Competitive Intelligence and Intellectual Property (2)

Key uses of Intellectual Property Assets

- Transforms an intellectual asset into a business asset
- **Exclude others/Entry Barrier**: To protect price and market share by excluding others from a specific marketplace and as a guarantee of channels to market
- **Risk Management/Freedom to Operate**; Insurance against legal action by competitors
- **Partnering**: Strategic alliances, commercialization, licensing, or held as a blocking strategy
- Raising Finance/monetization

Competitive Intelligence Using Intellectual Property

Jianjun Gao

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