

## **Intellectual Property Strategy**

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In accordance with the hypothetical intrapreneur project of launching an international version of agricultural data analytics/solutions, market competitive research yields positive information regarding an intellectual property strategy. Due to limited number of international competitors, as well as early head-start of data analytics in the agricultural industry, the project faces little risks of infringements in both patents and trademarks. The Climate Corporation already possesses 29 patents and applications and the fact that the corporation is one of the major company in the industry offers some leeway in choosing intellectual property options which may not be available to start-ups and small-businesses. To boost its capabilities in dealing with potential IP issues, the corporation already selected and signed Lecorpio Intellectual Property Management to strengthen its IP assets and to minimize potential risks and litigations. (Burke, 2016)

One of the major challenges that the project will face in the international version is security and intellectual property ownership of data. The Climate Corporation has taken a stand that, while farmers may claim to raw data from fields, they do not have a right to processed and analyzed generated by the company. (Carbonell, 2016) While the matter is debatable, the strategy has worked finely so far. However, this may not be well-taken by foreign governments. In case of China, largest farms are state-owned and government's involvement is very influential. The corporation will face trouble in pursuing the same doctrine against the large and influential state-run farms that may claim on the ownership of processed data.

Thus, the possible strategy is to work closely with government in finding a solution that may benefit both the corporation and foreign ministries in regards to data ownership. Other IP properties, such as trademarks and patents, are also important to protect and to maintain, but given its major position in the market as well as having expert consultancy in its arsenal, the corporation can empathize less on them for the time being. Previous assignment has shown that farmers may be slow in adopting new technologies, and that there are plenty of opportunities in the application of data analytics in this field, the corporation must concentrate on creating a long-term, stable policy with its IP strategy rather than seeking rapid expansions with lack of due diligence on IP claims. While still in early stages, agricultural data will become crucial assets in near future.

Thankfully, the size of the Climate Corporation and its numerous patents in its portfolio means that the proposed project will not start on a fresh ground. The pre-existing consultants will be crucial in lowering expenses and budgets compared to start-ups with similar projects but without a constant consultancy. The advancements on current domestic versions with sophisticated algorithms will be difficult to duplicate for other companies, hence the project will have less worry on infringements. In addition, patents are covered and protected under Patent Cooperation Treaty. Patent litigations will be minimal. Again, the most of budget needs to be directed in procuring new data sources from interested parties, and protecting analyzed data to the corporation's ownership claim.

## References

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