

Why IP matters?

Joff Wild.

Editor, IAM

Barcelona, 22nd June

What is a tech hub?

- Where technology meets innovation
- Range of companies, range of sizes – from spin-out and start-ups, through SMEs to big players
- Range of technologies
- Universities and research institutions
- Capital – private equity, VCs and other types of investor
- Support services – Lawyers, attorneys, accountants, consultants, etc

Tech hubs

- Silicon Valley
- Boston/Cambridge
- Shenzhen
- Tel Aviv
- Silicon Roundabout (London)
- Barcelona?

Where IP fits in

IP is everywhere

Patents – Trademarks – Designs - Trade secrets – Know-how

IP delivers peace of mind

Right to exclude – freedom to operate – investment security

IP = money

Transactions – collaborations – financings – strategic flexibility

In all major tech hubs you find deep IP expertise

- Lawyers
- Attorneys
- Courts
- Intermediaries
- Strategists
- Investors

Their role is to help IP owners maximise the value of their IP

An IP strategy

- Crucial for investors to see what IP a company owns – what kind, what it covers and where
- Cannot be an after-thought – it needs to be an early consideration
- Different rights for different needs – brand-driven, innovation-driven, content-driven, a mix of all types
- IP is not cheap to create and manage, but it is better than the alternative

Moltes gràcies!

- jwild@globebmg.com
- www.iam-media.com
- www.ipbc.com
- @iam_magazine