

Final Project Retrospective: From the Audience's Viewpoint

- Key questions in your mind as you were watching the other team present and demo:

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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.

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Lecture 16: Intellectual Property Issues

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Outline

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

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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)
 - <http://www.cs.washington.edu/education/courses/csep590/04au/lectures/>
- Lectures from cse590so "Society and Technology" seminar (spring 2005)

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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

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Types of Intellectual Property Protection

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

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

* The protection regimes generally differ between countries.

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Patents

- n **Protect:** inventions (processes, machines, products, models, improvements, etc.)
 - n **Protected against:** others making, using, selling invention
- n **Excluded:** natural laws and phenomena, abstract ideas
- n **Requirements:** novel, useful, non-obvious
- n **Term:** 20 years from filing
- n **Cost:** relatively high
- n **Problems:**
 - n Patent officers are paid by number of issued patents.
 - n Full disclosure cannot be enforced.
 - n Overreaching patents result in effective monopolies.
 - n Gradual expansion of what is patentable

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