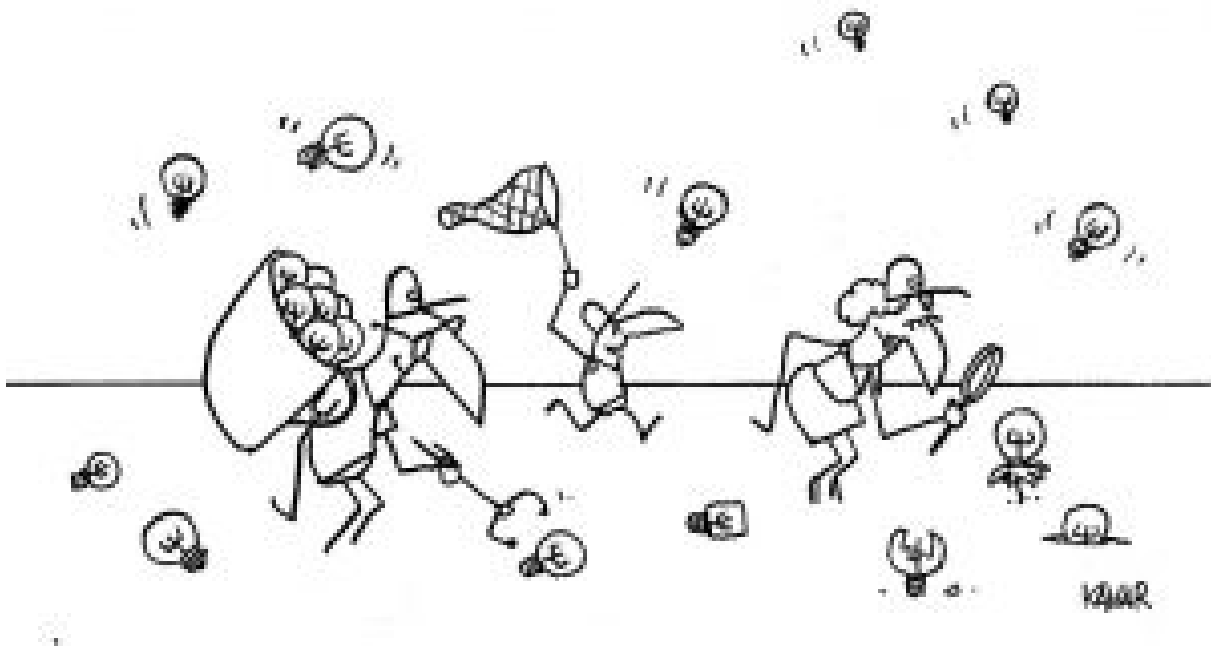
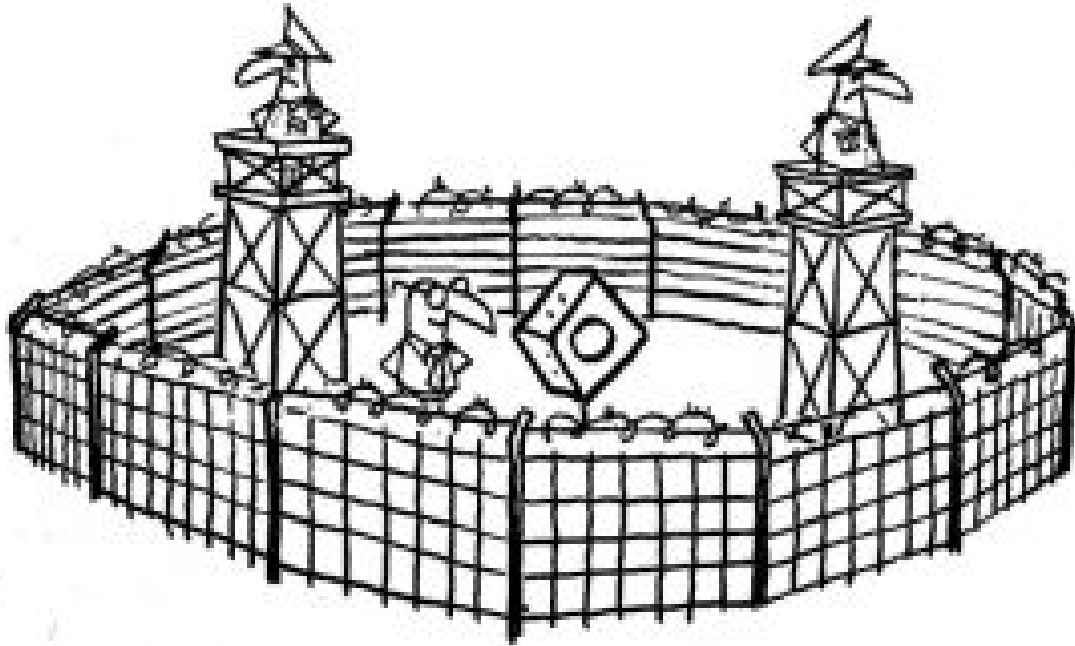


By Benoît Gailly, 17 January 2018

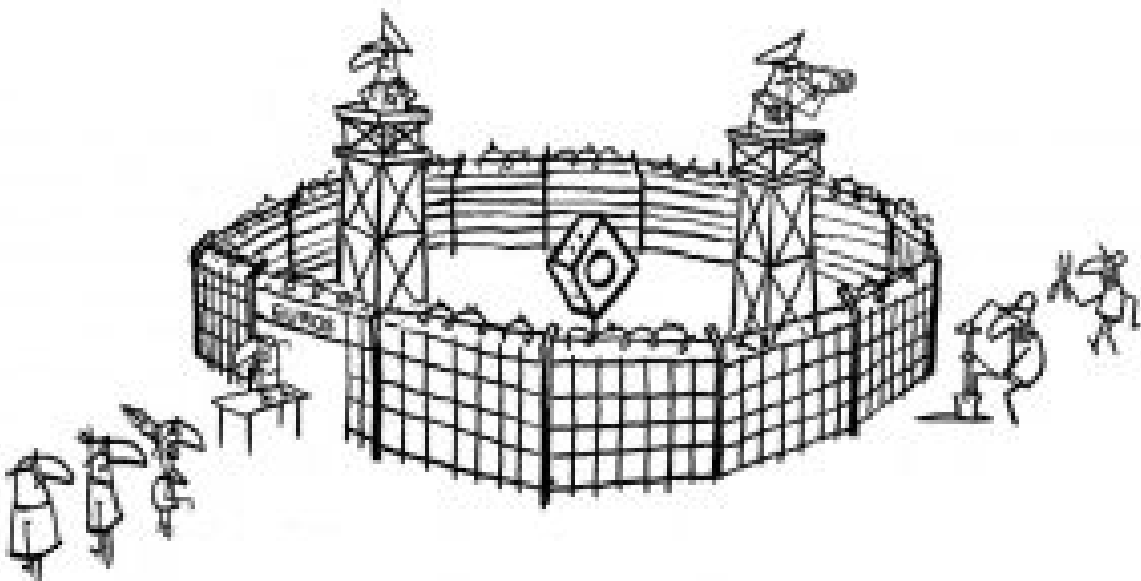
# Harvest and protect organizational knowledge assets



To identify attractive opportunities, organizations must systematically manage their explicit and implicit **knowledge assets**, finding ways to share, combine, disseminate and maintain this unique type of capital.



Innovation opportunities can be sources of competitive differentiation provided that the intellectual capital they are based on is actively **protected** through a mix of secrecy, lock-in and/or intellectual property rights.



Innovation opportunities can be leveraged if they are supported by effective **patenting** strategies, balancing protection and disclosure. Not everything that can be protected should be, and patents can and should foster rather than hinder collaboration.

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