

Social Development and IP

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- Business and IP
- Current Trends & Practices
- Four Market Phases
- Open Source, Standards and IP
- Software Market Genesis
- Open Source, Standards & IP
- Contrasted Standards Approaches
- The Great IP Divide

- IP is necessary to sustain business
 - Key differentiator with Identifiable Value
- But: Where should IP value be placed?
 - Product or Service
 - Strategies and operating methods
- Core Issue is sustainability!
 - Products and service can be copied
 - Strategies and Operating Methods are more secure

- Focus on products
 - The great IP “*land-grab*”
 - ◆ Register software patents for everything
 - ◆ Concern over long-term
 - Lock-out consequences
 - Why NOT Strategy of Market Maximization?
 - ◆ Protect the business - NOT the Products or Services!
 - ◆ Businesses must innovate in selling methods
 - Services
 - Support
 - Product Updates

- Market Incubation
 - Uncontrolled Technical Development
 - Need to gain critical mass quickly
- Emerging Market
 - Emerging competition
- Technology Standardization
 - Competition at its peak
- Commoditization
 - Reach into broadest market base
 - ◆ Globalization

- Early market -Software was given away to sell hardware
 - Emerging Market
 - Custom built
 - Generics / Large Market
 - Commodity software / Larger Market
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- Technology Market Still Embryonic
 - Stagnating due to IP lock-out

- Software
 - Just a commodity
 - Community created around development
- Standards Essential
 - Enhance certainty
 - Create the “*bigger picture*”
- Knowledge (IP)
 - Unrestricted - except to keep it that way!

- Commercial (as a Business)
 - Licensing or royalty basis
 - Government supervised and controlled
 - ◆ RAND requirements

- Community (Free)
 - Not compatible with commercial model
 - Demands community centric means of reaching agreement
 - ◆ Has worked so far for TCP/IP, Web, etc.

- Limited specialist protected market players
 - Essentials
 - ◆ Cross-Licensing
 - ◆ Able to afford to be a player
 - ◆ Lock out low cost competition
- Community development
 - Effectively outlawed
 - ◆ No money to be in the game
 - ◆ No permission to practice
 - ◆ No longer able to participate in market development

How will this story end?

It's up to you!