
ECONOMICS AND MANAGEMENT OF INNOVATION 2021-2022 - SCQ1098279

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Questions on Chapter 9

- 1.What are the differences between patents, copyrights, and trademarks?
- 2.Consider a firm that is considering marketing its innovation in multiple countries. What factors should this firm consider in formulating its protection strategy?
- 3.When will trade secrets be more useful than patents, copyrights or trademarks?
- 4.Can you identify a situation in which none of the legal protection mechanisms discussed (patents, copyrights, trademarks, trade secrets) will prove useful?
- 5.Describe a technological innovation not discussed in the chapter and identify where you think it lies on the control continuum between wholly proprietary and wholly open.
- 6.What factors do you believe influenced the choice of protection strategy used for the innovation identified above? Do you think the strategy was a good choice?

◀ [Questions on Chapter 8](#)

Vai a...

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