

TUTORIAL 1: IPR STRATEGIES

Project group: A4

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DATA PATENTS, TRADEMARKS, DESIGN RIGHTS

Company	Company names	Patents	Trademarks	Design Rights (US)
PayPal	PayPal	843	103 (35 dead)	14
Tesla Motors	Tesla, Inc.	137	115 (38 dead)	41
	Tesla	477	157 (61 dead)	61
	Tesla Motors	286	32 (10 dead)	35
SpaceX	Space Exploration Technologies Corp.	0	20 (4 dead)	0

Sources:

Patents, retrieved 10 September 2019, from <http://patft.uspto.gov/netahtml/PTO/search-bool.html>

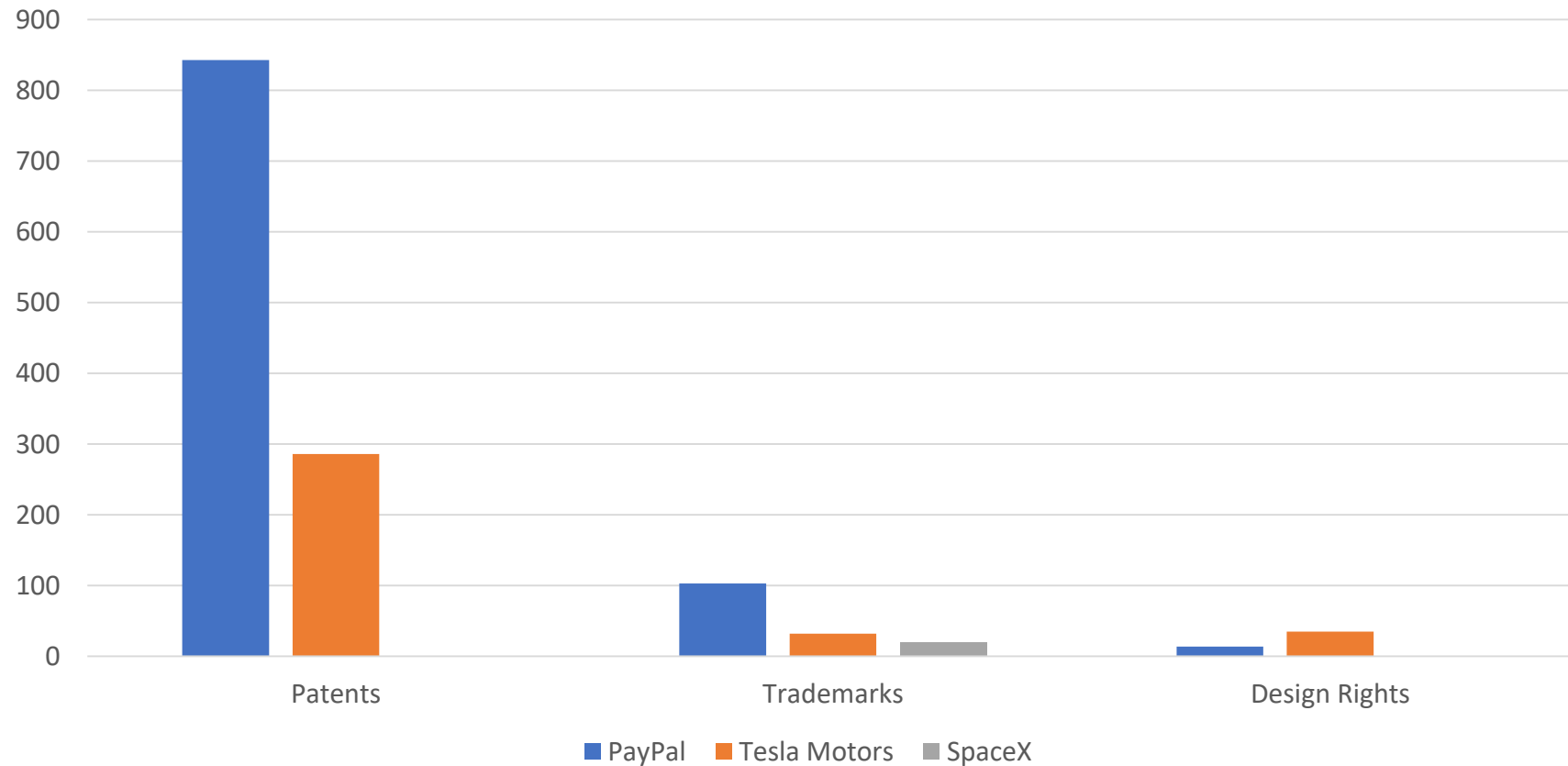
Trademarks, retrieved 10 September 2019, from <http://tmsearch.uspto.gov>

Design Rights, retrieved 10 September 2019, <http://www.wipo.int/designdb/en/index.jsp>



DATA PATENTS, TRADEMARKS, DESIGN RIGHTS

IPR's of PayPal, Tesla Motors, SpaceX



MOST RECENT REGISTERED

Company	Most recent registered patents, trademarks, design rights
PayPal	<ul style="list-style-type: none">• System security configuration• Display screen with animated graphical user interface• Portable user device
Tesla Motors	<ul style="list-style-type: none">• Semi-truck cab• Vehicle technologies for automated turn signaling• Photovoltaic roof tile
SpaceX	<ul style="list-style-type: none">• Falcon 9• Falcon Dragon• Falcon Heavy

Sources:

Trademarks SpaceX, retrieved 10 September 2019, from <https://www.spacex.com>

Patents, retrieved 10 September 2019, from <http://patft.uspto.gov/netahtml/PTO/search-bool.html>

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IPR STRATEGIES: PAYPAL

Paypal is focussing registering multiple patents (843) as a **patent blanketing method** to dominate the digital financial market. This gives PayPal the power to deny access to rivals for necessary technology. At the moment there is a **patent race** of crypto and blockchain patents.

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IPR STRATEGIES: TESLA MOTORS



Tesla is working on innovations and encourages other firms to do so too by using the open source strategy to make knowledge available to others. To protect themselves from lawsuits during this process of R&D, Tesla is using the **defensive pateting strategy**.

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IPR STRATEGIES: SPACEX



SpaceX does not have any patents. The strategy of SpaceX is an alternative to IPR strategy: **secrecy**. SpaceX wants to prevent competitors from copying their innovations.

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SpaceX	Space Exploration Technologies Corp.	0	20 (4 dead)	0