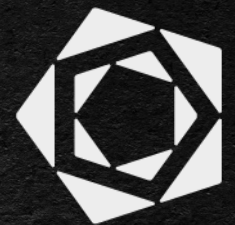
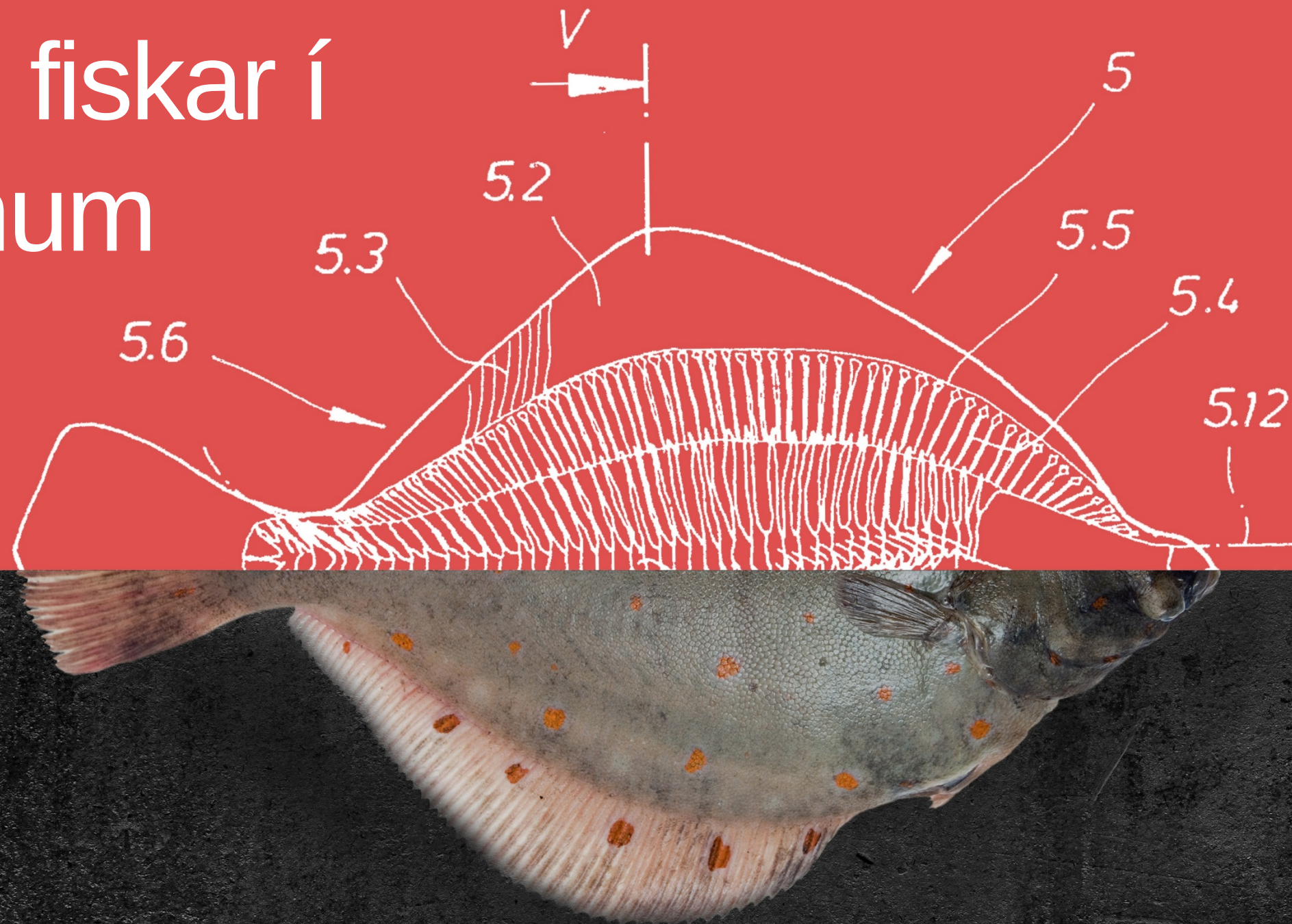


Það eru ekki
fleiri fiskar í
sjónum

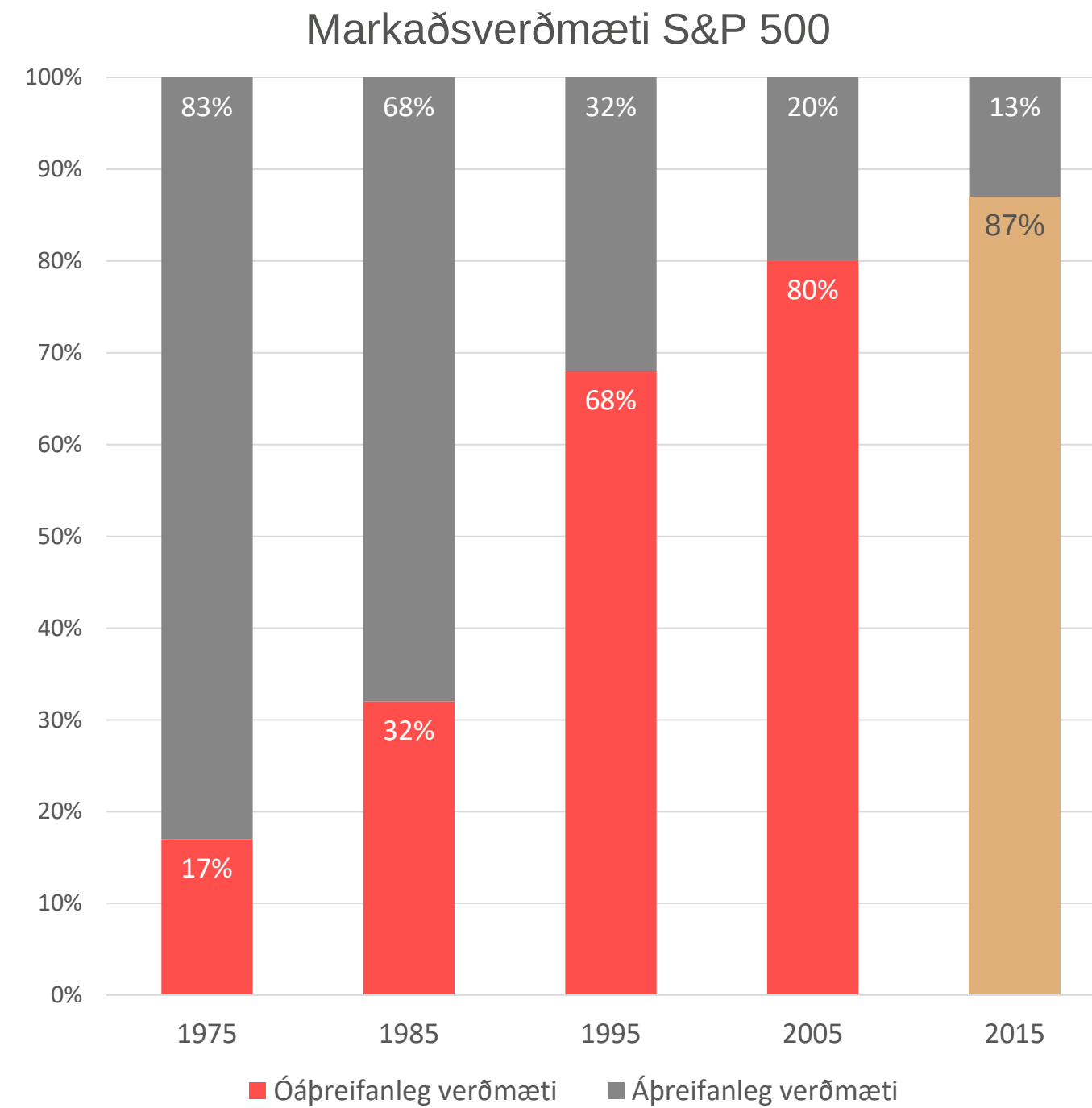
Sjávarútvegsráðstefnan
2017



EINKA
LEYFA
STOFAN
ICELANDIC
PATENT
OFFICE

Jón Gunnarsson – Einkaleyfastofan

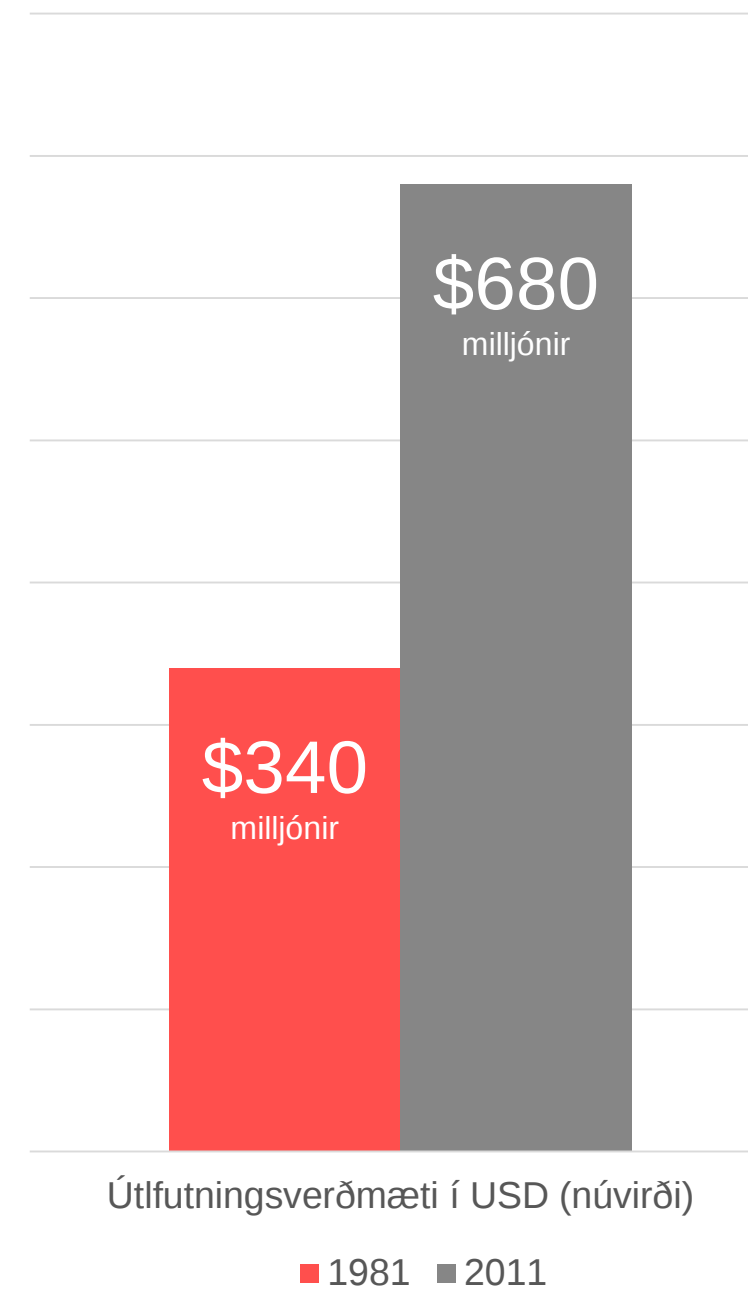
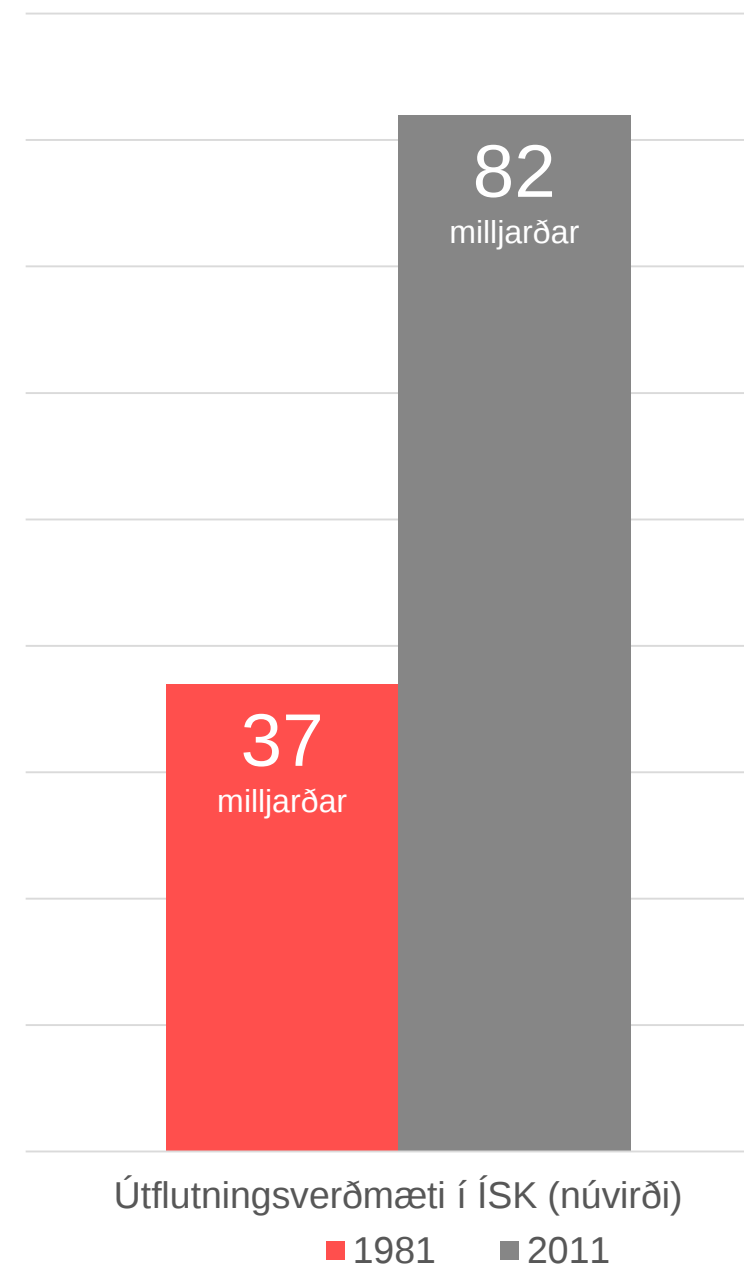
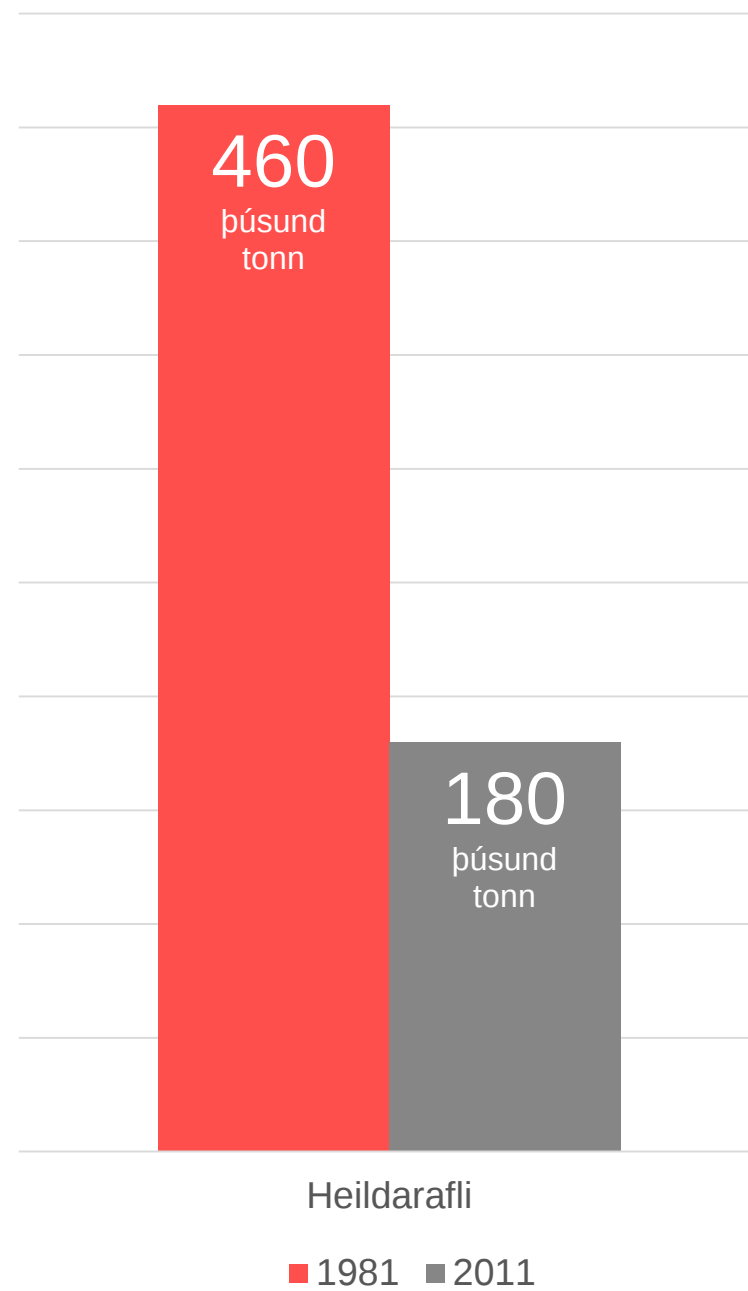
Óápreifanleg verðmæti: Hagkerfi eru að breytast



Heimild: OceanTomo, LLC



Óáþreifanleg verðmæti: Sjávarútvegur er að breytast



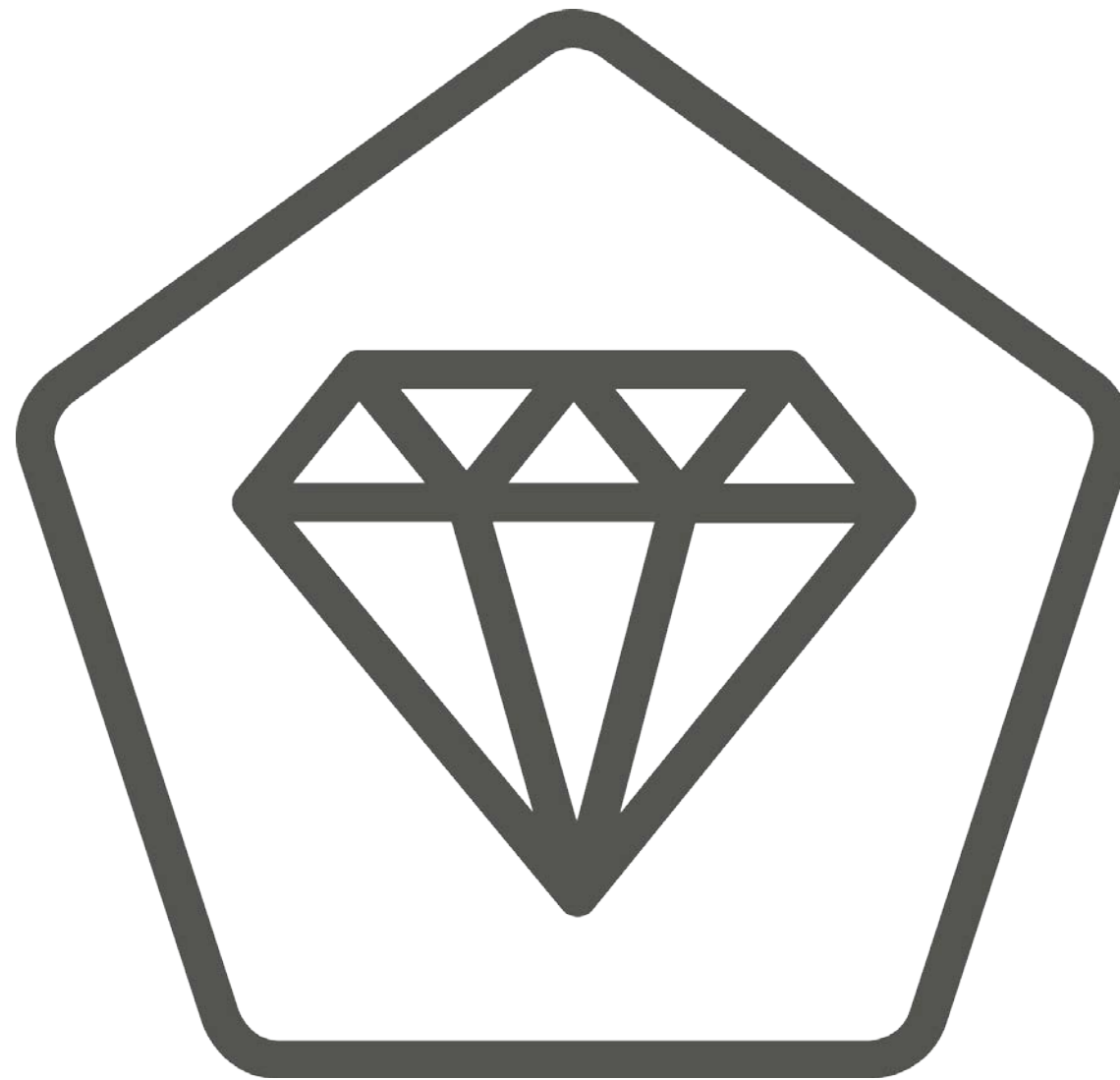
Heimild: Íslenski sjávarklasinn

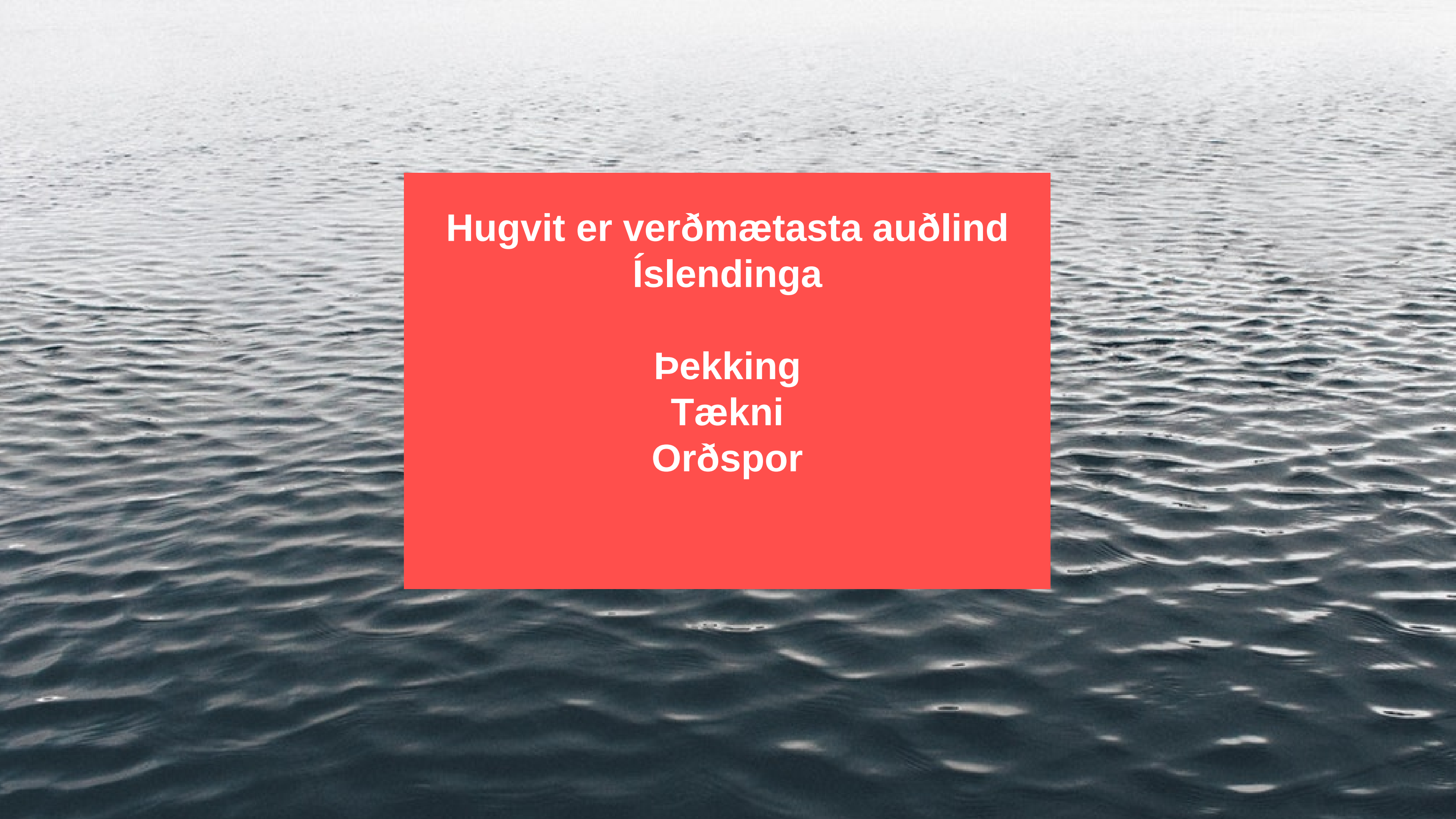




Sjávarútvegurinn er hugverkaiðnaður

Hvert er samkeppnisforskotið?





**Hugvit er verðmætasta auðlind
Íslendinga**

**Þekking
Tækni
Orðspor**

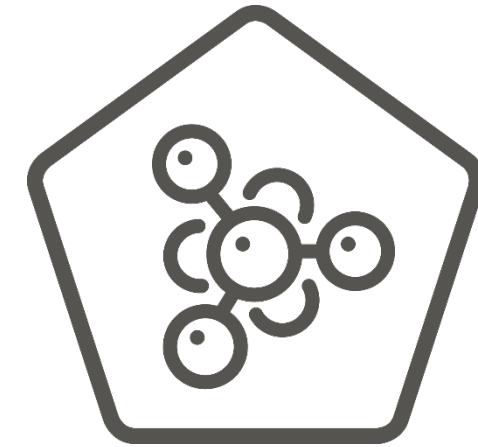
Hugverk og hugverkaréttindi



Vörumerki



Hönnun



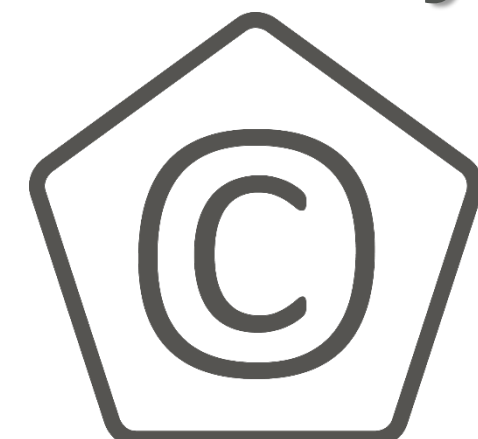
Einkaleyfi



Verndað
afurðaheiti



Viðskipta-
leyndarmál



Höfunda-
réttur



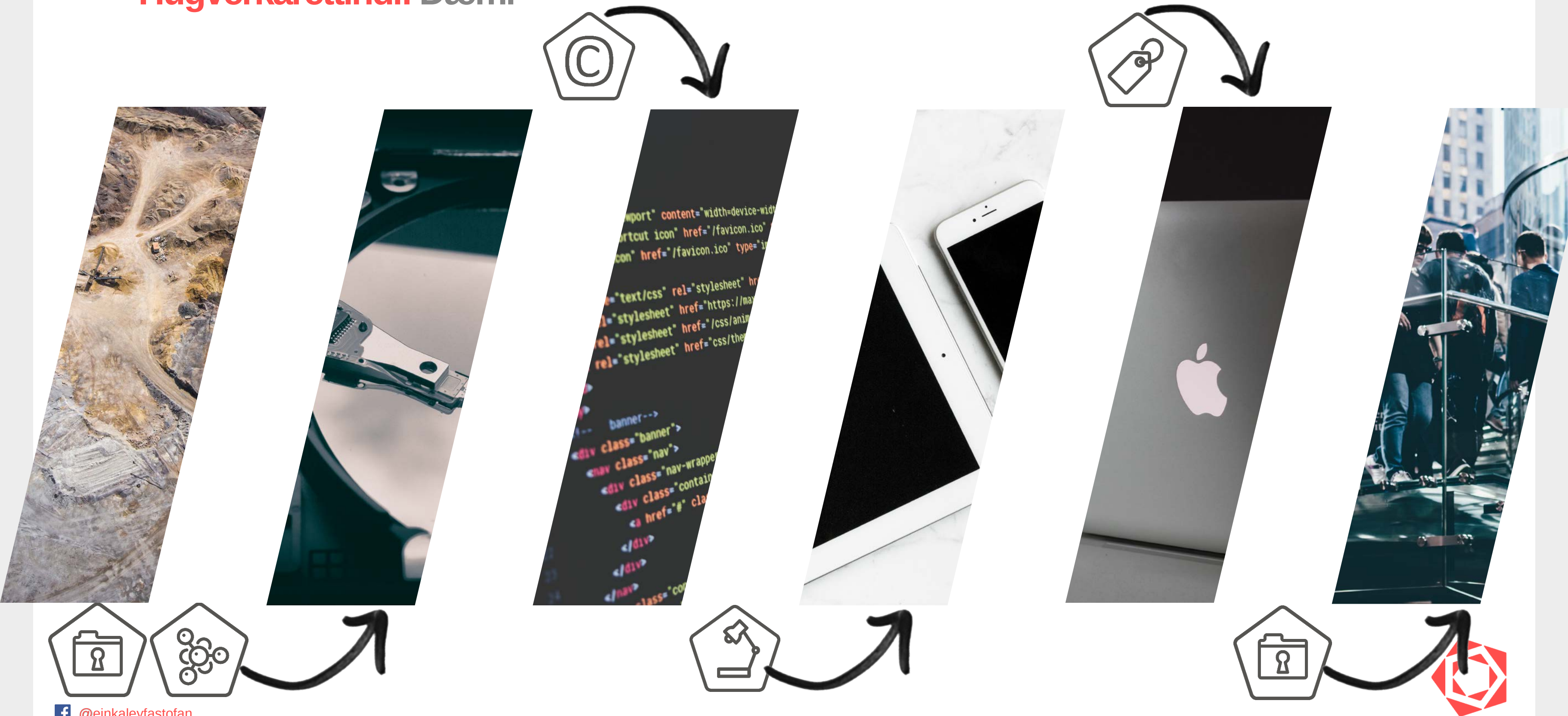


**Hugverkaréttindi vernda
samkeppnisforskið sem
myndast með nýsköpun**

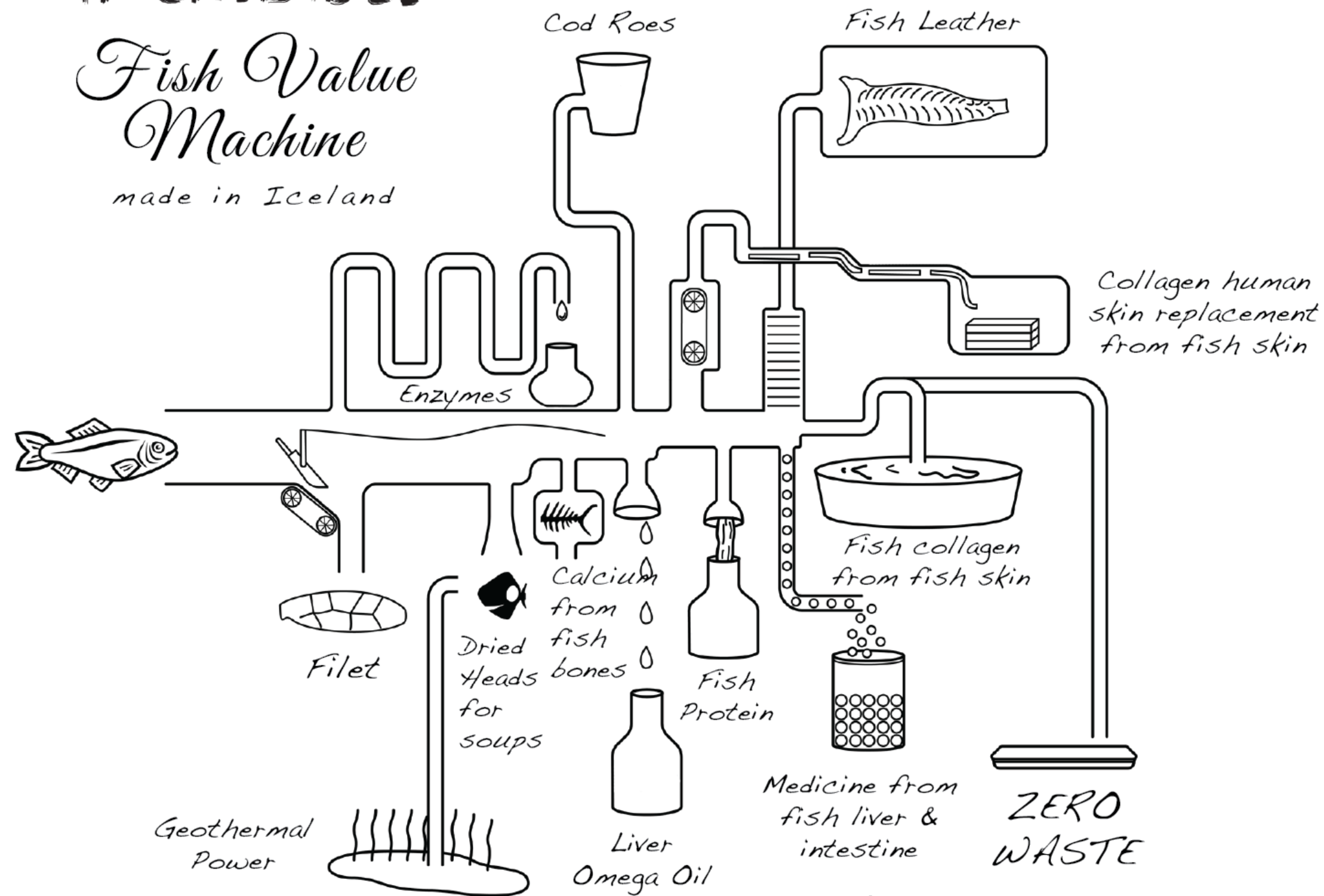
Hugverkaréttindi: Dæmi



Hugverkaréttindi: Dæmi

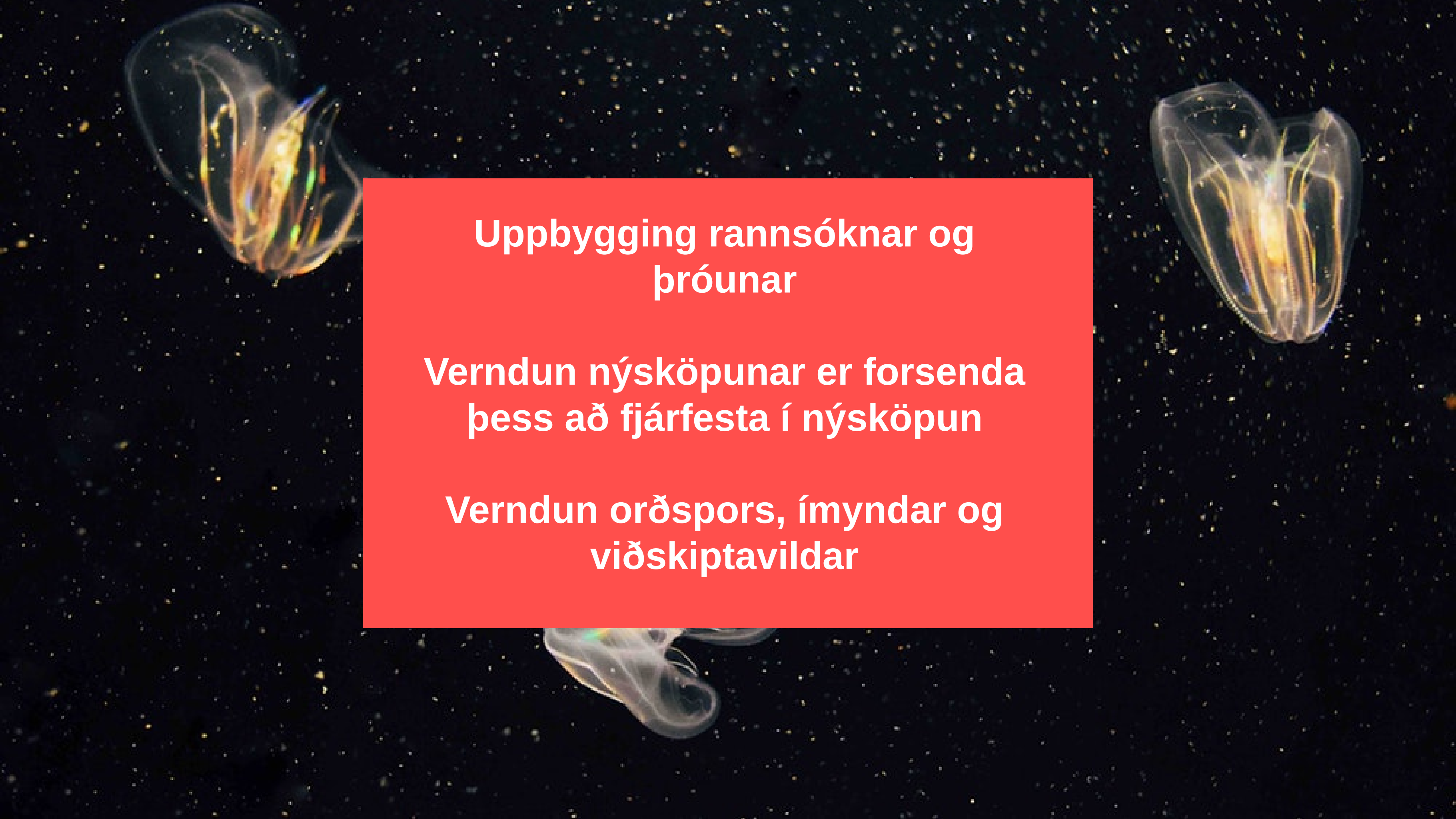


THE
INCREDIBLE
*Fish Value
Machine*
made in Iceland



Heimild: Íslenski sjávarklasinn



The background of the slide is a dark, starry space filled with numerous small, bright yellow and white specks representing distant stars. Three jellyfish are visible: one in the upper left, one in the upper right, and one in the lower center. The jellyfish have translucent, bell-shaped bodies with visible internal structures and long, thin tentacles trailing behind them. The central text is overlaid on a solid red rectangular box.

**Uppbygging rannsókna og
þróunar**

**Verndun nýsköpunar er forsenda
þess að fjárfesta í nýsköpun**

**Verndun orðspors, ímynda og
viðskiptavilda**



Hugverkaréttindi - Til hvers er einkaleyfakerfið?



1. Verðlauna vísindamenn, aðila í
nýsköpun og frumkvöðla
**Hvetur til fjárfestinga í rannsókn
og þróun og nýsköpun**

2. Dreifa þekkingu um allan heim.
Stuðlar að framförum í vísindum.





Exposed aquaculture operations

A patent landscape analysis



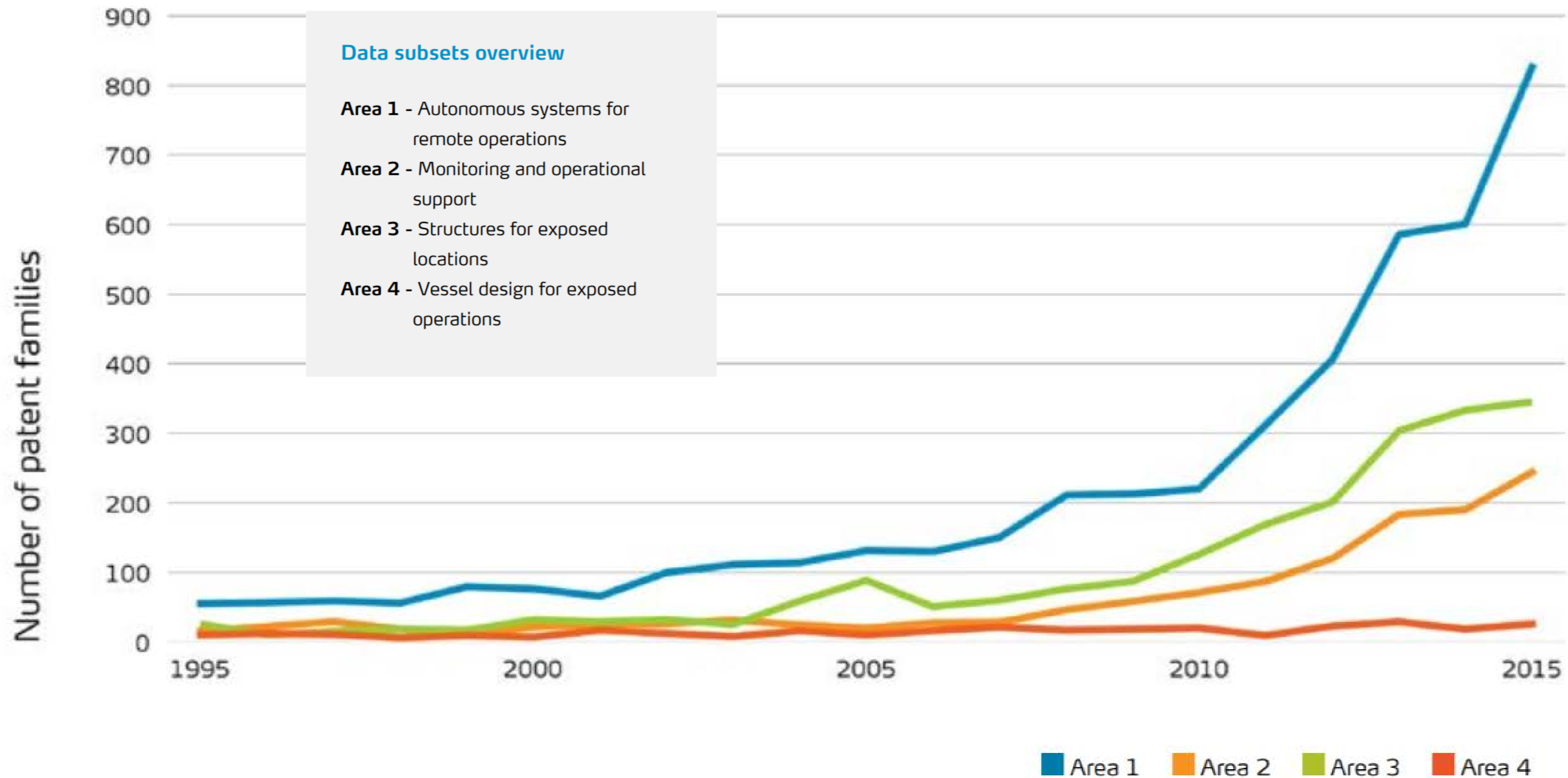
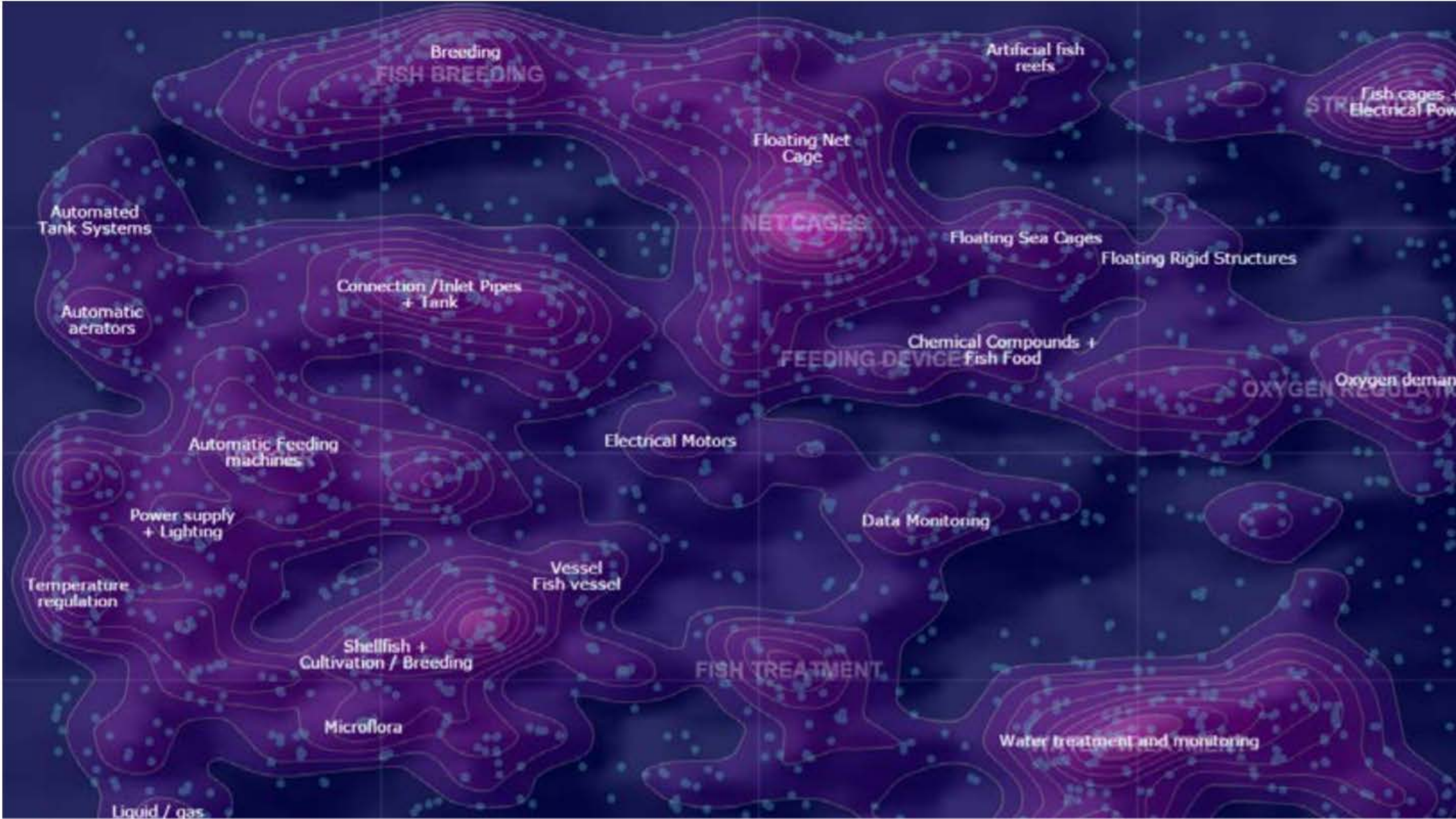


Figure 7: Historical patenting development for each patent data subset.



Exposed aquaculture operations

A patent landscape analysis

Norwegians are patenting to some extent in the field of autonomous systems for remote operations, but compared to other nations like Japan, Korea and USA, we are a minor patent force. Thus, Norwegian companies within this sector should be especially aware of their freedom to operate and consider a more balanced protection to maintain their competitiveness in the long run.

The accumulated number of innovations within our dataset for countries with little fish farming, such as Germany and USA, outperforms Norway respectively with a factor of 2 and 2.4. This may be an indication that Norway is still primarily a raw materials country. This is not in accordance with the required transition to more knowledge based industries.



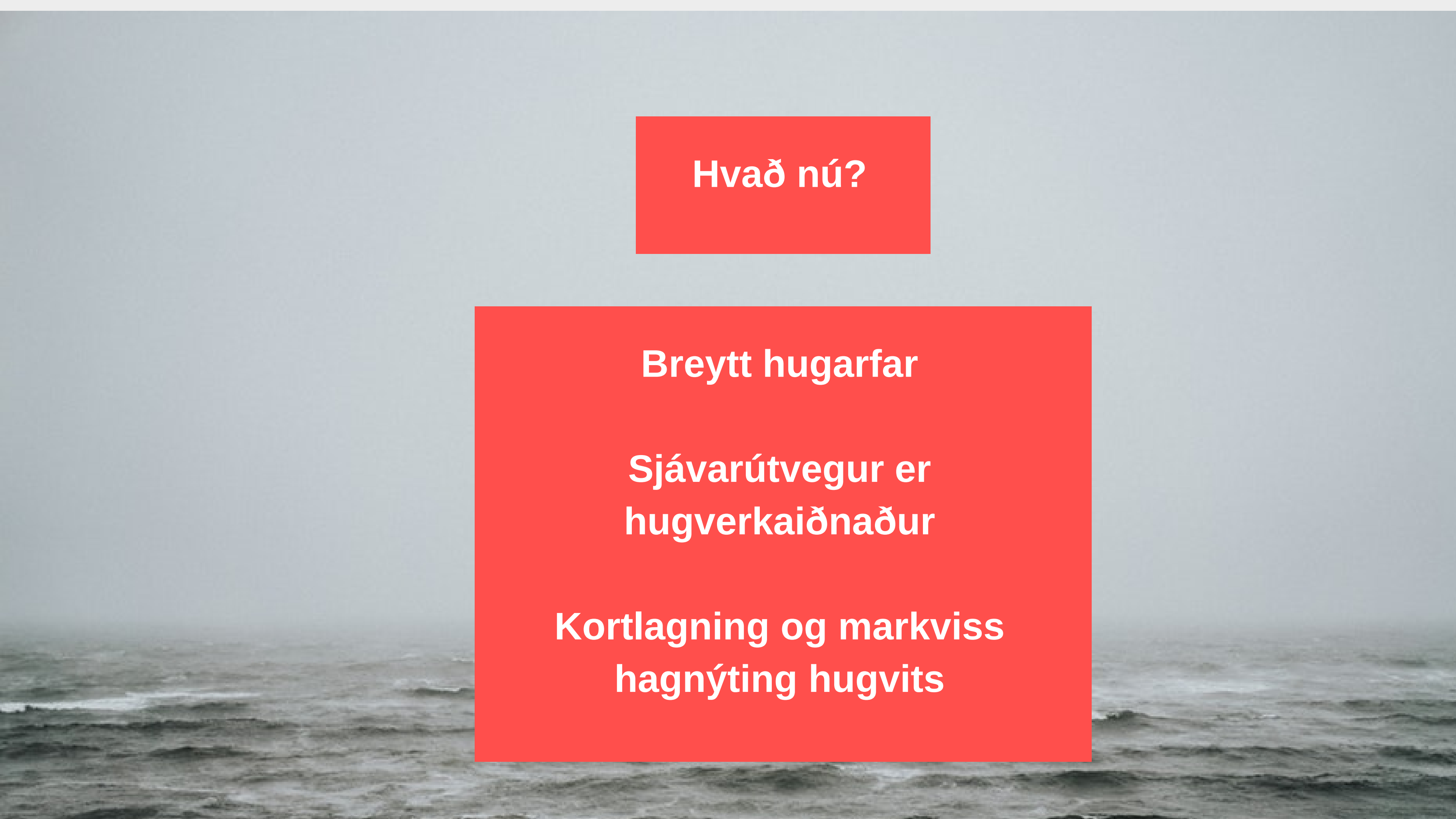
Exposed aquaculture operations

A patent landscape analysis

On the other side, utilizing patents for one's own benefit may produce income opportunities from competitors through licenses, from customers through premium product price and higher sales volumes, and financially from better price when selling or buying companies. Knowing the patent landscape may reveal potential collaboration partners, reduced time to market due to in-licensed technology, a more developed starting point for the R&D-projects, less risk of initiating R&D-projects that are wasted commercially because the field is already blocked patent-wise.

It will be enlightened in this report that a wave of patent applications relating to fish farming could potentially wash in on Norwegian shores in the years to come. To withstand this wave, it is crucial for the Norwegian research institutions and their collaborating industry partners to secure their freedom to operate, but first off all they will need to gain detailed patent intelligence in order to avoid making wrong and costly strategic decisions.





Hvað nú?

Breytt hugarfar

**Sjávarútvegur er
hugverkaiðnaður**

**Kortlagning og markviss
hagnýting hugvits**

A scenic photograph of a small boat with a white cabin and a brown hull, carrying several people, sailing on a deep blue sea. In the background, there are large, rugged mountains with significant snow cover under a clear sky. A dark grey rectangular box is superimposed over the upper middle part of the image, containing white text.

**Nýsköpun án verndar er
góðgerðarstarfsemi**

„Fjórða stoðin, eins og hugverkaiðnaður hefur verið kallaður, er nauðsynleg viðbót við íslenskt hagkerfi til þess að tryggja örugga afkomu okkar hér á landi. Þessi fjórða stoð er sérstaklega mikilvæg í bland við auðlindahagkerfið og ferðamannaiðnaðinn.“

10. febrúar 2017 17:36

Stuðningur við nýsköpun

Vöxtur hagkerfisins til að standa undir hagsæld getur trauðla komið frá hinum hefðbundnu þremur geirum.

Viðskipti | mbl | 4.11.2017 | 15:20

„Þörf á fjórða hjólinu í útflutningi“

Viðskipti | mbl | 4.9.2016 | 19:05

Vantar að taka hugverkageirann alvarlega

Innlent | mbl | 20.1.2014 | 15:00

Vilja skapa öflugt þekkingarsvæði

k kjarninn

Fréttir

Aðsendar greinar

Alþjóðageirinn - Hver er staðan?

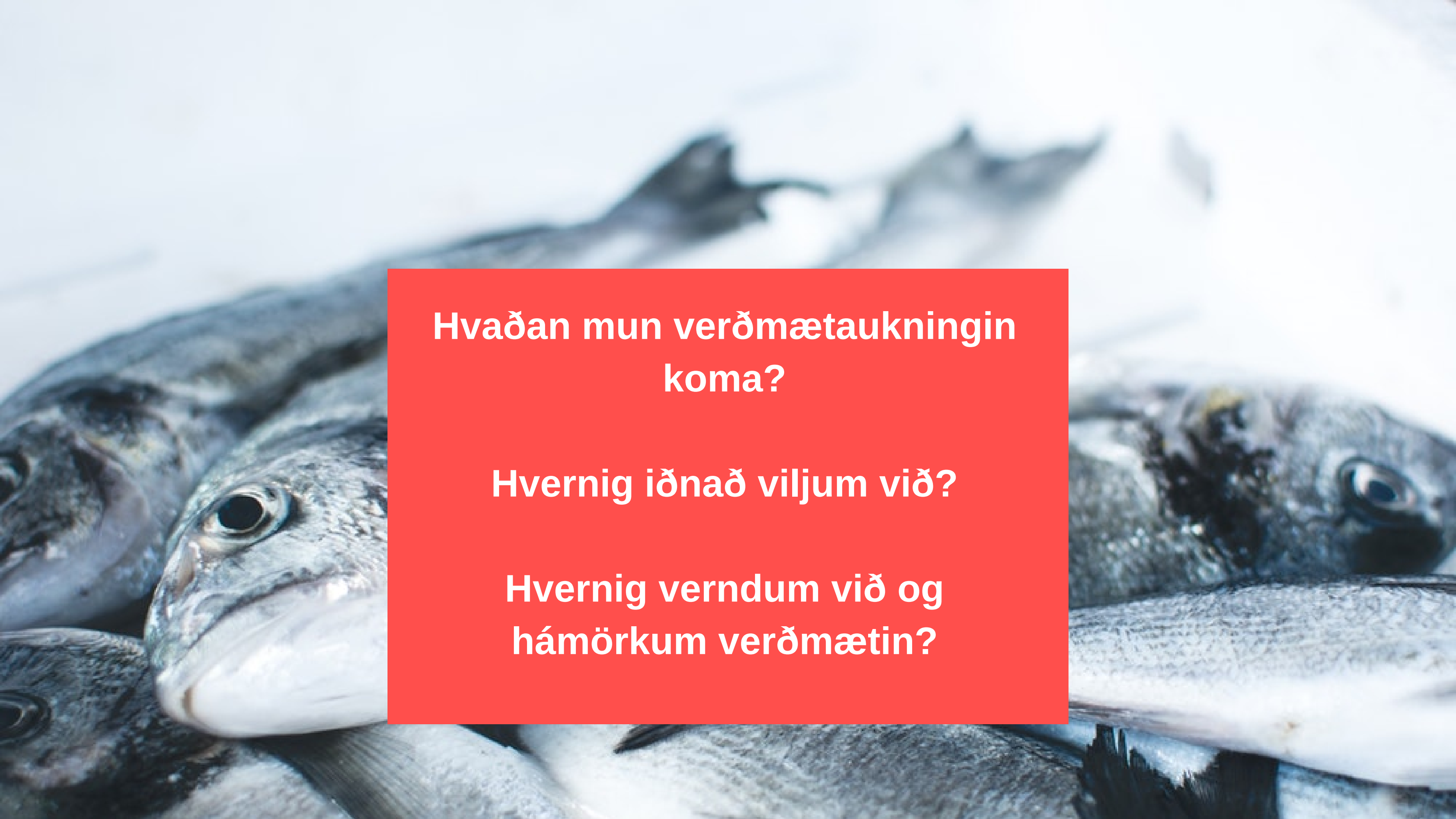


Hugvit leyst úr höftum

Frosti Ólafsson skrifar © 30.8.2016 07:00







**Hvaðan mun verðmætaukningin
koma?**

Hvernig iðnað viljum við?

**Hvernig verndum við og
hámörkum verðmætin?**

Takk
fyrir

