



Rijksdienst voor Ondernemend
Nederland



Knowledge Sharing & Intellectual Property

Hans Helsloot

IP Advisor

Netherlands Patent Office



Netherlands Patent Office

Octrooicentrum Nederland

Rijksdienst voor Ondernemend Nederland (RVO.nl)

Ministry of Economic Affairs

Patent Granting Netherlands

- Novelty Search
- Register

IP Consultancy for SME

- Patent Information
- IP strategy



Intellectual property rights (IP)

Patents

light source,
positioning method,
vibration reduction method, ...

Design right:

outer appearance?, ...

Copyright:

CAD-files,
Software,
Handbooks,
Courses,
Images, Movies,
Website, ...

Database right:

?



+ Contracts !

Trade secrets:

Production method,
Manufacturing data,
Knowhow
Client lists,
Software,
...

Trademark:

ASML, **ASML**

Trade names:

ASML Netherlands BV, ...

Domain names:

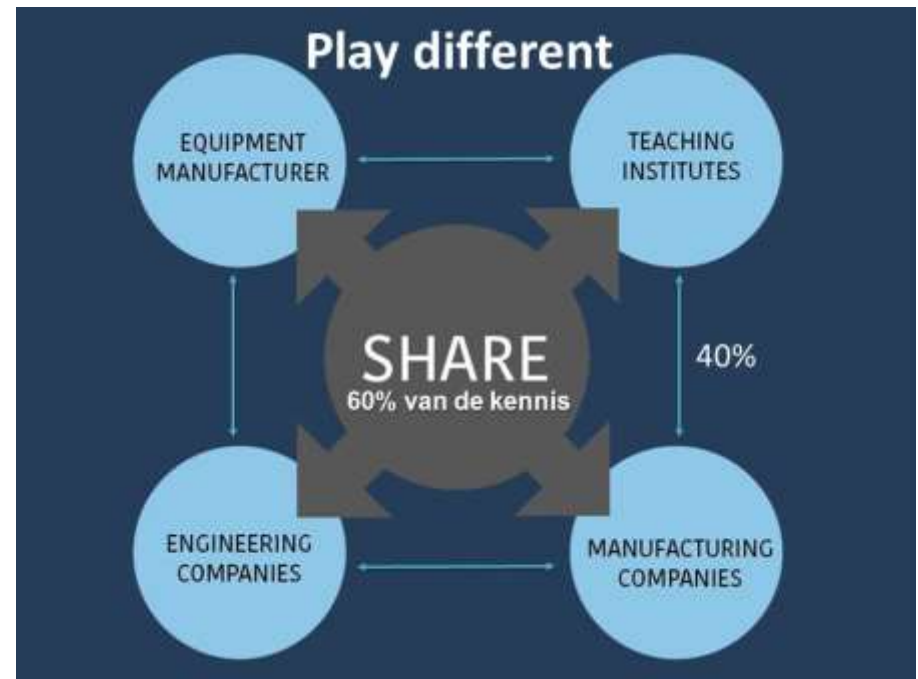
www.asml.nl
www.asml.com





Knowledge Sharing and IP

- Which knowledge and IP do you have?
- Which to share?
- Which to protect?
- How?





Which knowledge and IP will be shared?

A. Exclusive, you will not share

- competitive advantage

B. Share for a return, like:

- financial, market access, ...
- with whom?

C. Share for free

- with partners
- with everyone





2 types of knowhow

Codified knowledge:

- laid down in text and drawings, easy to share and copy



Tacit knowledge:

- experience, hard to share and copy





2 types of knowhow

Generic knowledge:

- Available in many companies and knowledge institutes






Specialized knowledge:

- distinguishes company from competitors





Protection of production-knowhow

	<u>Codified</u>		<u>Tacit</u>	
<u>Generic</u>	 Easy to share Low risk	Easy to share Low risk	Difficult to share Low risk	
<u>Specialized</u>	Easy to share High risk How to protect this ???	Difficult to share High risk In heads and hands of nr. of employees. Keep them happy.		



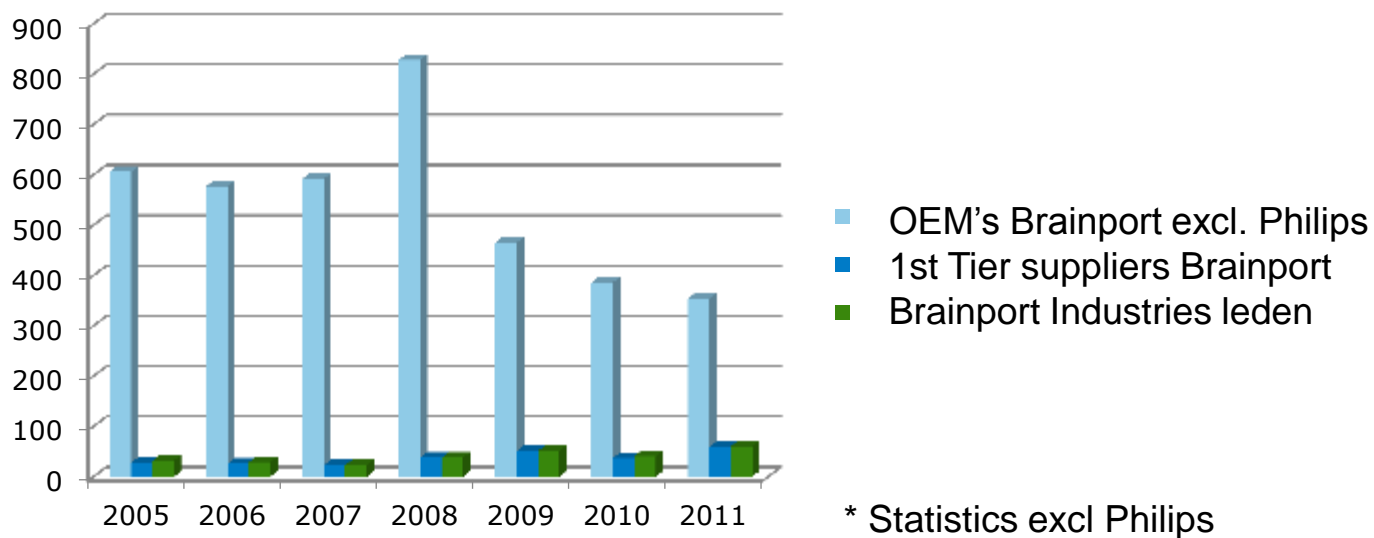
Protecting specialized+codified knowledge

- Patents
- Copyright (software, drawings, texts)
- Secrecy
- Lead time
- Complementary Assets (machines, money, ...)
- Trademarks
- Contracts



OEMs, suppliers and patenting

- Statistics* show that Brainport suppliers in high-tech hardly have any patents.





Espacenet patent database

Patent applications 2006-2016

- 80.000 about turning and boring
- 25.000 about milling

- A lot of knowledge shared!



Be careful what you say: everything you say without NDA is public

- Don't be too specific
- Just tell what you can achieve (result), without explaining how you achieve that.
- Only discuss technology that can not be protected anymore, for example:
 - products that are already on the market
 - technology that has been patented or published by others,Tell that you can improve it, without explaining how.
- Only explain part of the product, without explaining what it is used for.



First the contract

- Collaboration is full of pitfalls,
- Agreement about conditions is easier before the start
- Pitfall: start without a contract, because:
 - enthusiasm
 - urge to investigate potential
 - lack of time



Learn more?

- Workshops
 - De basis van Intellectueel Eigendom
 - Zelf op zoek in octrooidatabanken
 - **Slim omgaan met kennis bij samenwerking**
 - Intellectueel Eigendom strategie voor mkb
- Consultation about your individual situation
- Patent research/alerts on your technology for SME



Action?

- Ernst-Jan Louwers
- Carreen Shannon



Thanks for your attention !

More information:

Hans Helsloot

Consultant Intellectual Property

Hans.helsloot@rvo.nl

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www.rvo.nl/octrooien