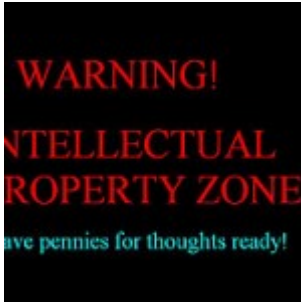


By Paul Belleflamme, 16 November 2011

## IP Management



Picture by gurdonark

In their book '[Information Rules](#)' (1999), Carl Shapiro and Hal Varian write the following:

*"The important thing is to maximise the value of your intellectual property, not to protect it for the sake of protection."*

I would like you to express your views about this sentence, based on two articles that Alain Strowel and myself have posted on this site.

- In "[Bayer's aspirin: a lasting success without patent and strong trademark protection](#)", Alain Strowel explains how trademark protection can usefully supplement patent protection once patents have expired.
- In "[LEGO: Dr. Jekyll and Mr. Hyde?](#)", I try to rationalize the seemingly ambivalent attitude of LEGO with respect to intellectual property.

(Past comments on this post can be found [here](#).)