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

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

<table>
<thead>
<tr>
<th>Type of payment</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced payment</td>
<td>Consumer: Can I certainly get the product?</td>
</tr>
<tr>
<td>Payment after delivery</td>
<td>Seller: Can I certainly get the fee?</td>
</tr>
</tbody>
</table>

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

Physical world business

- Risk
- Brand

E-business

- Risk
- Brand

Content / Service

- Guarantee of Quality

Brand

- Guarantee of Payment and Delivery
## Content Business and Advanced Payment

### (Ch.2 Sc.1)

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

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)

  **Technical Patent**
  - Application registration
  - 15 years
  - 20 years

  **Author's Right**
  - Creation
  - Publication
  - 50 years
  - Author's death

  - Creation
  - Publication
  - 50 years
  - Ones created by an enterprise

  - Creation
  - Publication
  - 70 years
  - Movie

- 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

- Guarantee of Quality

Brand Enhancement by Content

- Empowerment of the Brand
  - (Excellent) Content
  - Non-duplicable Goods

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

<table>
<thead>
<tr>
<th>earlier phase</th>
<th>Transition phase</th>
<th>Later phase</th>
<th>Available type of e-business</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>Patent period</td>
<td>After the patent expired</td>
<td>e-business support business (empowered by the corporate brand)</td>
</tr>
<tr>
<td>Key of differentation</td>
<td>Technical content + Patent</td>
<td>Technical content + Technology Brand</td>
<td></td>
</tr>
</tbody>
</table>

- **Patented Technology**
  - Empowerment (value transfer)

- **Technology Brand**
  - Empowerment (value transfer)

- **Corporate Brand**
  - Central player in e-business (empowered by the corporate brand)

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- **1938**
  - Technology of Teflon

- **1945~**
  - Trademark Teflon

- **1802~**
  - DuPont

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- **DuPont**
  - and
  - Central player in e-business (empowered by the corporate brand)
## University as Brand Business (Ch.3 Sc. 3)

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

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

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**Empowerment (value transfer)**
Tourist (Sightseeing) or Branded Town/City as Brand Business (Ch.3 Sc. 5) (Like Kyoto or Kanazawa in Japan)

<table>
<thead>
<tr>
<th></th>
<th>Earlier phase</th>
<th>Transition phase</th>
<th>Later phase</th>
<th>Available type of e-business</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>Immediately after designing the products</td>
<td>After another town/city imitated</td>
<td></td>
<td>Supplier of goods for e-business</td>
</tr>
<tr>
<td>Key of differentiation</td>
<td>Product content + Rarity (Uniqueness)</td>
<td>Product content + Mark of origin</td>
<td></td>
<td>Licensing to players in e-business</td>
</tr>
</tbody>
</table>

*Precisely, usually in Japan, town/city names cannot be registered as trade/service marks, but can be protected as marks of origin by Unfair Competition Prevention Law.

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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.