You are cordially invited to the RT Lecture Series on modern entrepreneurship organized by the Institute for Entrepreneurship and Innovation at CEU Business School and its partners. Please RSVP to iei@ceubusiness.org.

3/21/12

CEU BUSINESS SCHOOL
BP-1023 Frankel Leo ut 30-34, Room 101

6.00 P.M.

the next panel of the RT Series by the Institute for Entrepreneurship and Innovation is examining:

Intellectual Property Strategic Management: One Size Fits All?

with László Kollár, Ádám Dudits, Zsombor Lacza, Zoltán Ormos and Peter Varga

appointed professor Caterina Sganga, the Faculty and MBA Students of CEU Business School
Round Table on
Intellectual Property Strategic Management:
One Size Fits All?

Intellectual property (IP) is a key component of modern innovation strategy. Any investment in R&D requires adequate protection of inventions, brands, design and artistic creations, and effective enforcement of intellectual property rights. Today, especially in technology-intensive sectors, the value of a company is often measured on the basis of its IP portfolio. Protecting intellectual property is important not just at the initial development stage but as part of on-going strategic management. Apple and Samsung are battling about the ownership of multiple patents trying to push each other out of the market, SMEs are using litigation to profit from old inventions they never implemented but are now fundamental for tech giants’ products. Many companies, such as IBM and Microsoft, have switched to an open innovation approach, breaking the firms’ boundaries and emphasizing the advantages of private-public joint projects, spin-off formations and external cooperation. Others, such as Apple, opt for a closed innovation approach, betting on their own intellectual assets as the most distinctive feature of their brand.

IP strategies include deciding on whether, when and where to apply for protection, as well as licensing, pooling, and litigating. They may vary according to the size and sector of the firm, the stage of a product’s relevant life-cycle, regional market targets, a firm’s vision and characteristics of the business ecosystem. Small changes in IP management may lead either to a great success or to a gigantic failure. SMEs as well as big multinationals should be aware of such complexity and plan accordingly.

Our next round table focuses on the strategic management of IP rights. What are the elements to be considered when developing an IP strategy? Does the approach to be followed depend on the geographical region the firm operates in? Are there golden rules for SMEs and young start-up projects, and do they vary according to the industry sector at stake?

Speakers will include László Kollár, Head of DPE at Microsoft; Ádám Dudits, Director of SAP Labs Hungary; Zsombor Lacza, CEO of Semmelweis Innovations; Peter Varga, Business Development Associate at Organica, Zoltán Ormos LLP. The discussion will be moderated by appointed faculty member at CEU Business School assistant professor Caterina Sganga.