

Management of Intellectual Property Rights: Strategic Patenting

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Abstract : This article reviews emergent global trends in intellectual property protection and identifies patenting as a strategic initiative. Recent developments in software and method of doing business patenting are fast transforming the e-business landscape. The article discusses the emergent global regulatory framework concerning intellectual property rights and the strategic value of patenting. Important features of a corporate patenting portfolio are described. Superficially, the e-commerce landscape appears to be dominated by dotcom start-ups or the "dotcomization" of existing brick and mortar companies. But, in reality, at its very bedrock is intellectual property (IP). In this connection, the recent avalanche of patenting of software and method-of-doing-business (MDB) in the USA is a very significant development with regard to rules governing IP rights and, therefore, e-commerce. Together with the World Trade Organization's (WTO) IP rules, there is an emerging global regulatory framework for IP rights, an understanding of which is necessary for designing effective e-commerce strategies.

Keywords : intellectual property, patents, methods, computer software

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