

Digital divides- knowledge revolution- intellectual property

The knowledge divide:

- High technology goods doubled share of exports from mid 70s to mid 90s
- Over 50% of GDP in developed countries based on production/distribution of knowledge.
- Electronic commerce
- MNEs 'international transmitters' of knowledge.

Managing technological risk:

1. Be agile: keep innovating, keep changing
2. Be a quick follower
3. Combine multiple methods to protect ideas and technologies.
4. Restrict access to key internal documentation eg set up monitoring system to notify of IP infringement.
5. Withhold crucial components eg source code or develop elsewhere.

IP: non physical entity to protect- protect control over product, give you rights to use it whenever or how you want. IP refers to creations of the minds used in commerce.

4 types:

- Copyrights:
 - Protect original works of authorship and subject matter
 - As a holder you have exclusive rights to reproduce, adapt and distribute the work.
 - Work created after Jan 1 1978, this copy right last for the life of the author plus an additional 70 years and isn't renewable.
 - Disadvantage: rego fees and functionality issues, theoretical- copyrights stifle creativeness of individuals.
- Patents
 - Legal rights granted by govt to exclude others making/using/selling product or using a patented method or process.

- Protection granted for limited period generally 20 years from filing date of application.
- Territorial rights. In general, exclusive rights are only applicable in the country or region which a patent has been filed and granted, in accordance with the law of that country or region.
- Examples include: jewellery,
- Disadvantage- after 20 years, anyone free to exploit or use
- Trademarks
 - Way of identifying unique product or service. Not just a logo. Could be a letter. No, word, phrase, sound, smell, shape, picture, movement, packaging or combo.
 - Doesn't protect product itself just the marketing around it.
 - Disadvantage- register ever 5, then 7 years then ? Years.
- Trade secrets- keep ingredients private.
 - Confidential business info which provides an enterprise with a competitive edge.
 - Encompass manufacturing or industrial secrets and commercial secrets.
 - Unauthorised use of such info other than the holder is regarded as an unfair practise and a violation of the trade secret
 - Protection considered weak as opposed to patents, as it doesn't require compliance with formalities such as disclosure.
 - Best used with a trademark or patent.

Why is IP important:

- Foster innovation
- Increase competitiveness
- Increase efficiency

TRIPS

- Trade Related aspects of Intellectual Property Rights
- International agreement admin by the WTO (Uruguay round) that sets down the min standards for many forms of IP
- Compulsory for WTO member
- Most comprehensive international agreement on intellectual property to date.
- What aspects of IP does TRIPS protect:
 - Copyrights

