

**Question 1 (4p)**

R&D collaborations often fail because firms don't come to an agreement with regards to the IP that results from the partnership

- a) What types of ownerships are possible with regards to this resulting IP?
- b) Under which conditions are they appropriate

**Question 2 (6p)**

You have invented an improvement on HDMI cables for faster communication, but find out there is a patent on HDMI cable technology (there was a patent file attached)

- a) What are the strategies possible for return on investment in your R&D?
- b) What strategy would you pick and why?

**Question 3 (4p)**

Detectability of infringement can have an effect on your IP strategy.

- a) explain how this can affect your strategy in internationalization to a country with strong IPR
- b) explain how this can affect your strategy in internationalization to a country with weak IPR

**Question 4 (6p)**

Challenging the validity of a patent is a strategy, when successful can disrupt the temp monopoly of a company.

- a) What strategies can you apply to do this in practice?
- b) What are the drawbacks of this strategy?