Final Project Retrospective: From the Audience’s Viewpoint
- Key questions in your mind as you were watching the other team present and demo:

Final Project Retrospective: From Other Critical Viewpoints
- Key questions in the customer’s mind:
  - Would you buy this product?
  - Would you hire this team?
  - Would you acquire this team’s assets?
- Key questions in the manager’s mind:
  - Would this product sell / make a profit?
  - Would this product burn out my team?
  - Would this product help position our company in a market niche we want to be in?
- The answers to these questions are independent of each other.

Outline
- Why Intellectual Property Protection?
- Different Types of IP Protection
  - Patents
  - Copyrights
  - Trade secrets
  - Trademarks
  - Contracts

Lecture 16: Intellectual Property Issues
Valentin Razmov

Resources
- SBE workshop as part of the UW Business Plan Competition program (winter 2004)
- Lecture from csep590tu “Information Technology and Public Policy” (fall 2004: 09/30)
- Lectures from cse590so “Society and Technology” seminar (spring 2005)

Motivation behind Intellectual Property Protection
- Why: To foster creativity and encourage technological progress
- How: By providing temporary monopoly as an incentive for creators to do intellectual work for a living
  - Must be balanced against need to not stifle (shut out) competition completely and for all times
Types of Intellectual Property Protection

- Patents
- Copyrights
- Trade secrets
- Trademarks
- Contracts
- Other

Differ in what they protect, the length of protection, the qualification criteria, etc.

* The protection regimes generally differ between countries.

Patents

- Protect: inventions (processes, machines, products, models, improvements, etc.)
  - Protected against: others making, using, selling invention
- Excluded: natural laws and phenomena, abstract ideas
- Requirements: novel, useful, non-obvious
- Term: 20 years from filing
- Cost: relatively high

Problems:
- Patent officers are paid by number of issued patents.
- Full disclosure cannot be enforced.
- Overreaching patents result in effective monopolies.
- Gradual expansion of what is patentable