



# New Business Models and IP

## -Two examples of Reuse

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The background of the image is a blurred photograph of a library. On the left side, there are wooden bookshelves filled with books. The rest of the image is out of focus, showing a bright, warm-toned interior with several circular bokeh light spots, likely from ceiling lights, creating a soft and inviting atmosphere.

# Example 1: Libraries of Things (LoTs)



# Exhaustion of rights

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- Copyright
- Trademarks
- Design
- Patent



Example 2: Upcycling, Redesign, Remake

# Infringement?

- Copyright
- Trademarks
- Design
- Patent



Thank you!

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