

On Speculation about Difference and Similarity between a Company, a University, and a Sightseeing City from the Aspect of Business Schemes on Digital Intellectual Assets

Kiyoshi NAKANO, Professor,
Osaka City University, Osaka-shi,
Osaka-fu, JAPAN

Items in This Presentation

- e-Business and Brand
- Content Business and Advanced Payment
- Limit of Legal Protection of Content
- Mutual Benefit between Content and Brand
- Enterprise (R & D Oriented Enterprise) as Brand Business
- University as Brand Business
- Tourist (Sightseeing) or Branded Town/City as Brand Business
- Conclusion

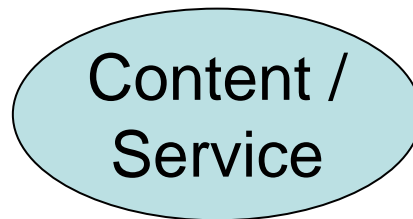
e-Business (including physical product retail business) and Brand (Ch.2 Sc.2)

Significance of "brand" is larger in e-business than in physical world business

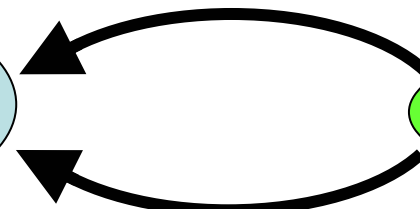
Type of payment	Risk
Advanced payment	Consumer : Can I certainly get the product ?
Payment after delivery	Seller : Can I certainly get the fee ?

Physical world business

e-business



Guarantee of Quality



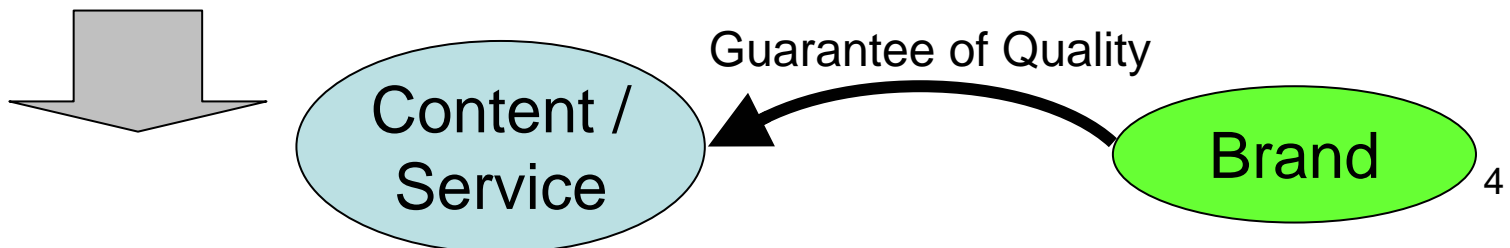
Guarantee of Payment and Delivery

Content Business and Advanced Payment

(Ch.2 Sc.1)

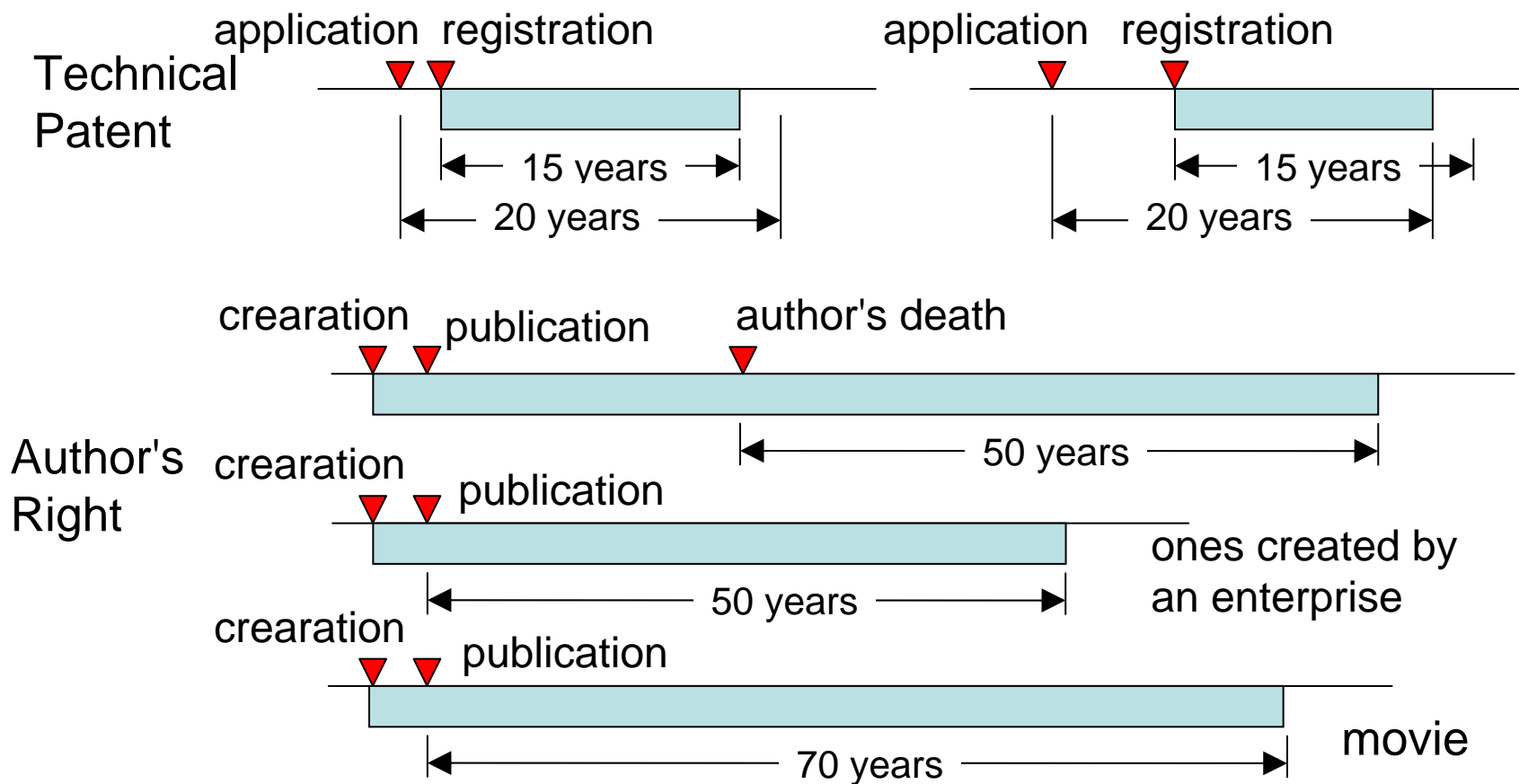
Kind of Goods		May the same ones sometimes be bought repeatedly ?	May we return / cancel after experiencing the products / services ?
Physical Products		Yes	Yes / No
Content Product / Service	Business Information	No	No
	Entertainment Content Package	No	No (Sometimes browsing or trial listening would be permitted)
	Entertainment Performance	Yes	No

Brands of the contents / services are more important than in the case of real products.



Limit of Legal Protection of Content (Ch.3 Sc. 1)

- Finiteness of Legal Protection Period (For example in Japan)

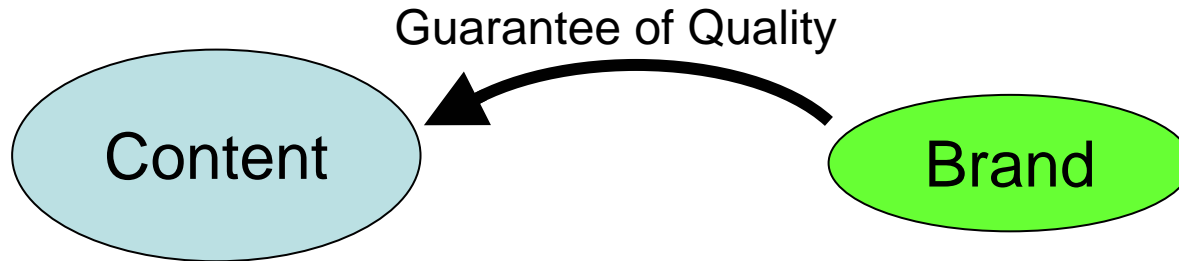


- Limits of Actual Legal Power

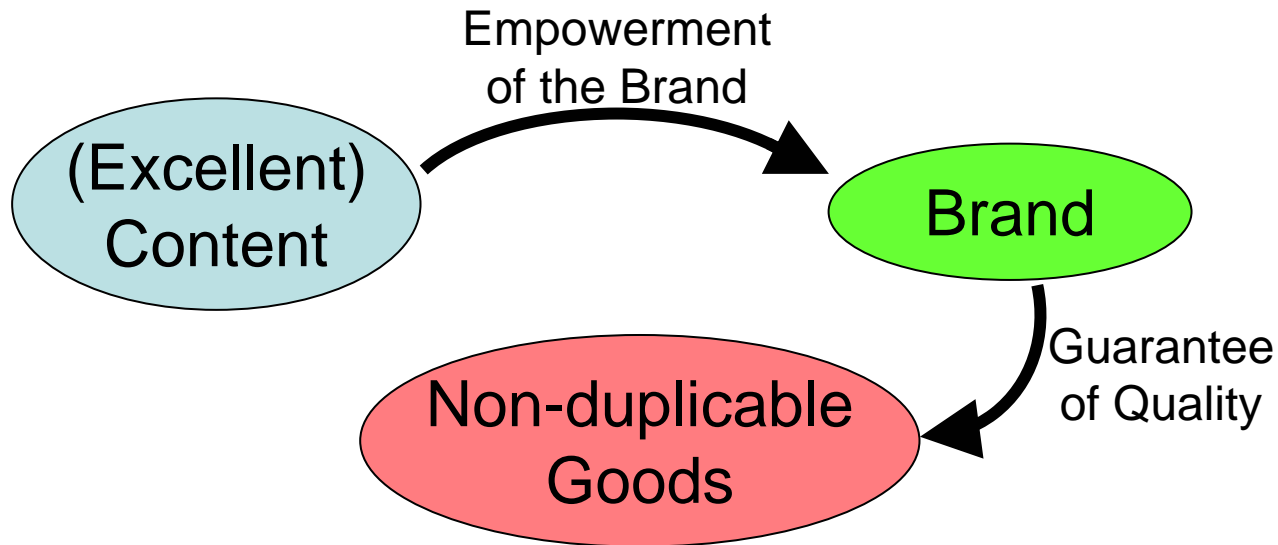
- Copyright Piracy Epidemic with e.g. P2P file exchange systems

Mutual Benefit between Content and Brand (Ch.3 Sc. 1)

Content Enhancement by Brand

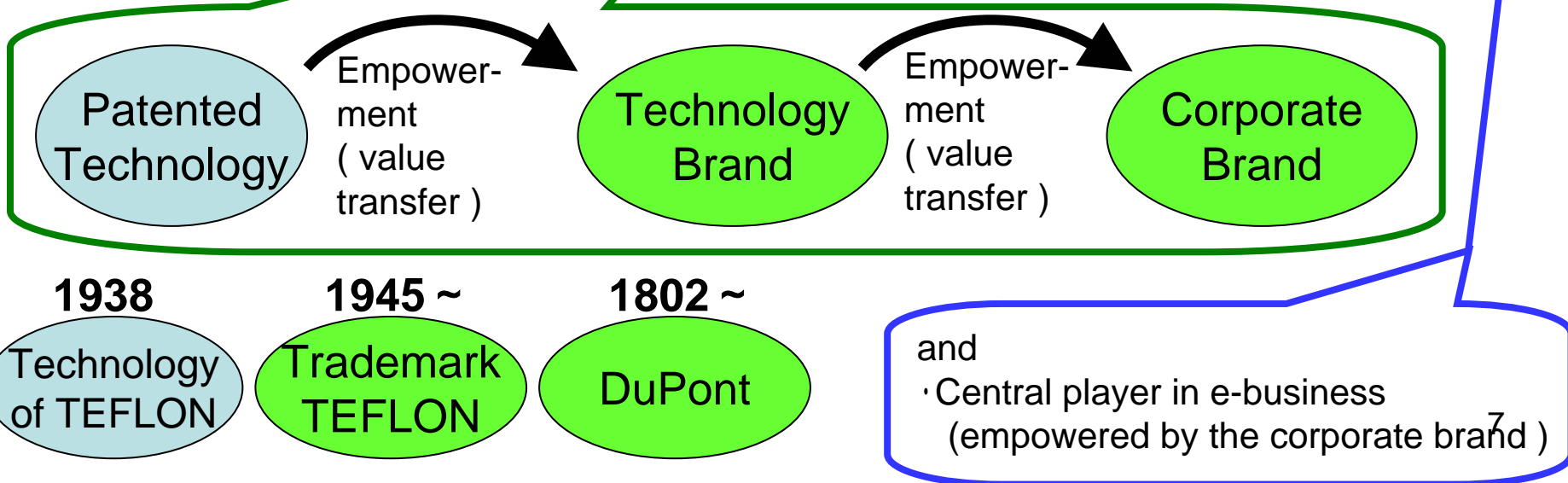


Brand Enhancement by Content



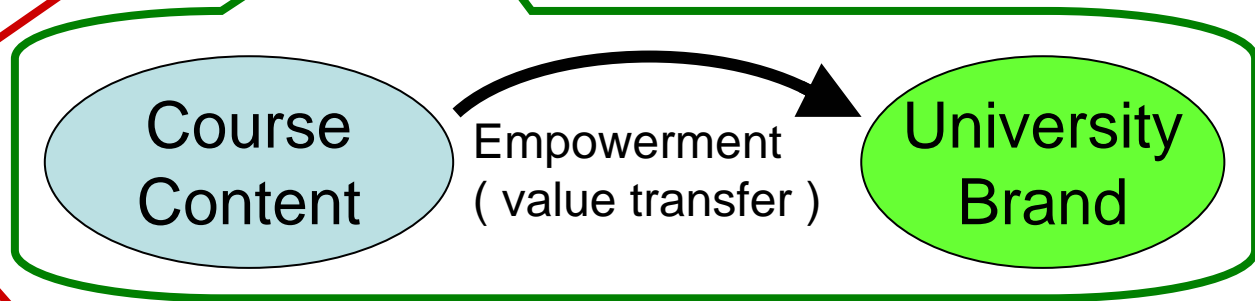
Enterprise (R & D Oriented Enterprise) as Brand Business (Ch.3 Sc. 4)

	Earlier phase	Transition phase	Later phase	Available type of e-business
State	Patent period		After the patent expired	· e-business support business (empowered by the technology brand)
Key of differentiation	Technical content + Patent		Technical content + Technology Brand	



University as Brand Business (Ch.3 Sc. 3)

	Earlier phase	Transition phase	Later phase	Available type of e-business
State	Immediately after the development of educational content	Other universities can imitate the contents in a legal way.*	After other universities imitated the contents	eLearning
Key of differentiation	Original educational content + Academic degree		Educational content + Branded degree	



- * · Buying the textbooks
 · Quoting the thesis and criticize them in papers
 · Get the idea from the thesis and describe them in another way

Tourist (Sightseeing) or Branded Town/City as Brand Business (Ch.3 Sc. 5)

(Like Kyoto or Kanazawa in Japan)

	Earlier phase	Transition phase	Later phase	Available type of e-business
State	Immediately after designing the products		After another town/city imitated	<ul style="list-style-type: none"> · Supplier of goods for e-business
Key of differentiation	Product content + Rarity (Uniqueness)		Product content + Mark of origin	<ul style="list-style-type: none"> · Licensing to players in e-business



Conclusion

- A brand is very important in e-business. It is also very important in content business.
- A periods of legal protection of a content is limited. However, one of brands (trademarks / service marks) is semi-eternal.
- Universities, R & D oriented enterprises and tourist (sight-seeing) towns / cities can be treated as content business in a wide meaning.
- In such kinds of business, the power of laws of patent, author's right and marks of origin are limited. However, if the players can transfer the value of contents to their brands they can get strong competition power.