



IP's VALUE PROPOSITION

IP Academy Singapore

Ian Harvey - Chairman, Intellectual Property Institute, London, UK

November 11, 2008

A hand holding a pen, positioned at the top right corner of the book cover, as if about to write or sign the title.

THE INVISIBLE EDGE

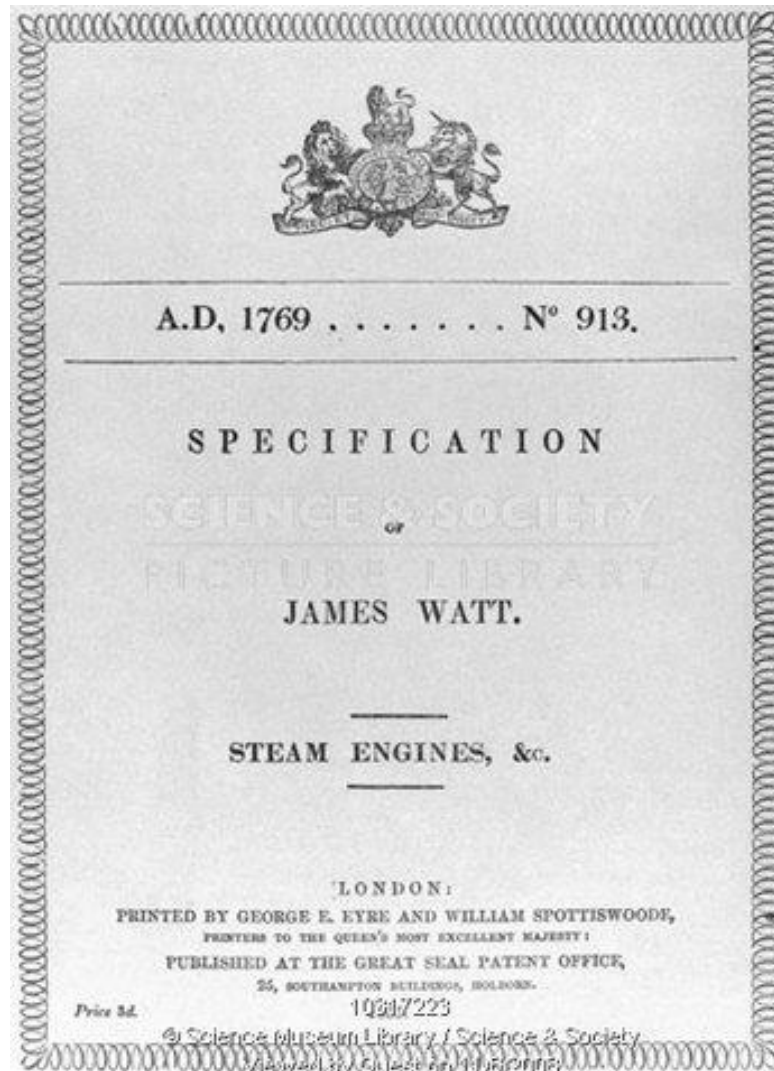
Using Intellectual Property
to Take Your Strategy
to the Next Level

Mark Blaxill
and Ralph Eckardt

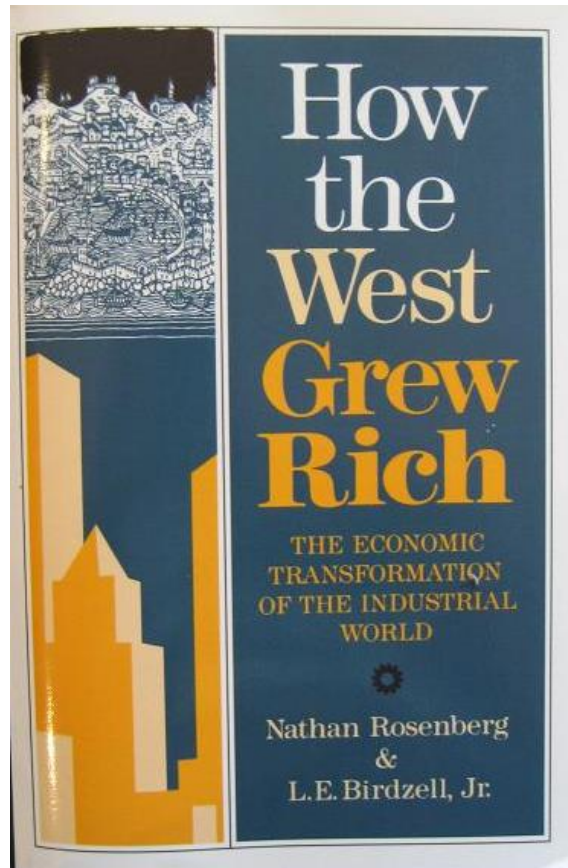
Foreword by Kevin G. Rivette,
author of *Rembrandts in the Attic*



James Watt's Patent



Do Economists understand?



- 1985 - 333 pages
- Review: *“a careful, objective, scholarly explanation of the foundations of prosperity”*
- *“The West’s system of innovation is interwoven ... with its system of private property rights.”*
- The sole mention of patents:
 - “...patents, which go to the first inventor, and whose economic life is measured by the time it takes to find a better alternative.”* p23



Patents kill



Patents kill ... patients



Patents kill ... innovation

Patents kill patients

- “Perceptions of Intellectual Property: A Review”
 - Roya Ghafele (Haas School of Business, UC Berkeley)
- Public discourse about IP:
 - **95% negative or very negative**
 - **Download from IPI website:**

<http://www.ip-institute.org.uk/pub.html>



**Breaking the
Climate Deadlock**
Discussion Paper: **Intellectual
Property Rights: The catalyst to
Deliver Low Carbon Technologies**

Ian Harvey

Tony Blair



THE CLIMATE GROUP



**G8 Summit Hokkaido:
Endorsed a strong IP
system as fundamental**

http://www.theclimategroup.org/assets/resources/Intellectual_Property_Rights_-_Catalyst_to_Deliver_Low_Carbon_Technologies.pdf

Copyright IPI 2008



IPRs provide:

- **The incentive to innovate and invest in risky new ideas**
- **The legal clarity and certainty for technology transfer transactions**



Problems

- **Patent thickets**
- **Developing country access**
- **Compulsory licensing**

DIET, NUTRITION AND THE PREVENTION OF CHRONIC DISEASES



*Report of a
Joint WHO/FAO Expert Consultation*

2003





The Brand of IP

- **IP Brand Development Group**
 - **Leader: Caroline Kamerbeek** *Philips Intellectual Property and Standards*
 - **Caroline.kamerbeek@philips.com**
- **Core companies:**
 - **Philips, GE, IBM, Microsoft**
 - **Pharma**
- **Inward – outward messages**

Actions

- **Get our own houses in order**
 - **Educate managers about IPRs**
 - **Get Boards to discuss IPR strategy**
 - **Pharma needs to be squeaky clean**
 - **Not only legal, but right**
- **Engage across industries**
- **Argue the case for IPR – in lay language**
- **Engage better with those who criticise IPRs**
- **Climate Change – develop workable, saleable solutions**

The
Economist

OCTOBER 18TH-24TH 2008

www.economist.com

Defeatism in Afghanistan
The reinvention of Gordon Brown
John McCain's last chance
Controlling drug addiction
Goodbye to Jörg Haider

~~CAPITALISM~~
IPR
AT BAY



“ *IPR* is at bay,
but those who believe in
it must fight for it. For
all its flaws, it is the
best *innovation* system
man has invented yet.”

~~Economist~~ Oct 2008
Ian Harvey





IP's VALUE PROPOSITION

IP Academy Singapore

Ian Harvey - Chairman, Intellectual Property Institute, London, UK

November 11, 2008