Category

Strategy

Strategy for Intellectual Property, Standards & Open Innovation Playbook

Deciding what to protect, what to standardize, and what to open — deliberately, not by legal department default

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for making deliberate strategic choices about intellectual property protection, industry standard participation, and open innovation — since defaulting to maximal protection on everything often destroys more value than it captures.

Isn't more IP protection always better?

Not necessarily — maximal protection on every innovation can slow ecosystem adoption, invite costly disputes, and miss the value that open standards or shared innovation can create by growing the overall market, which this playbook helps evaluate case by case.

What's the difference between participating in a standard and open

innovation? Standard participation is about aligning on shared technical specifications so products interoperate. Open innovation is broader — sharing research, code, or designs to accelerate ecosystem development, sometimes without a formal standards body involved at all.

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