

Example 1 | Transforming a traditional retail business



1 Patents

The AI algorithms and any novel technical features of the platform could potentially be patented. A patent would give the company exclusive rights to use or license these innovations for a certain period of time.



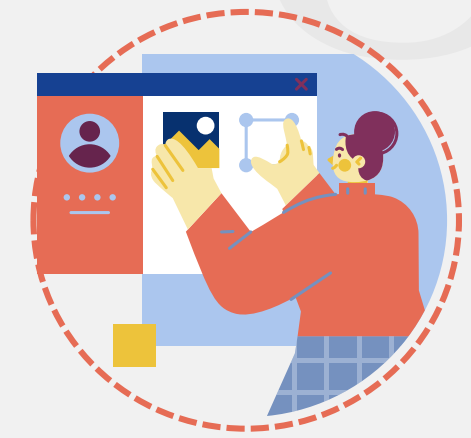
2 Copyright

The code of the software, the visual design of the user interface, and any original content on the platform (such as videos or blog posts) could be protected by copyright. This would prevent others from copying or closely imitating these elements.



3 Design

The visual design of the user interface could also be protected as a design.



Digitalisation often involves the development of new technologies, processes or business models that can transform or create significant value for a company. These innovations can be protected by various forms of intellectual property (IP).

For example, consider a traditional retail business that develops a unique e-commerce platform to sell its products online. The platform includes innovative features such as a highly personalised shopping experience based on AI algorithms, a unique user interface, and a proprietary logistics management system.

Here's how IP could protect this digital innovation:

4 Trade Marks

The name and logo of the e-commerce platform could be trade marked to protect the brand identity. This would prevent other companies from using a confusingly similar name or logo.



5 Trade Secrets

The details of the logistics management system, as well as any proprietary data sets used by the AI algorithms, could be protected as trade secrets. This would prevent competitors from gaining access to this valuable business information.



In this way, digitalisation can lead to significant innovations that can be protected by IP. This not only prevents others from copying these innovations but also allows the company to potentially monetise these assets, for example through licensing deals or by attracting investment.



MORE INFO

For more information and tips on how to get started, check out these free online tools:

- ▶ Discover guides: <https://business.ideaspowered.eu/discover>
- ▶ Free IP support: <https://www.euipo.europa.eu/en/sme-corner/free-ip-support>
- ▶ IP Scan: <https://www.euipo.europa.eu/en/sme-corner/ideas-powered-for-business/ip-scan>



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