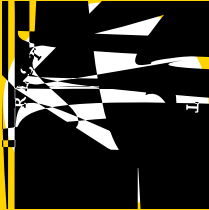


Intellectual Property (IP) serves both as protection and enabler – IP present an opportunity to develop business in new dimensions. Questions that companies often face are; what innovations can we apply for a patent for, do we have patents that can be licensed or sold - how to commercialize the intellectual property and make money, what protection do our brand need, should we have design protection for some key products, which markets has to be protected and how do we defend our copyrights?



VIPP VALUES CREATED IN
FIBRE-BASED PROCESSES
AND PRODUCTS



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GETTING A BETTER PERSPECTIVE ON YOUR INTELLECTUAL ASSETS



Patrik Bångerijs

Senior Lecturer, Karlstad University

Too often the generalised perspective of utilising research for society at large is that a technological gadget is designed, patented and mass-produced and sent to market. Of course in 2014 this is not the reality. Patrik Bångerijs who has worked with innovation and utilisation for over 20 years, puts forward another perspective.

– We need a wider perspective and indeed understanding of the utilization process that will include ideas, processes, methods, designs and even data. They are all examples of intellectual assets (or intangible assets), valuable assets to any researcher, doctorate student or research group. Patrik Bångerijs suggests that researchers need to systematically identify and document intellectual assets. Some of these assets may also be suitable to register and thus become intellectual property.

– To have a clear picture of your intellectual assets is more important than ever. In many cases, research funding applications can be strengthened when you have a clear understanding of your assets and how they contribute to your goals and possible impacts. In the EU's Horizon 2020 for instance, you're asked to describe the impact of your research and not just in the academic sense. We also know that this is going to be more prevalent within the national funding agencies within Sweden, says Patrik Bångerijs.

It's necessary for any researcher in all disciplines today to know what intellectual assets they and their research group have created. It matters both when they are asked to describe their research, but also when entering new projects and new agreements. Researchers often need to state the intellectual assets they bring into the project or the cooperation – and what they choose to leave outside the new project.

So how can ideas, methods, processes, designs, data and other intellectual assets, be protected? If the idea is an invention then a patent may protect it. However, other forms of intellectual property rights are sometimes even stronger than patents, such as, a

trademark or design rights, an Internet domain and other types of registered rights. Copyright is also an intellectual property but it

Karlstad University recommends researchers at the university to use Intellectual Asset Inventory (IAI) as a structured way and as a tested and tried tool to map their Intellectual Assets. It's a method originally developed by Chalmers in Gothenburg, but Karlstad University has adopted it to suit their context better: it's used not

science and the humanities as well.

from the method and it adds a new dimension to the way they think about their research, Patrik Bångerijs explains.

A researcher, being an experienced professor or a fresh doctorate student, employed by a Swedish university, enjoys what is called 'professor's privilege'. This means that your intellectual property usually belong – not to your employer – but to you as an individual. However, if you are employed by a company, an organization or in public administration other than universities, the ownership of your inventions which can be protected by a patent may belong to your employer according to the Act of the Right to Employee's Inventions

A research group cooperating with private companies or a doctorate student employed by an industry are faced with a challenge.

– All academic research is based upon the idea of publishing international tradition and as a university we protect the right to

important to have your house in order when setting up a contract with a private company. One way of solving the dilemma is to set down rules regarding publishing. This agreement can be varied. For example, it can include a time limit, when the researchers

reasonable time for them to explore other possible utilisations of the

protection. Again, if you have a clear picture of your research and your intellectual assets, you are in a better position when setting up contracts, Patrik Bångerijs concludes.

Further information at kau.se/gio



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Main supervisor: Jonas Berghel, ass professor of Energy and
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