



Designs, Trade Marks and Copyright

By Dr. Stephan Engels

Abstract

Siemens is – inter alia - one of the world leading suppliers for all fields of industry automation. Industry 4.0 is a driving force for Siemens' business strategy. The changes coming with Industry 4.0 have tremendous influence on the future of industry automation. New business models challenge traditional IP strategies strongly focusing on patents. Software takes its place in the traditionally hardware driven arena. Digitalization makes machine data available. Access to such non-personal data is vital to enable the new businesses. Opportunities and threats for all players originate from these changes which have to be addressed with a solid IP strategy. The importance of Soft IP rights increases to safeguard the R&D investments. The intersection of trademark-, design- and copyright law may provide some answers, but there are still open issues.