

Exam Strategic IP Management June 2019

Question 1:

- A. When is secrecy preferred above patents?
- B. In which situations would you suggest a strategy with surrounding patents?

Question 2:

- A. Blanketing or flooding: is this mostly used in mature or in emerging markets? Why?
- B. Blanketing/flooding may/may not generate non-dilutive cash? explain + give pros and cons of this IP financing technique

Question 3: Which ownership decision in the case of low potential to become the core capability of the companies and low/high patent interference. Explain.

Question 4: Explain why sometimes weakening the appropriability regime can be beneficiary for a company. Explain with the example of Open Source Software. How do companies reposition themselves therefore?