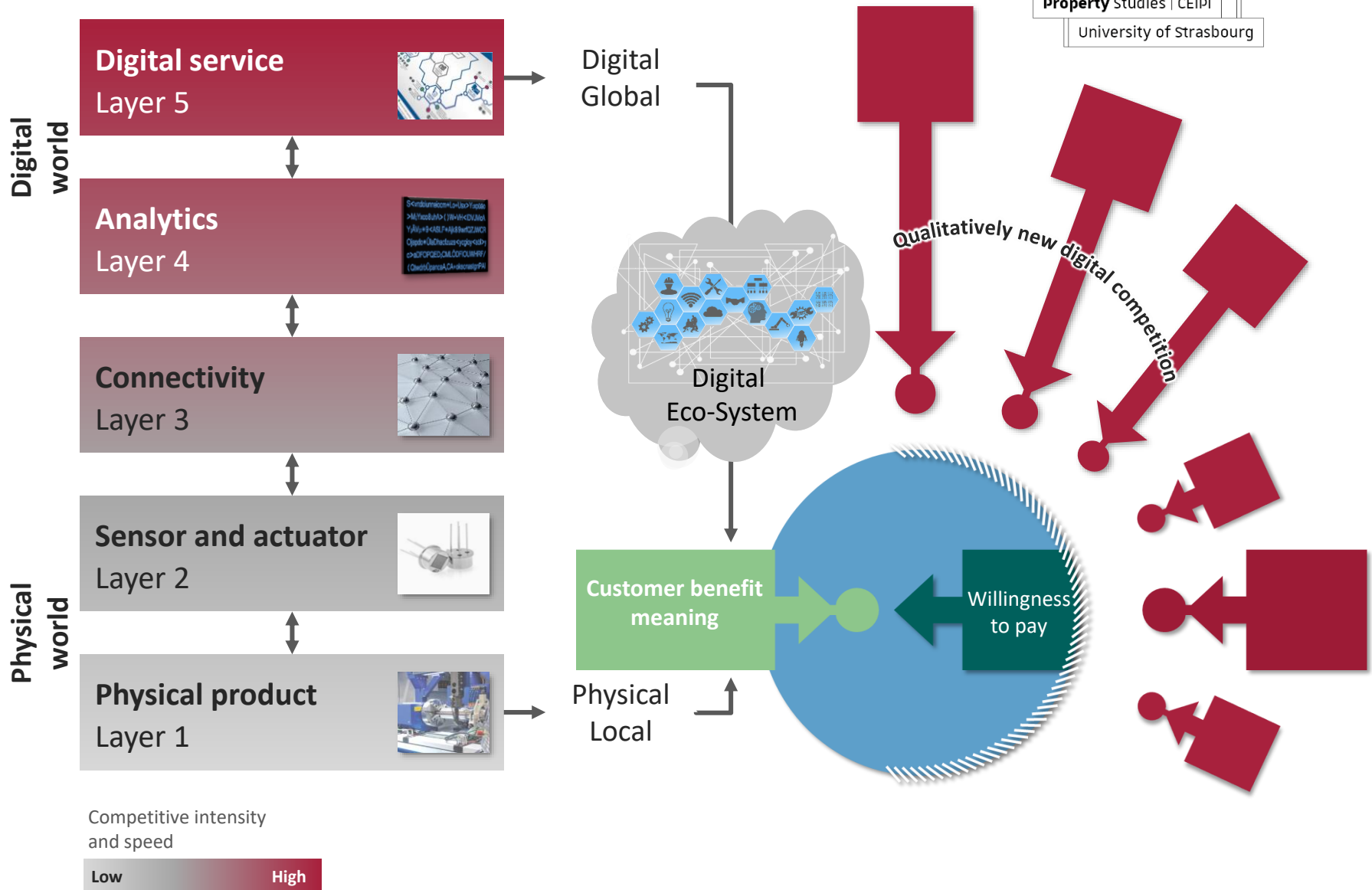
Source: Fleisch, E. / Weinberger, M. / Wortmann, F. (2015): Geschäftsmodelle im Internet der Dinge, in: zfbf, Dezember 2015, S. 444 – 464.

IP Design in the Digital Transformation

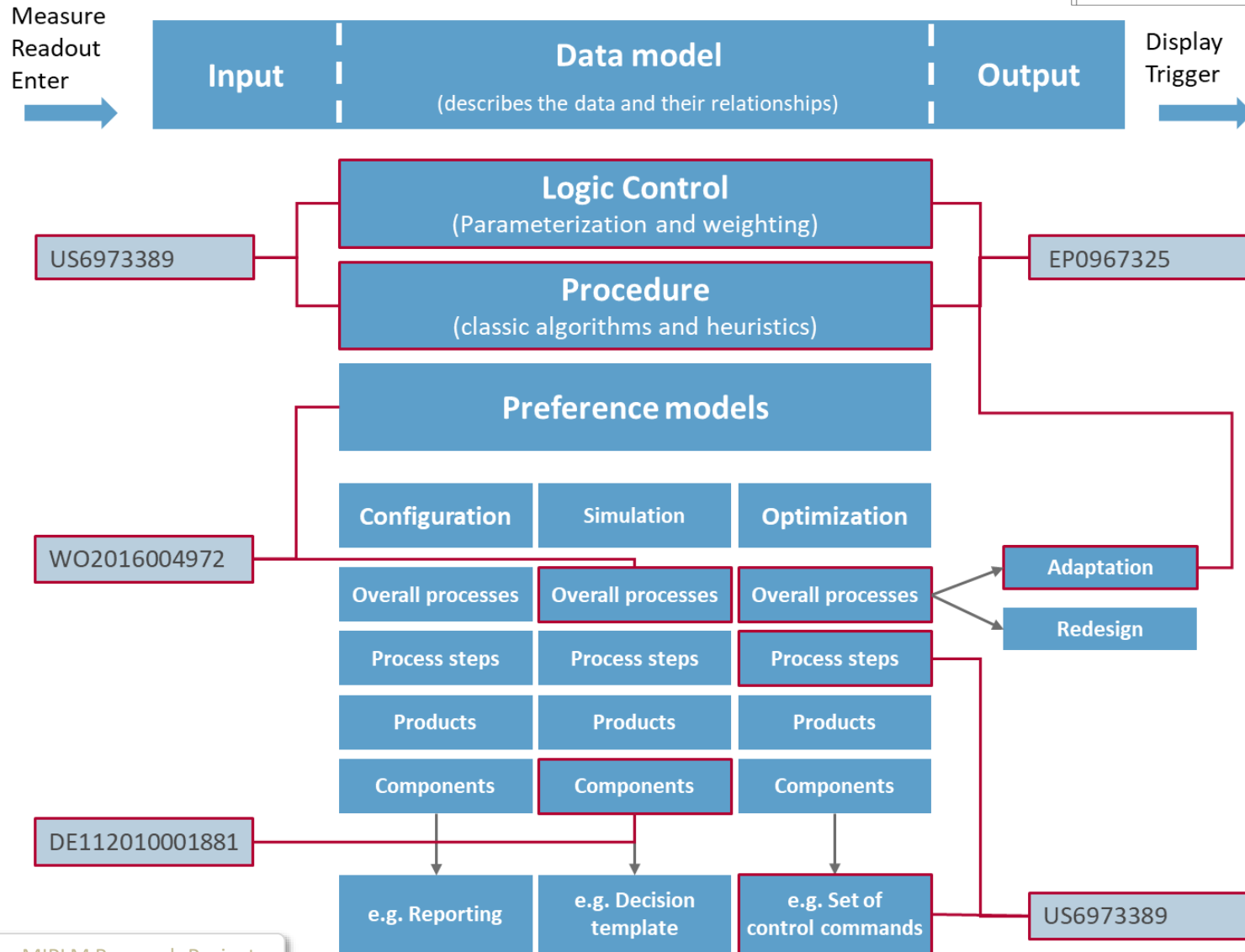


Source: Fleisch, E. / Weinberger, M. / Wortmann, F. (2015): Geschäftsmodelle im Internet der Dinge, in: zfbf, Dezember 2015, S. 444 – 464.

IP Design in the Digital Transformation



Source: Fleisch, E. / Weinberger, M. / Wortmann, F. (2015): Geschäftsmodelle im Internet der Dinge, in: zfbf, Dezember 2015, S. 444 – 464.



Overview MIPLM Research Projects

The Success of IP is Determined within the Market by Exclusive Value Creation

INDUSTRY CASE STUDY

Hilti

Business model transformation to adapt to the digitization in the construction industry

By Alexander J. Wurzer &
Dr. Stefan Nöken
Dr. Oliver Söllner

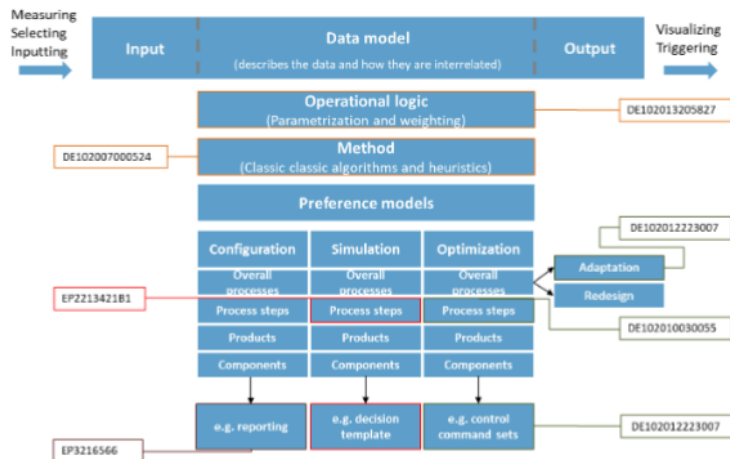


INDUSTRY CASE STUDY

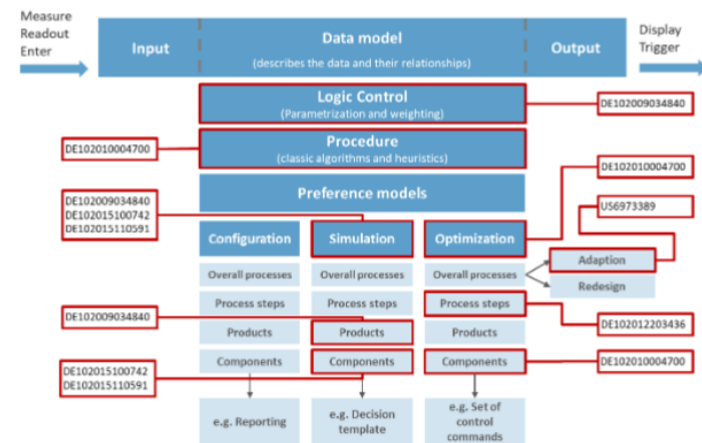
Heraeus

From amorphous metals to digital business models

By Alexander J. Wurzer,
Dr. Jürgen Wachter



Link Case Study Hilti



Link Case Study Heraeus

Schattdecor history:

- Founded in 1985
- 2.800 employees in 28 countries
- 750 mil € annual sales
- From decor printing to innovative surface specialist
- Producer of printed, impregnated and finished surfaces in all kinds of designs



[Link to the Video](#)



In decor printing a big issue for IP protection is that the decors should look as natural as possible, e.g. like alpine spruce. Description: “The rustic softwood structure of this flooring decor shows a number of signs of wear and some slight discoloration. Here and there, you can find fine cracks in the narrow cathedrals.”

Example: Canyon Alpine Spruce

Also, in furniture decor printing trends are changing fast and only few decors are successful in the market. These decors are plagiarized very fast causing huge damage to Schattdecor and the other big companies in the eco-system.



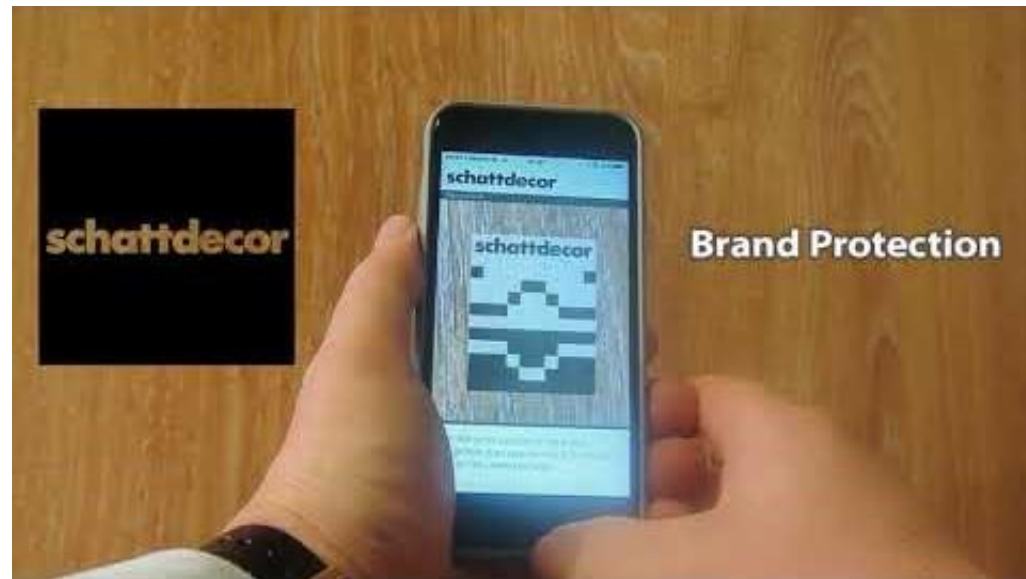


A digital and eco-system wide IP protection solution against counterfeiting is the use of digital watermarks provided by FiliGrade.

[Link to the Video](#)

The watermark is directly printed in the furniture decor by Schattdecor and with a smartphone app both the authenticity and product information can be checked.

[Link to the Video](#)



Energy and light - Philips / Signify: history and profile

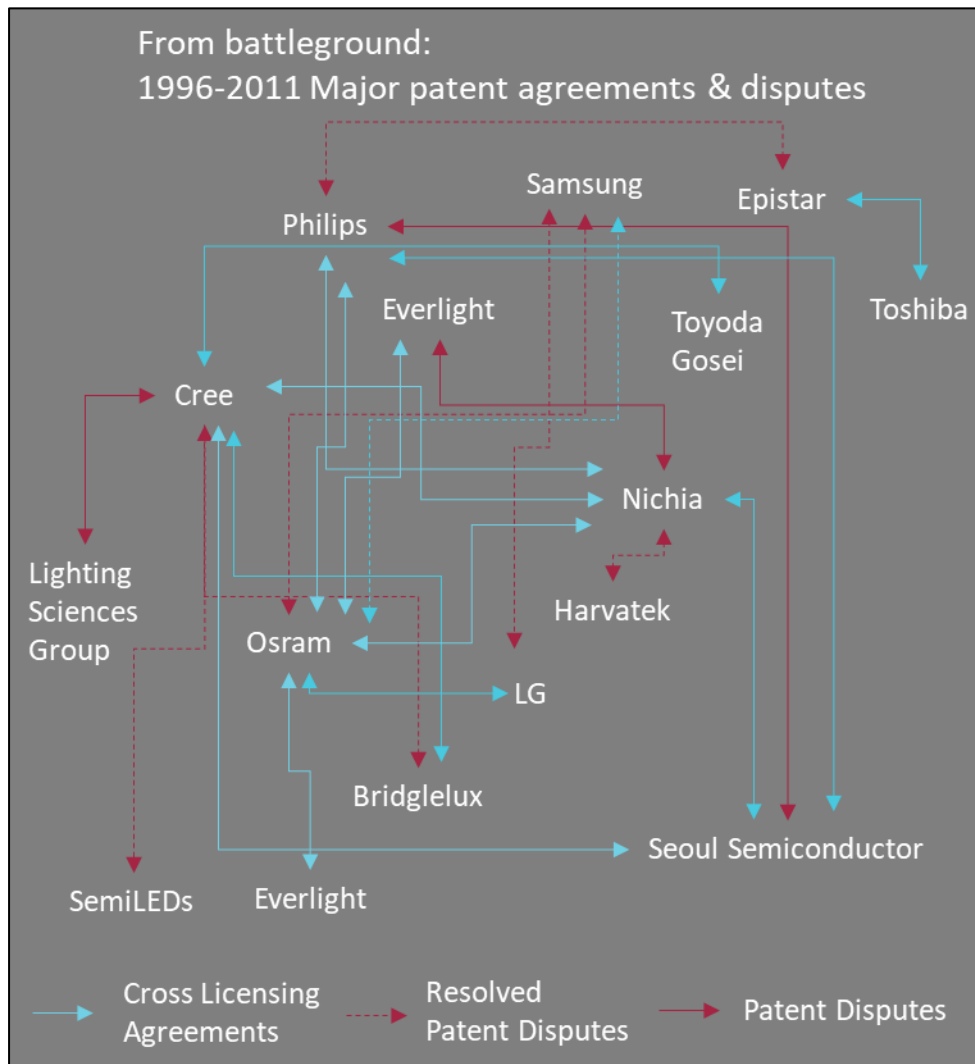
Signify history:

- Founded in 1891 as part of Philips Lighting
- Independence in 2016
- 28.000 employees in 70+ countries
- 6.5 bil € annual sales
- World leader in lighting with premium products
- 100% carbon neutral
- Leading in innovation and IP



[Link to the Video](#)

Energy and light - Philips / Signify: licensing



1996-2011: 180 cases and lawsuits related to LED lighting

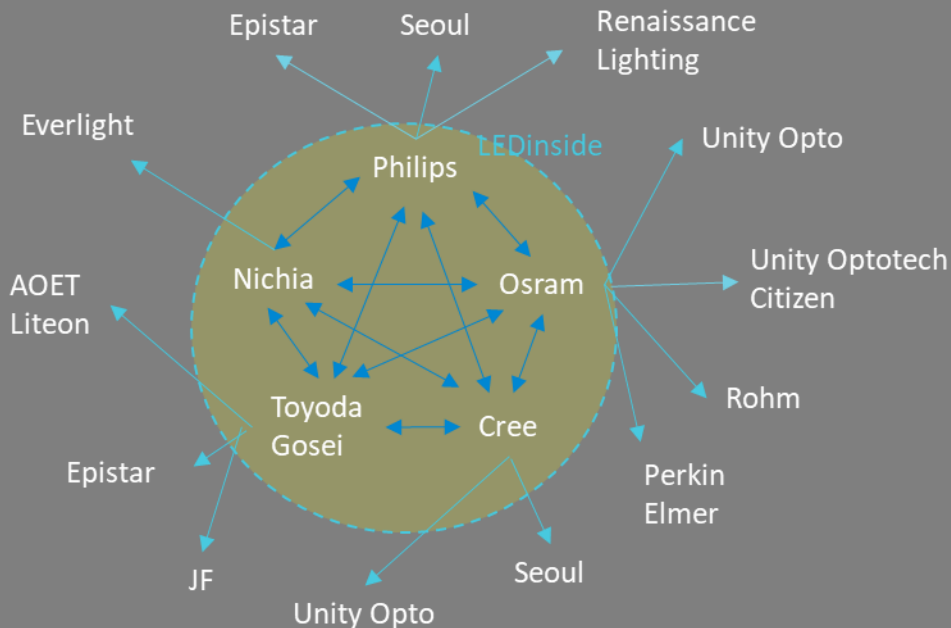
2013-2017: Patent license and cross-license industry-wide cooperation

2018: EnabLED licensing program is established

2019: EnabLED licensing program has 1000+ members

Energy and light - Philips / Signify: licensing

To industry-wide patent cooperation
2013-2017 patent cross-licensing and licensing landscape



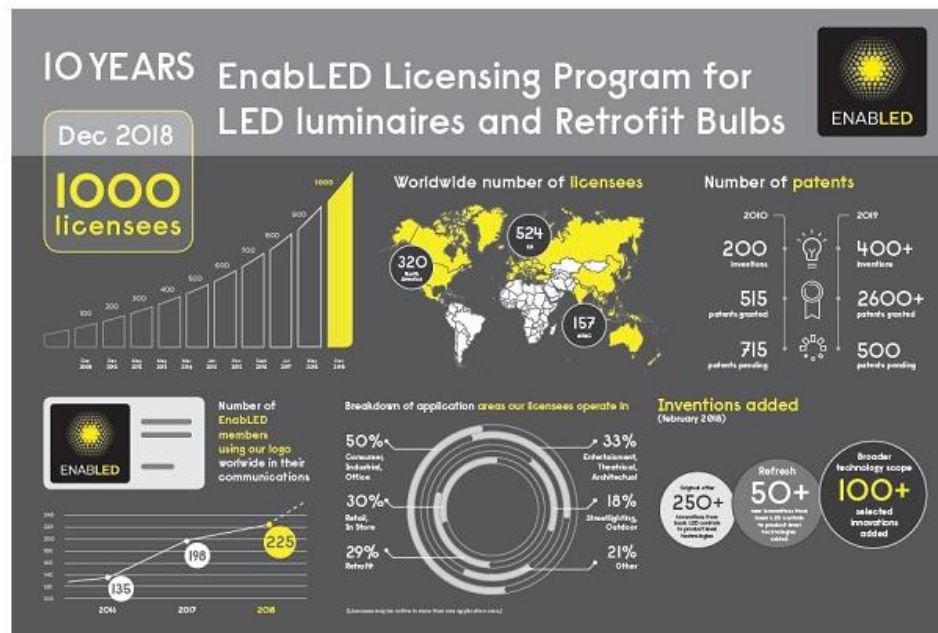
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Energy and light - Philips / Signify: licensing



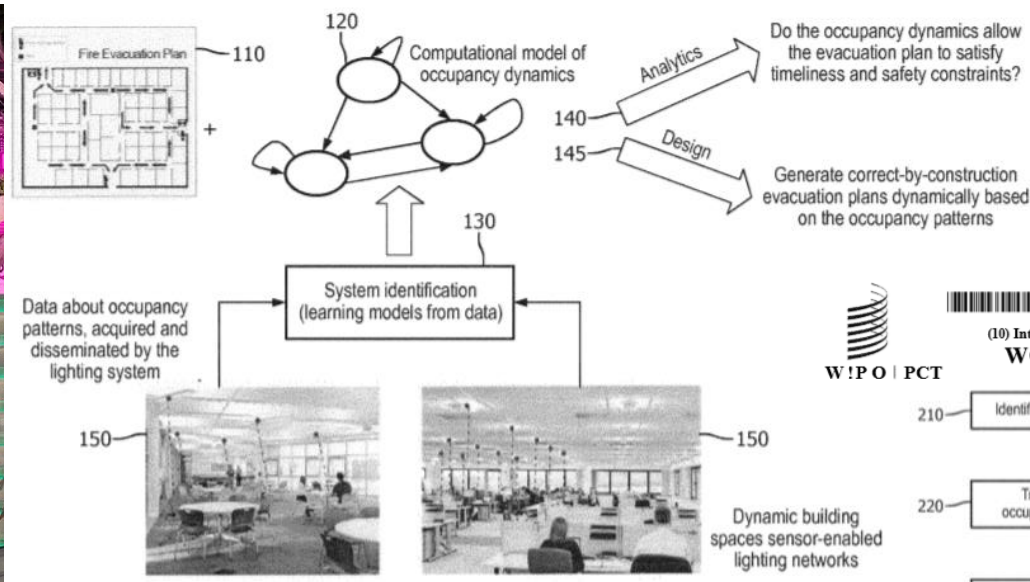
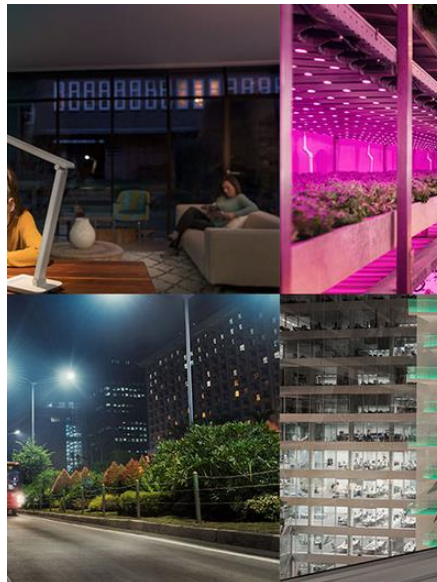
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Energy and light - Philips / Signify



(10) International Publication Number
WO 2018/141664 A1

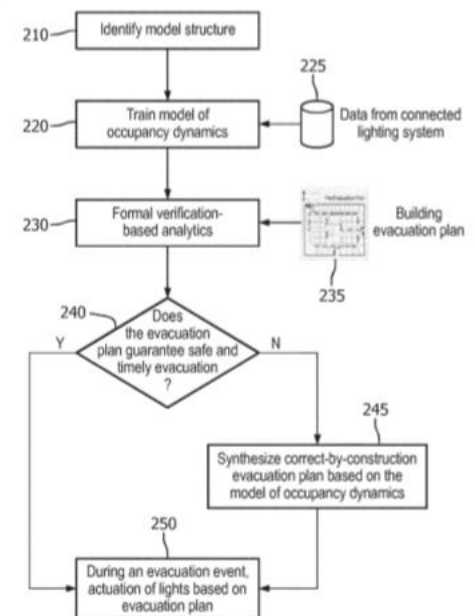


FIG. 2



Licensing programs

Each year, Signify invests hundreds of millions of Euros for research and development of new technologies and products. In the course of the research and development work these technologies and products are also protected by patents. We decided to make many of these Signify developed technologies available to those wishing to use them by granting licenses under its patents and sometimes also the related know-how. The conditions of licensing vary for the different technologies.

[Link to the business model of Signify](#)

Energy and light - Philips / Signify: Interact office



[Link to the Video](#)

Energy and light - Philips / Signify: Interact office

Space management
EP3022993B1

Indoor navigation
WO2018141664A1

Lighting management
US10262527B2



Bio-adaptive lighting
EP3271013B1

Energy optimization
EP2698042B1



Environmental monitoring
EP1422975B1

Scene management
EP3033927B1



Lighting asset management
EP2417833B1

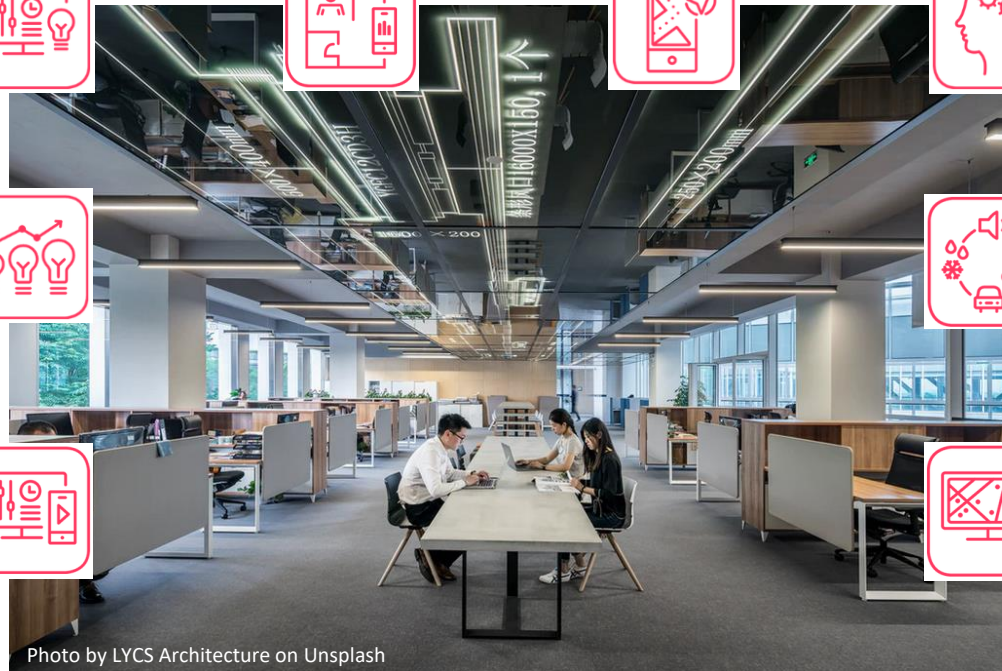


Photo by LYCS Architecture on Unsplash

<https://www.interact-lighting.com/global/what-is-possible/interact-office>

IP Business Academy

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7

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6. OCTOBER 2020

Follow-up to the Webinar of the China IPR SME Helpdesk: "IP systems in Europe and China – a comparison"

WEBINAR

Worldwide the number of patent applications surges, especially in China which recently overtook the USA. Especially digital applications are more and more patented by global companies from China, like Huawei, but also SMEs. Therefore, it becomes incre...

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27. AUGUST 2020

PDCA, Kaizen and their role in IP management

CEIPI DISTANCE LEARNING DU IP BA

Process management and the improvement of processes plays a big role in successful companies. In modern IP

SEARCH

EDITORS PICK

Phillips and Signify develop, protect and license out new business models in the lighting industry

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CATEGORIES

Blog and webpage