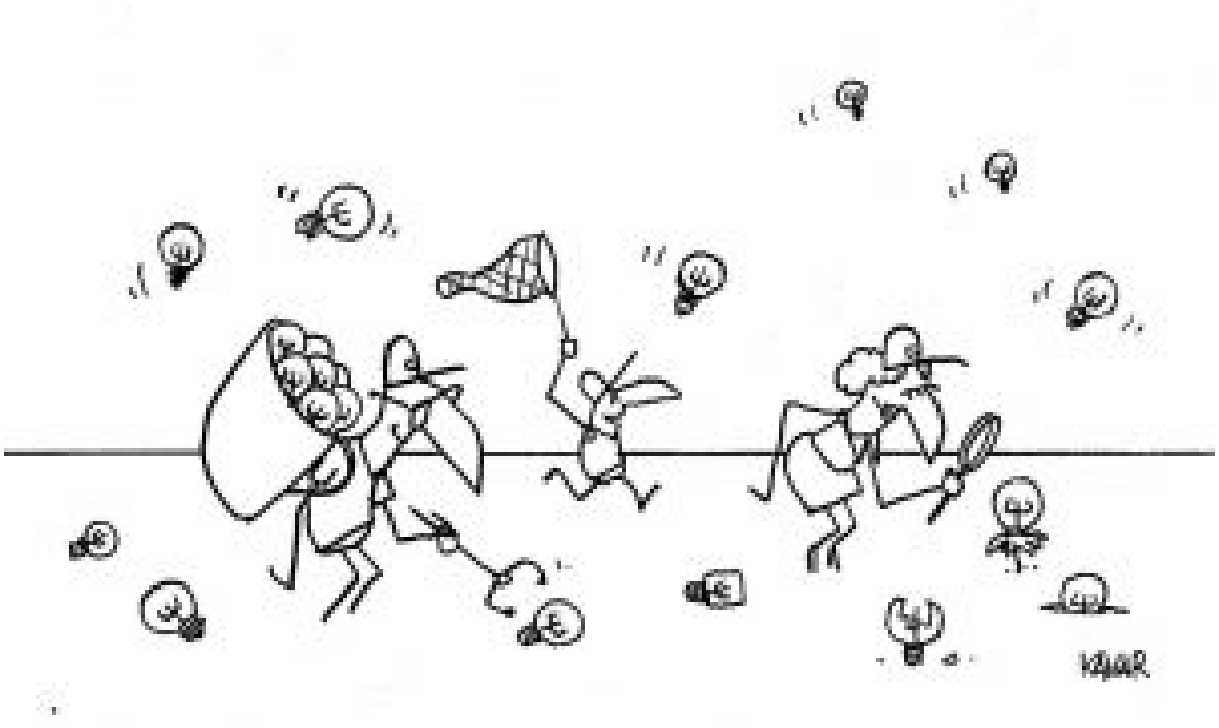
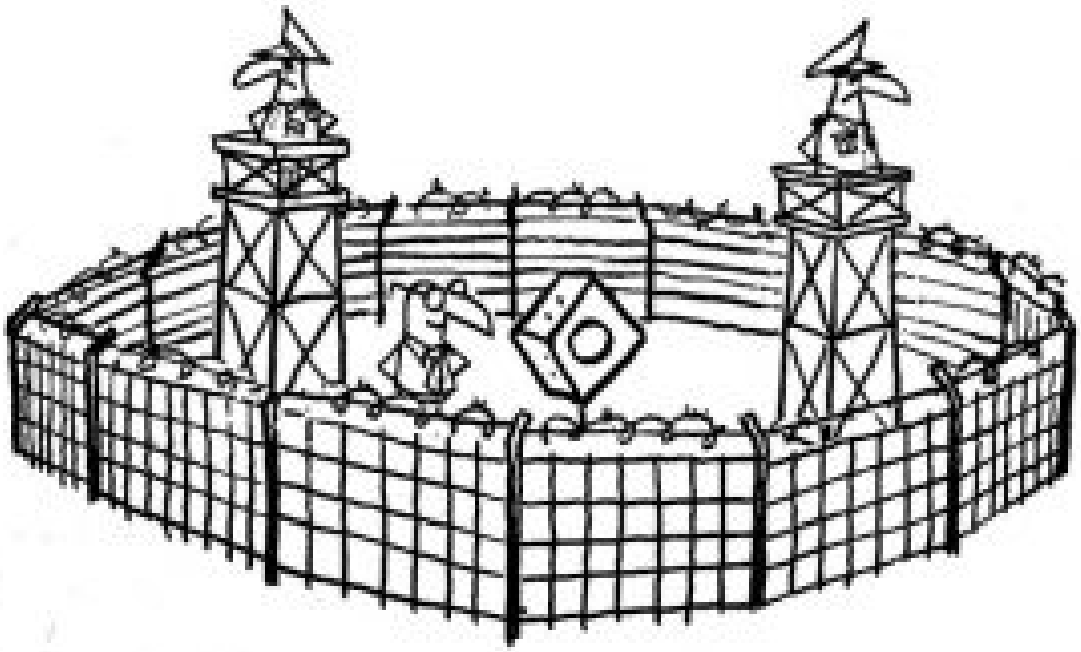
By Benoît Gailly, 17 January 2018

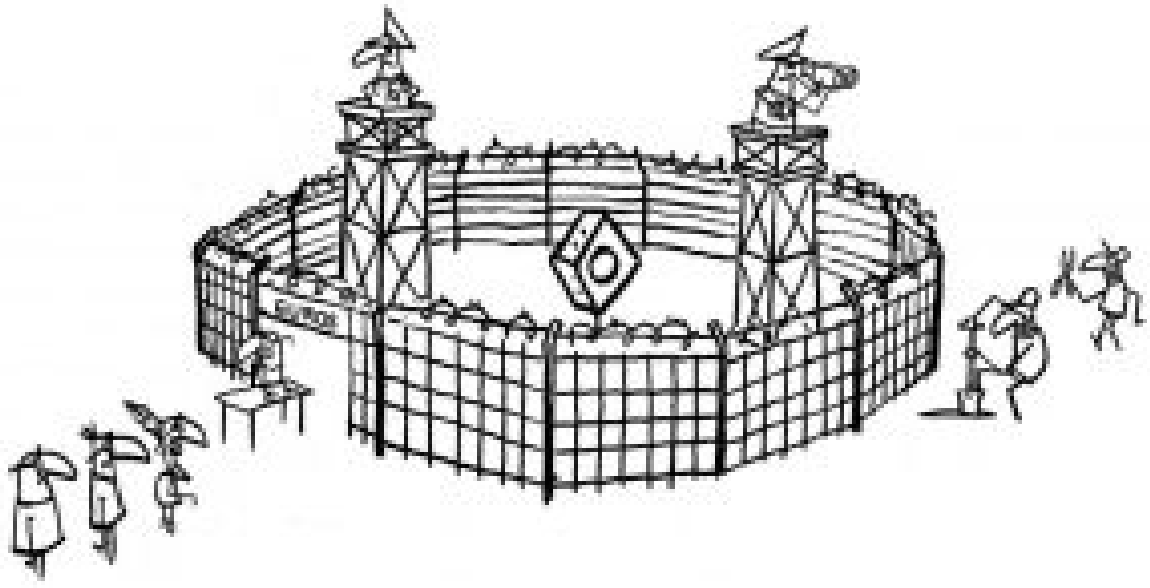
Harvest and protect organizational knowledge assets



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 patented should be, and patents can and should foster rather than hinder collaborations.

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Managing corporate knowledge assets

***Keywords**: boundary spanning, explicit vs. tacit knowledge, knowledge management, knowledge absorption, machine learning*

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Protecting intellectual capital

***Keywords**: appropriability, copyright, infringment, institutions, intellectual property rights, open source, public good, registered design, trademark, trade secret*

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Managing patents

***Keywords**: benefits and drawbacks from patents, freedom to operate, licensing, patent applications, patent strategy, patent trolls*

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