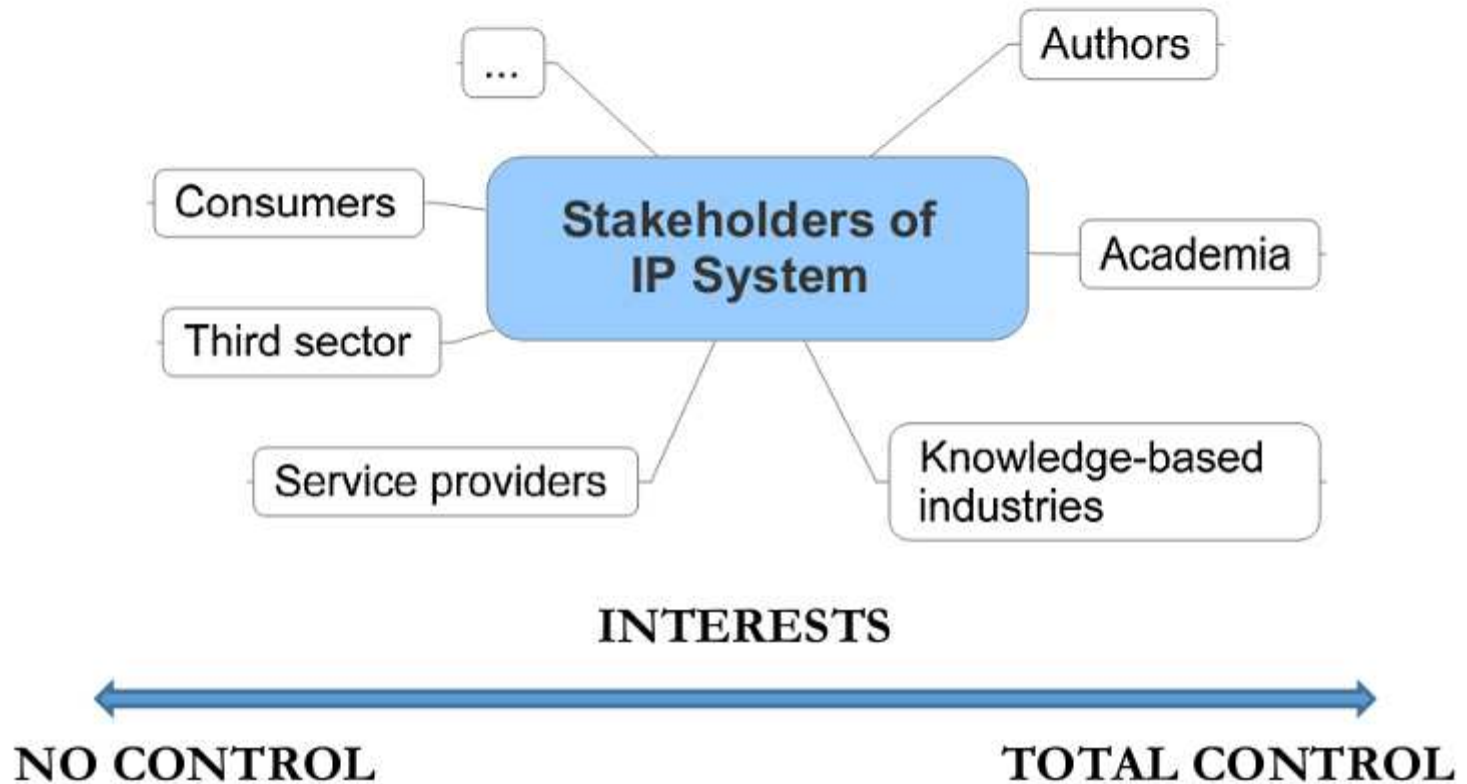


# The authorial rights in the digital economy

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6 June 2013

# Importance of IP:



## Concept of IP:

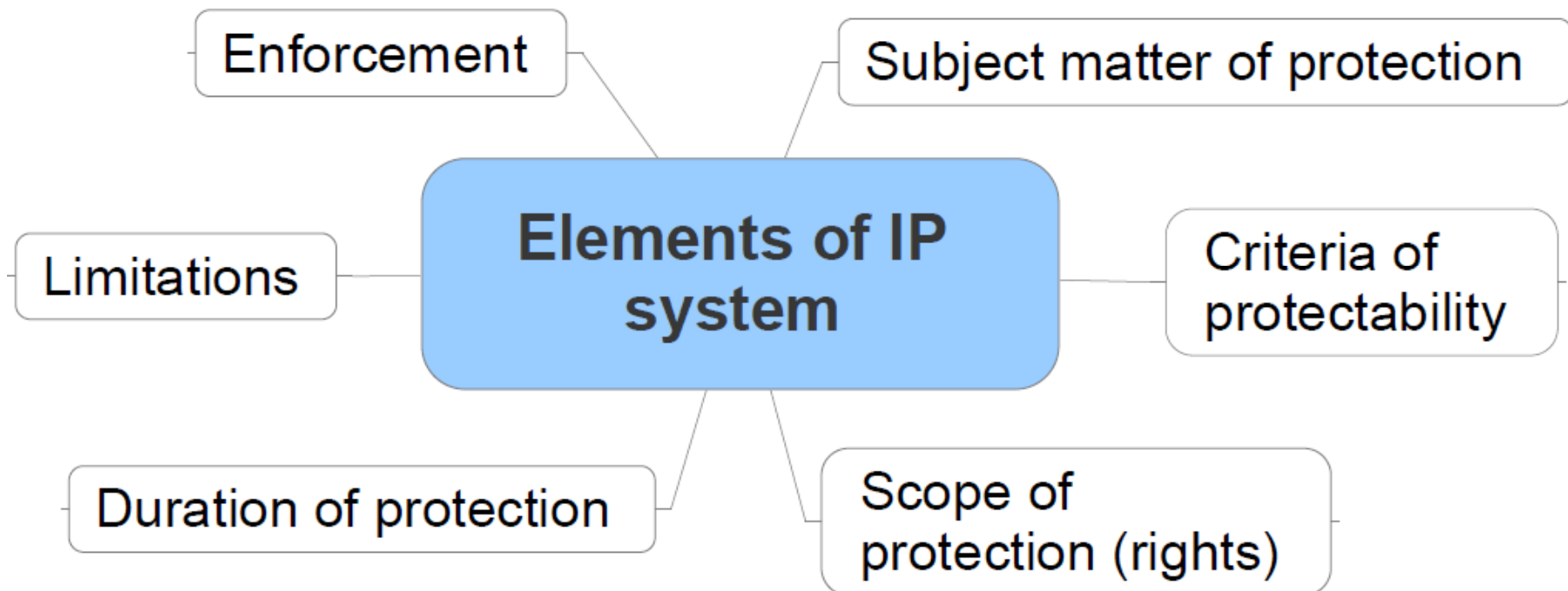
- IP as an intellectual construct;
- Transformation from privilege to property;
- Transformation from personal right to business asset

# Verification of IP:

- Knowledge as public good;
- Control of knowledge as a key issue;
- Mechanisms to control knowledge



# IP as a mechanism to control knowledge:



Enforcement as *a condition sine non* for efficient functioning of IP system





## Right to efficient enforcement:

- Enforcement as a violent act;
- Criminal enforcement;
- Civil enforcement;
- Naive & smart enforcement;
- Responsibility of stakeholders





## Future of IP system:

- Previous developments;
- Change of the situation;
- Future trends:
  - emergence of one-stop-shops;
  - territoriality of IP disappears;
  - smart enforcement;
  - right to exclude vs right to remuneration;
  - regimes for collective authorship.

Conclusion:



**IP is just a tool. At the end of the day, it is up to us how we are going to use it.**





**Täna  
Thank you**

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