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IIPM Laboratory

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Annual review of selected key events

2024

University of Cambridge
Institute for Manufacturing
Centre for Technology Management

Innovation and Intellectual Property (IIPM) Laboratory

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IfM | Innovation and IP
Management Lab

January

Maximilian Elsen successfully completed his viva. The title of his PhD thesis is "Inventions in Climate Technologies - A Patent Analysis". Dr Catalina Martinez kindly agreed to act as the external examiner. The internal examiner was Dr Steve Evans.



February

Dr Sara Serradas O'Holleran, with a background in Life Sciences and a commitment to addressing Sustainable Development Goals (SDGs) in the Global South, joint to work on the GOCIA (Governing Climate Innovation in Africa) project, focusing on the protection of societal impact of African climate knowledge and innovation.

Kristin Gisa, a PhD student from the University of Münster, Germany, joined the team. Her research focuses on green manufacturing and its impact on innovation performance, analysing annual reports and patent data from U.S. Standard & Poor's 500 index companies. The IIPM Lab also welcomed Melanie Martini, who joined us from the Fraunhofer Institute for Technological Trend Analysis INT for a joint project on using patent data to identify disruptive innovations.

March

At Chalmers University of Technology in Sweden, Prof Tietze attended the final seminar acting as discussant for Sarah van Santen, PhD student of Prof Marcus Holgersson at the Department for Technology Management and Economics. This was a good opportunity to meet again with an old friend and IIPM alumni, Ove Granstrand, now Professor Emeritus at Chalmers, who is now also on Wikipedia (https://en.wikipedia.org/wiki/Ove_Granstrand).



The GOCIA team had a fantastic visit to Johannesburg, attending the "Transforming Africa: Innovating our way towards sustainability".

During the conference, the GOCIA team met several colleagues from the OpenAir network, with whom the team explored options for a deeper and longer term collaboration as part of the GOCIA project.

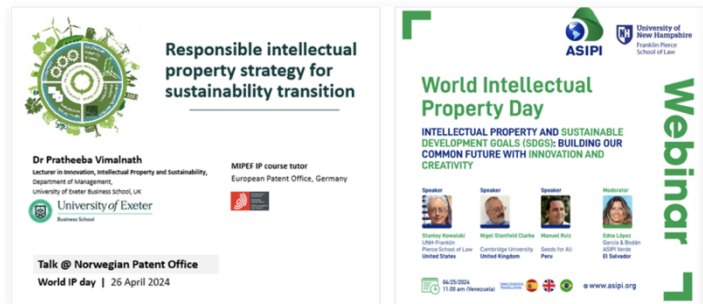


Later that month, the GOCIA project hosted Prof Caroline Ncube from OpenAir at King's College for a talk on "African perspectives on governing Science, Technology and Innovation to advance the SDGs", during which she introduced her new book, the "Elgar Companion to Intellectual Property and the Sustainable Development Goals". The book is an excellent compilation of works that discusses the link between IP and each of the 17 SDGs.



April

On April 25th, the IIPM Lab celebrated World IP Day, dedicated to “IP and the SDGs: Building our common future with innovation and creativity.” Dr Pratheeba Vimalnath and Dr Nigel Clarke, both associated with the Lab, were invited to speak at events organised by the Norwegian Patent Office and ASIPI in collaboration with the University of New Hampshire, respectively. Their discussions emphasised the role of IP in promoting sustainability and achieving the Sustainable Development Goals.



May

The IIPM Lab welcomed David Gross as a visiting student from RWTH Aachen in Germany. His research as part of his master thesis builds on our work in IP Risk Management, in particular, with a focus on developing a framework/ toolkit to map different IP treatments with IP risks and uncertainties.

Jannik Fritz graduated having completed his MPhil research with the IIPM Lab. As part of his research, he developed a practical roadmapping-based tool to support technology ventures formulating IP strategies.



Prof Tietze was invited to the University of Muenster in Germany. During his stay, he also had the chance to visit the recently opened “FFB PreFab” at the Fraunhofer Research Institution for Battery Cell Production (FFB).

July

The Lab’s commitment to sustainability was further demonstrated through its involvement in the EURAM conference track titled “Innovation for Sustainability, Circularity, and GreenTech.” Initiated in 2018, this has evolved into a prominent track of the conference, featuring seven sessions over three days.



Alexander Viets joined the IIPM Lab as a visiting PhD student. His research focuses on IP litigation and its performance outcomes. He uses large language models (LLMs) to establish a novel text-based classification of patent litigations.

August

Two IIPM lab members, Prof Tietze and Graham Bell, were included in this year’s IAM Strategy 300 list. The list includes the world’s 300 leading IP strategists who are leading the way in developing and implementing strategies that maximise the value of IP portfolios. Graham Bell has worked with the IIPM Lab for many years in his capacity as a Third Party Associate with IfM Engage.



September



Dr Soujanya Mantravadi joined the IIPM Lab to work on the ILI project (Impact Licensing Initiative) funded by EU Horizon and UKRI. Soujanya brings a wealth of experience to the table and joins us from the IfM's Centre for International Manufacturing (CIM).

Prof Tietze was invited to deliver the opening keynote for the inaugural World Intellectual Property Organization (WIPO) Community of Practice Symposium in Geneva. His presentation, titled "Unlocking the Social Value of Patent Data" highlighted the transformative potential of patent analytics in fostering innovation and addressing societal challenges.



Later that month, two Lab members participated in the EPIP conference held at Scuola Superiore Sant'Anna in Pisa, Italy. Prof Tietze and Geoff White represented the Lab, sharing initial findings from exploratory projects on the use of IP instruments within global technology races, respectively maximising strategic value of IP during patent prosecution decisions. Prof. Tietze also participated in the conference's PhD workshop sharing his career experience and presented the Young Scholar Award in Economics/Management.



The Lab commenced the Impact Licensing Initiative (ILI), a new EU-funded project aimed at optimising the use of technologies and data to address societal challenges in Europe and beyond. The EU Horizon project, backed by UKRI guarantee funding runs for three years.

<https://impactlicensing.eu>

October

The Lab continued its educational initiatives delivering another edition of the "Innovation & Strategic Management of Intellectual Property" course, this year attended by more than 80 students. Running from October to December since 2019, this eight-week elective module is built around the Cambridge IP strategy framework with lectures by Prof Tietze, supported by guest speakers from different industries.

Dr Nigel Clarke, visiting Fellow at the IIPM Lab, co-organised the Patent Olympiad held in Singapore during the IPOS IP Week. The event brought together patent professionals and enthusiasts from around the world to engage in patent searching competitions, promoting excellence in the field.

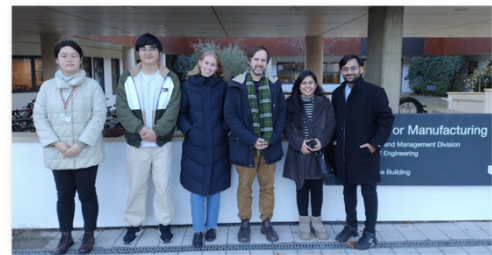




Alexander Moerchel successfully completed his viva. His thesis is titled “Intellectual Property Management in Innovation Ecosystems – Developing Visual Methods for Mapping Dynamics, Uncertainties and Risks”.

It was a particular pleasure to welcome Prof Cornelius Herstatt from Hamburg University of Technology, Germany as his external examiner. Tim Minshall served as internal examiner.

October brought new additions to the IIPM Lab team. The Lab welcomed Qi Ang Du and Peize Li from China as PhD students, along with Rahul Patil from India. Rahul Patil is recipient of the prestigious Jawaharlal Nehru Memorial Cambridge Scholarship.



We also welcomed Josephine Melcher from the Technical University Munich to complete her master’s thesis at the Lab and Juan Antonio Nuñez Triguero, who joint us to explore research opportunities.

The ALPS team was invited to deliver a webinar on “The Future of IP Licensing” organised by the Bundesblock, the German Blockchain Association. www.youtube.com/watch?v=idO8PyqZ49k

November

Prof Tietze delivered a guest lecture at the University of Exeter, focusing on “Intellectual Property Rights: owning, using & finding them.” The lecture emphasised the importance of IP in engineering and innovation.



Later this month, Prof Tietze contributed to the Fraunhofer seminar series, providing a summary of the history of patent analytics and some glimpses into its future.

December



Prof Tietze provided a keynote at the 21st Shanghai International Intellectual Property Forum (SICIP) Sub Forum. His presentation, titled “Conceptualizing

Disruptive Innovation Paths, Patent Zero and Patent-Data Based Operationalization” shared recent findings from an ongoing project.



The event was organised by the Shanghai International College of Intellectual Property at Tongji University. The visit to Tongji University also included a workshop and a visit to the Jiangsu Patent Examination Center.



Following the days at Tongji University, Prof Tietze provided a guest lecture to students at the East China Normal University (ECNU) as part of the module run by Dr Aocheng Tang, Assistant Professor at ECNU's Department of Economics and Management and IIPM Lab alumni. This year, at ECNU, Aocheng started teaching the first Chinese edition of the 4E1 module "Innovation and Strategic Management of IP"

developed by Prof Tietze at Cambridge. Prof Tietze also had a chance to meet Dr Mingjin Guo in Shanghai, who was his first PhD student.

Later in the month, the Automated Licensing Payment System (ALPS) project team convened in Cambridge. After months of remote collaboration, the in-person meeting focused on exploring options to commercialise the technology platform, reflecting the Lab's dedication to practical applications of research.



Selected 2024 IIPM Lab publications

Ehrlinger, L., Elsen, M., Krieweth, C., & Tietze, F. (2024). [The Role of Management in the Firm-Level Relationship between Green Innovation and Environmental and Financial Performance](#). CTM Working Paper Series, University of Cambridge

Elsen, M., & Tietze, F. (2024). [Contributions from low- and middle-income countries to the development of climate change adaptation technologies: A patent analysis](#). Technological Forecasting and Social Change, 209, 123660.

Gisa, K., & Tietze, F. (2024). An explorative analysis of sustainability metrics for innovation and manufacturing. R&D Management, Stockholm (Sweden).

Jain, A., Gurtoo, A., Eppinger, E., Vimalnath, P., & Tietze, F. (2024). [Exploring the interplay between intellectual property models and sustainability transitions: A multi-level analysis](#). Business Strategy and the Environment, 33(7), 7321–7351.

Jäschke, H., Foege, J. N., Tietze, F., & Schäper, T. (2024). [Intellectual Property Protection and Sustainability—Keys to Crowdfunding Success?](#) CTM Working Paper Series, University of Cambridge

Martini, M., Tietze, F., John, M., Aristodemou, L., Schönmann, A., & Schimpf, S. (2024). [Conceptualizing disruptive innovation paths, patent zero and patent-data based operationalization](#). CTM Working Paper Series, University of Cambridge; Fraunhofer Publica; ISPIIM Conference Estonia.

Sheetal, M., Pratheeba, V., Tietze, F., & Nigel, C. (2024). Circular economy for electric vehicle battery waste in the European context: A patent landscape analysis of end-of-life solutions. European Academy of Management, Bath (UK).

Tietze, F. & Hähn, Max. (2024). How Governments and System-Critical Companies Strategically Utilise Intellectual Property in the Global Technology Race: An Exploratory Study. EPIP Annual Conference, Pisa (Italy)- 'Intellectual Property and the Future of the Data Economy'.

White, G., & Tietze, F. (2024). Patent Process Decisions for Value Enhancement: An Elite Interview Study. EPIP Annual Conference, Pisa (Italy)- 'Intellectual Property and the Future of the Data Economy'.