Social Development and IP

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Overview

- 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
Business and IP

- 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
Current Trends & Practices

- 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
Four Market Phases

- 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
Software Market Genesis

- Early market - Software was given away to sell hardware
- Emerging Market
  - Custom built
  - Generics / Large Market
  - Commodity software / Larger Market

- Technology Market Still Embryonic
  - Stagnating due to IP lock-out
Open Source, Standards & IP

- 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!
Contrasted Standards Approaches

- **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.
The Great IP Divide

- 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!