

New business models and IP – where are we heading?

What business and IP commercialisation models are required to respond adequately to increasing demands that businesses must operate and act in sustainable ways. From buying to renting...But not just that.

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Moderator: *Marianne Levin*, Professor, LID, PhD (*h c*) (SE)

- [Jens Bördin](#) is co-founder, partner and CEO of Konsert Strategy & IP. He specializes in strategy development and performance improvement with regard to digital technology innovation, business-driven IP management, and leverage and exploitation of intellectual assets. His experience includes leading C-level strategy projects, and multi-year transformation projects at and between multinational corporations in Europe, Asia and North America.
- [Helena Wetterstrand](#) works as Vice President Legal for Fortum Corporation and is responsible group wide for the legal matters relating to Innovation, Internal & External venturing as well as Business Technology units. She is also responsible intellectual property and cyber security related legal matters. Helena is a member of the board of directors of the Finnish Association for Industrial Property Rights since 2020.
- [Ulrika Wennersten](#) jur. dr, LLM UK, senior lecturer, Lund University, Sweden, and visiting short-time professor Bocconi University, Italy. She was a fiscal (law clerk) in the Court of Appeals of Övre (upper) Norrland, Umeå. Chair of the association Föreningen Immaterialrättsligt Forum. Ulrika is responsible for the Copyright Group of SFIR, and also for the IP group at Lund University Centre for Business Law.

This Panel very much hopes on and appreciates interventions from audience (!)

We welcome especially possible views on:

- The recognition of new creators/inventors such as DAO, DABUS
- Leadership: When me too will have developed to we too
- On the new cases and opportunities for IP

Starting points

This panel will highlight

- The need of IP awareness and management of new structure of modern business models,
- Challenges on the floor when licensing non tangible assets in short, medium and long term contracts and
- IP rights in “second life”.

The new framework

The new framework is created as an effect of inter alia, that:

- Digitalisation has moved physical goods and services into the digital sphere
- Artificial intelligence creates new working environments
- Climate awareness takes hold in people's awareness and influence behaviours and actions, such as a circular economy
- The pandemic has highlighted the benefits of medical sharing.
- Virtualisation will be another important means of business model innovation as virtual reality, artificial intelligence and the so-called metaverse become more widespread.

Potential future problems

- IP system have developed as an important element of competition and market value in an analogue world.
- This is also the bases for the legislation in the field, the international, regional and national
- Furthermore, so far, IP systems are geared toward individual (“natural persons”) participation.
- Machines need not apply, neither as creator of a work nor of a patentable invention.

So, from where does money and work come tomorrow?

While in the new technical developments seem self sufficient in regards of IP – what should we do in the future? Well, the Business Because platform of Arizona University (www.businessbecause.com) seems to offer a listing of at least eight promising new businesses... :

1. Cannabis
2. Driverless cars
3. Cleantech
4. Lab grown meat
5. Commercial space travels
6. Biotech
7. Esports
8. Cybersecurity

Inspired from yesterday at Munch: Past, present and future

Let us work towards changing perspective.

Let us revamp IP again, suitable for tomorrow's changed society...Thank you!