



7. BUILD BUSINESS PARTNERSHIPS
IP STRATEGY.

“There’s no sense in fighting about ownership of an idea. The real conversation is about how you both make money from it”.

DAVID SIMOES-BROWN

This tool helps us discuss and agree the appropriate approach to **intellectual property** in open innovation relationships. We use this tool to order our thinking about intellectual property and to aid initial discussions with an innovation partner. We also use the tool to brief an IP specialist to help act on this strategy.



IP STRATEGY.

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1 Why are we using open innovation?

2 What sort of open innovation is involved?

3 What is the plan for addressing IP?

4 What are the IP rules?

5 What is the IP maturity of each entity involved?

6 How will we measure and monitor?

NAME:

DATE:

TEAM:



IP STRATEGY - EXAMPLE.

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1 Why are we using open innovation?

Speed to market is quicker.

Cost of innovation is cheaper.

2 What sort of open innovation is involved?

Licence deal and revenue share between InterBank and app developers.

Form: Mobile phone app

Phase: Early prototype

Type: Service

3 What is the plan for addressing IP?

We will use an Innovation Airlock provided by an independent external agency and will sign non-disclosure agreements between InterBank and our innovation partners to protect both sides.

We will regularly discuss IP as development continues and new IP surfaces. We intend to enter into a revenue share/licensing deal with our partner.

4 What are the IP rules?

IP resides with the originator until terms of deal are agreed.

5 What is the IP maturity of each entity involved?

Our innovation partners have early stage IP of which is predominantly trademarked with a patent for a specific technology.

6 How will we measure and monitor?

We will monitor the flow of ideas from the apps developer into InterBank as well as the return on investment through the app, together with any IP related issues or concerns being raised by the developer and resolved.