

Carrots and Sticks

....and how to focus your IP Strategy in the face
of regulation

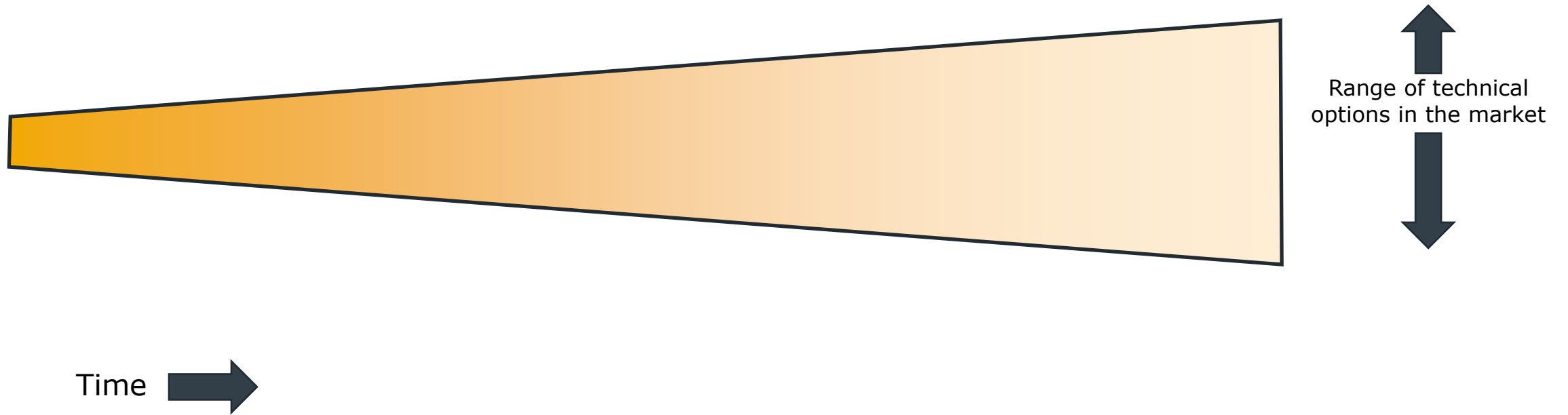
Ben Lincoln

Patent Attorney and Partner

June 2022

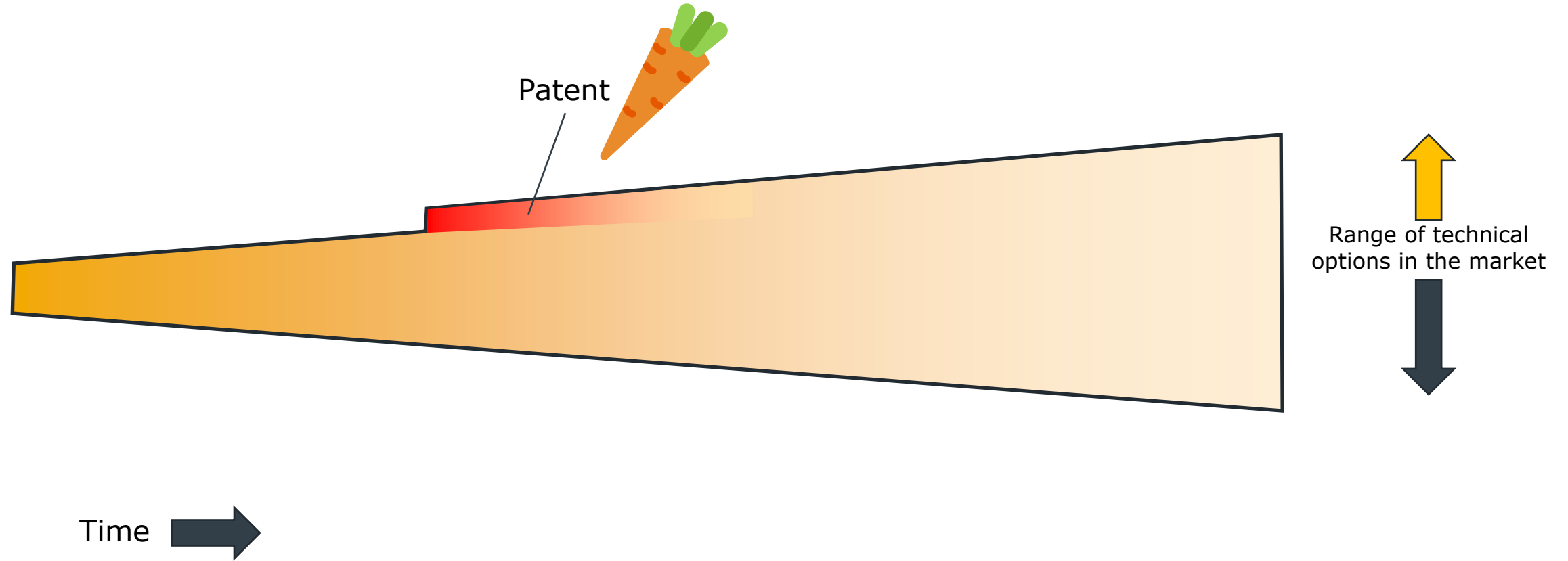


Technical Landscape



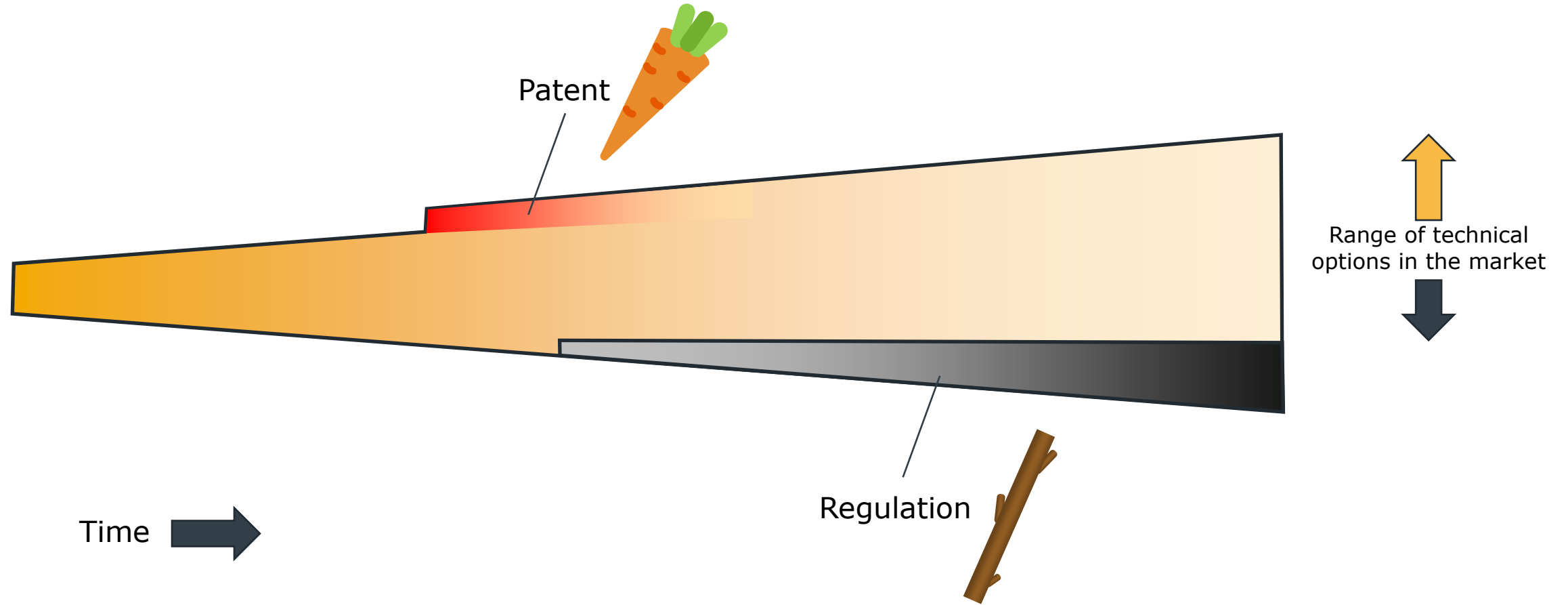


What does a carrot do?



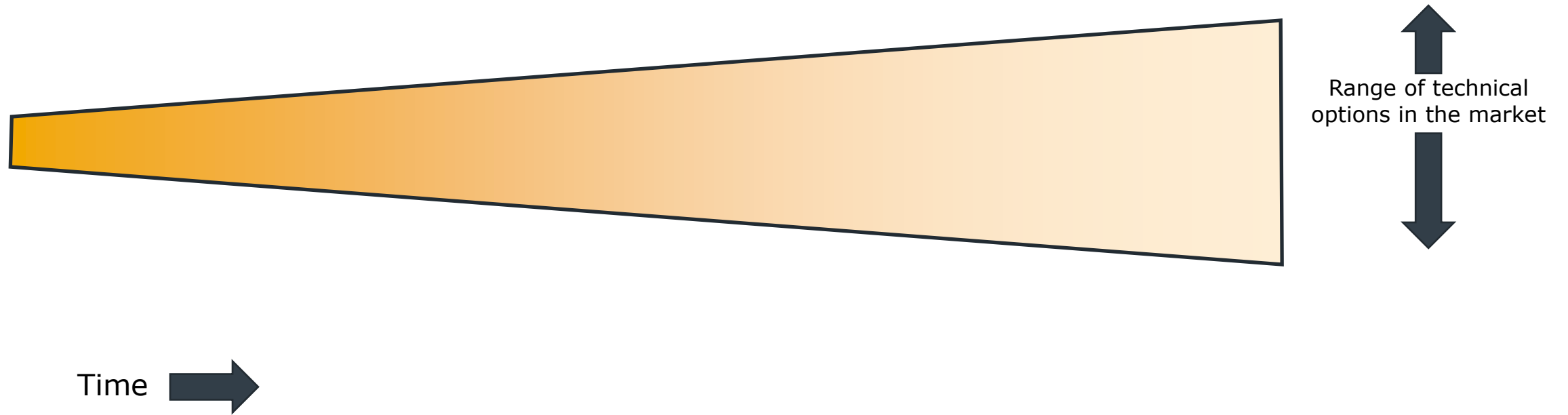


What does a stick do?





Technical landscape – IP strategy and regulation

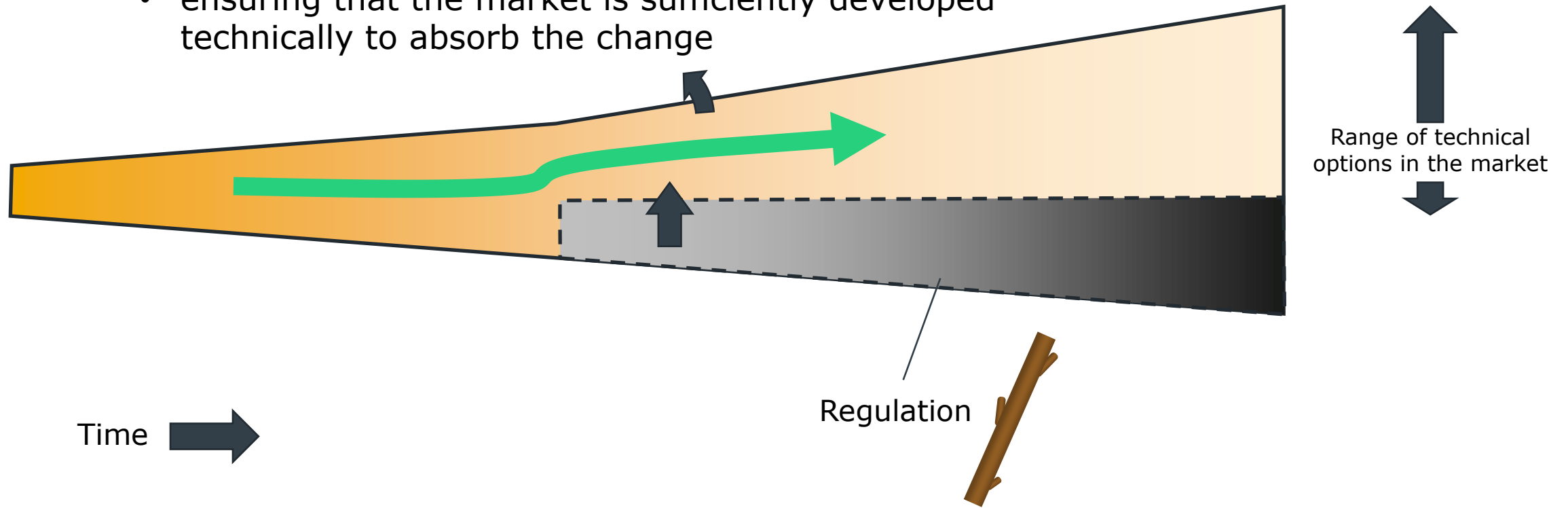




Proposed regulation or standard

Regulation must reach a balance between:

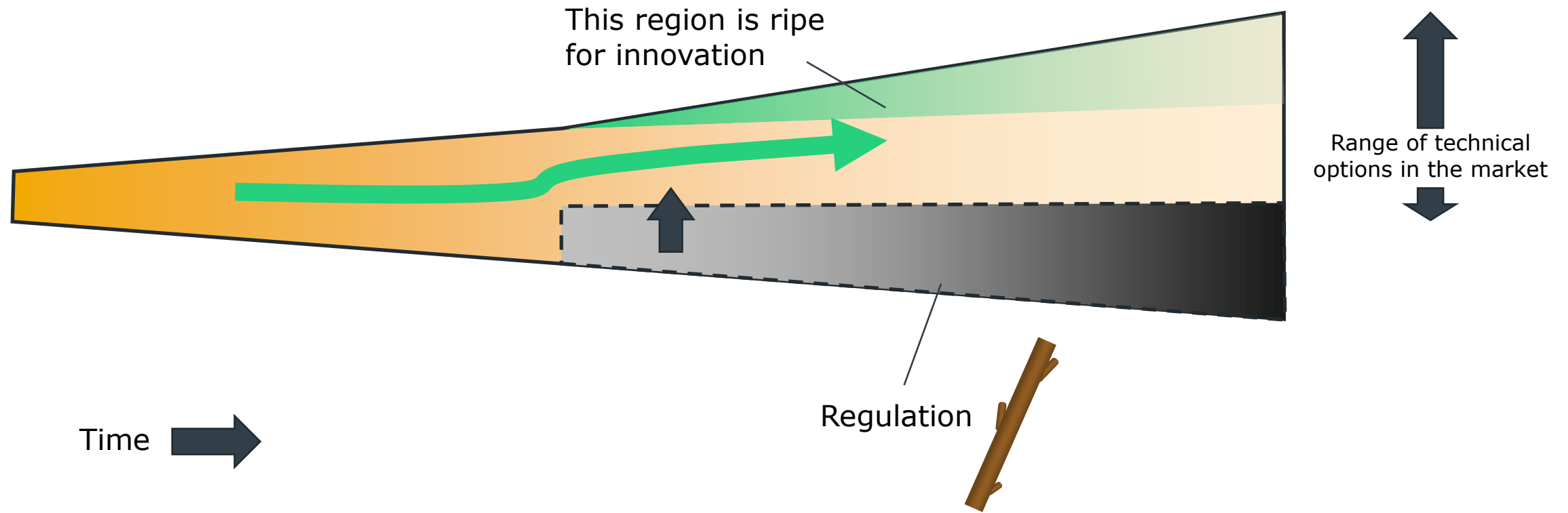
- achieving political / environmental goal
- ensuring that the market is sufficiently developed technically to absorb the change





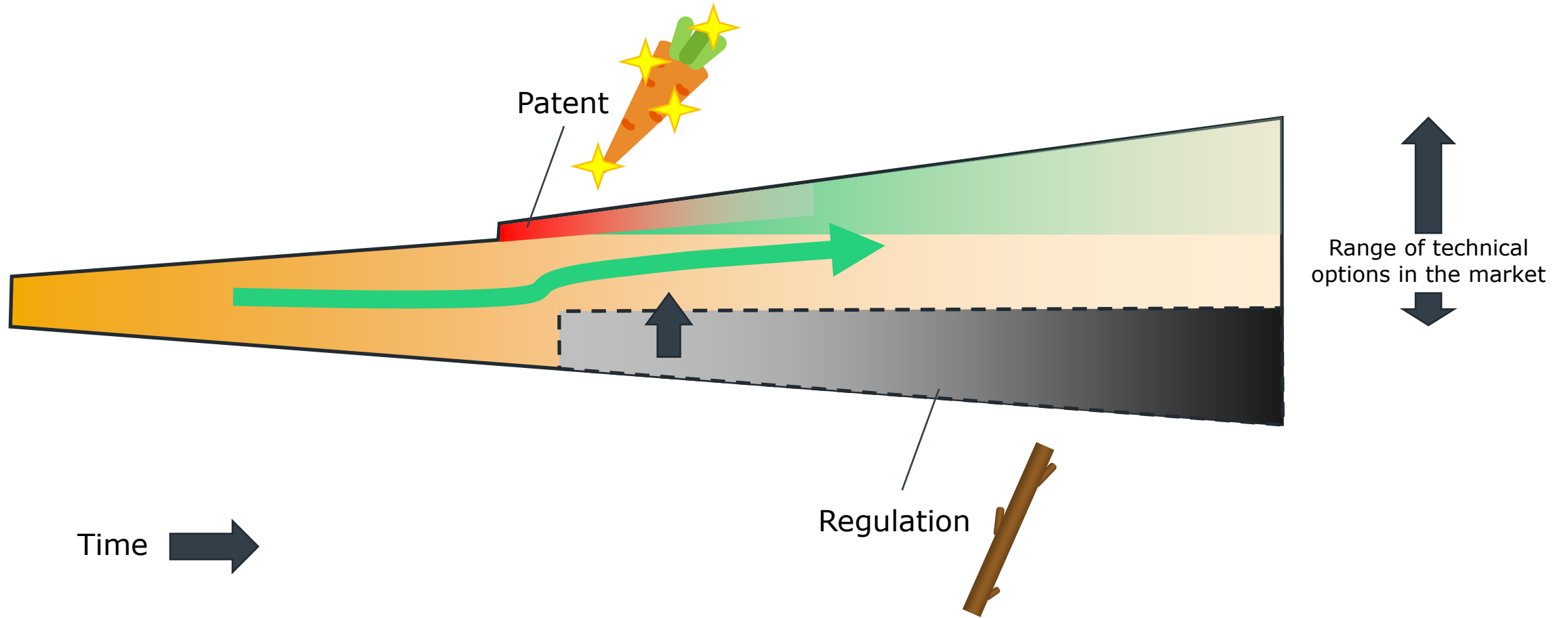
Proposed regulation or standard

IP Strategy must be ready to capture the new technical direction





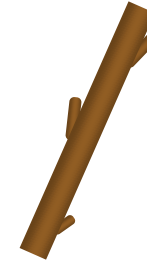
Plan ahead





Proposed Regulation or Standard

IP
Rewarding
innovation



Regulation
Controlling the
direction of
innovation

Appreciation of the technical solutions in the market
Awareness of the difficulties of innovation
Keep the market competitive
Innovative companies can gain an advantage

Thank you

Potter Clarkson

UK, Sweden, Denmark, Germany

W potterclarkson.com | E info@potterclarkson.com