

As Intellectual Property can be seen as an intangible fixed asset for any company and therefore a leverage for growth, could it be worth investigating the duality between innovation and business case or business strategy in order to optimize the choices in Intellectual Property Rights

Based upon several years of experience in Intellectual Property and innovation consultancy, in particular for SMES, and as described in academic literature, the use of intellectual property rights within SMES is not dominantly chosen as a strategic protection for their innovation. Analysis of the chosen Intellectual property rights indicate that this choice influences the strength of their Intellectual Property portfolio and does not always lead to strengthen their R&D performances nor their growth as these IP Rights are mainly dominated by the given invention without looking at the eco-system of the company.

Where literature review on Intellectual Property Management commonly starts from defining the correct Intellectual property Rights for a given invention or innovation, the question arises whether this choice is in sync with the current business case of the company. And therefore, as Intellectual Property can be seen as an intangible fixed asset for any company and therefore a leverage for growth, could it be worth investigating the duality between innovation and business case or business strategy in order to optimize the choices in Intellectual Property Rights.