

Case 13: Intellectual Property Rights in International Markets

Scenario: SoftWare Solutions, a U.S.-based software company, faces high piracy rates in developing markets like India and Brazil, affecting its profitability and market share.

Analysis Focus:

Evaluate the challenges of protecting intellectual property rights (IPR) globally.

Recommend enforcement strategies for different markets.

Suggest ways to balance profitability and IPR enforcement costs.

Guidelines:

Compare piracy rates across different markets.

Develop a market-specific IPR enforcement plan.

Investigate partnerships with local enforcement agencies.