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## 16th International CINet Conference: Pursuing Innovation Leadership

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### **Track: Intellectual Property and innovation management**

In the knowledge economy, Intellectual property assets have been recognized as highly important for a firm competitiveness. This is backed by the increasing trend towards patent application and trademark registration on the part not only of large companies but also, and to a larger extent, of SMEs. But patents and trademarks represent just a small part of the issue. Several intellectual property protection mechanisms (IPPMs) are actually available for protecting innovation: patents, design, trademarks, trade secrets, copyright, non-disclosure agreements, product and process complexity, lead time advantage, employee and confidentiality agreements. Whether and how these mechanisms can be actually used to increase the (continuous) innovation capacity of companies is a topic that still needs some debate. This track could explore the topic and its potential contribution to theory and practice. Relevant sub-topics may include:

- IP management and strategic planning
- IP management in the era of open and collaborative innovation
- Patent intelligence as a source of continuous innovation
- Collaborative management of IP and co-patenting
- Exploiting patents and trademarks to pursue innovation leadership
- IP marketing for innovative products and services

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