

**what is intellectual property?**

**patents**

**copyright**

**trademarks**

**trade secret**

**contract**

**reputation (defamation)**

**personal information (privacy)**

**and what does information have to  
do with it?**

**patents**

**copyright**

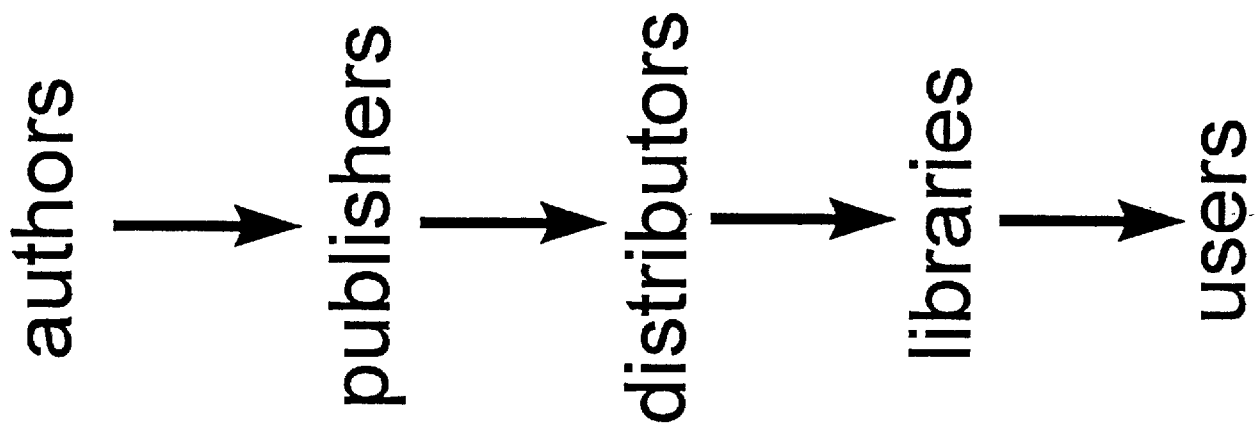
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authors

editors

publishers

multimedia developers

web

publishing

web  
browsers

applica-  
tions

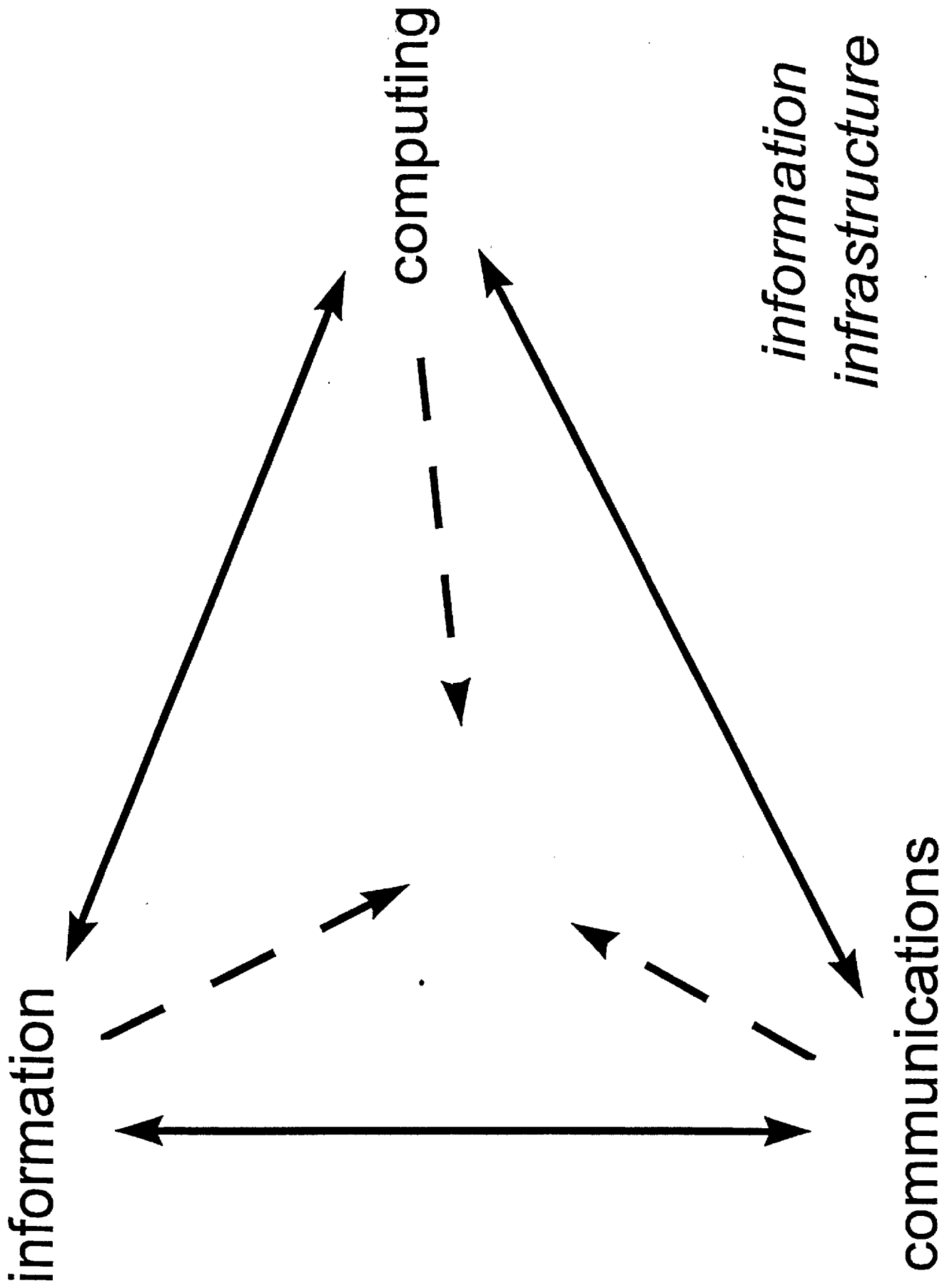
developer  
tools

operating  
systems

computers

Internet access

facilities-based  
telecommunications



**old**

**new**

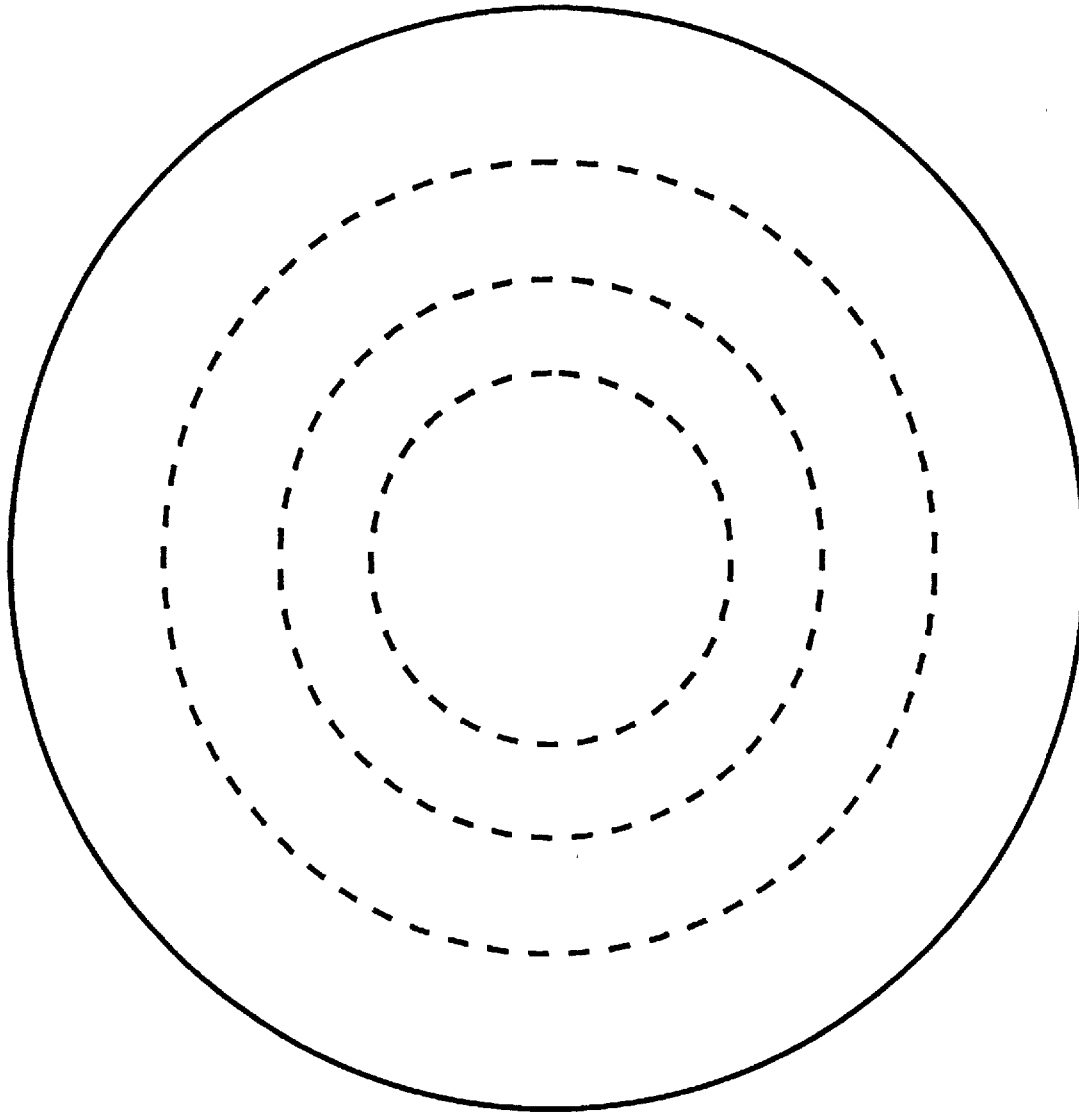
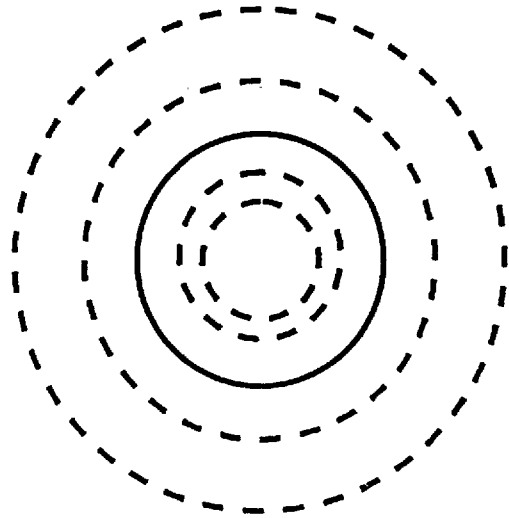
- one-way pipeline
- 2 top-down alternatives
  - manufacture and delivery of copies
  - broadcasting
  - (sequential hybrids)
- multi-directional value added
- spectrum of alternatives
  - point to multi-point
  - information-defined networks

**from**

**to**

- flat, discrete objects
- environments defined by
  - physical and geographic limitations
  - public law
- layered, linked objects
- environments defined by
  - technology
  - contract

linked  
layered  
objects



mediating environments



## the new information environment

- *new modes of interaction*
- *globalization*
- *low barriers to entry*
- *disintermediation*
- *convergence*
- *blurring boundaries*
- *transaction costs*
- *enables relationships*
- *extreme competition*
- *accelerated market*
- *“mindshare”*

## *blurring boundaries*

- between carriers and publishers
- between public and private
- between copies and displays
- between sale of goods and contracting for services

# 1976 Copyright Act

	reproduce	display/ perform
public	<i>infringe</i>	<i>infringe</i>
private	<i>infringe</i>	

## the new information environment

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**impact?**

**patents**

**copyright**

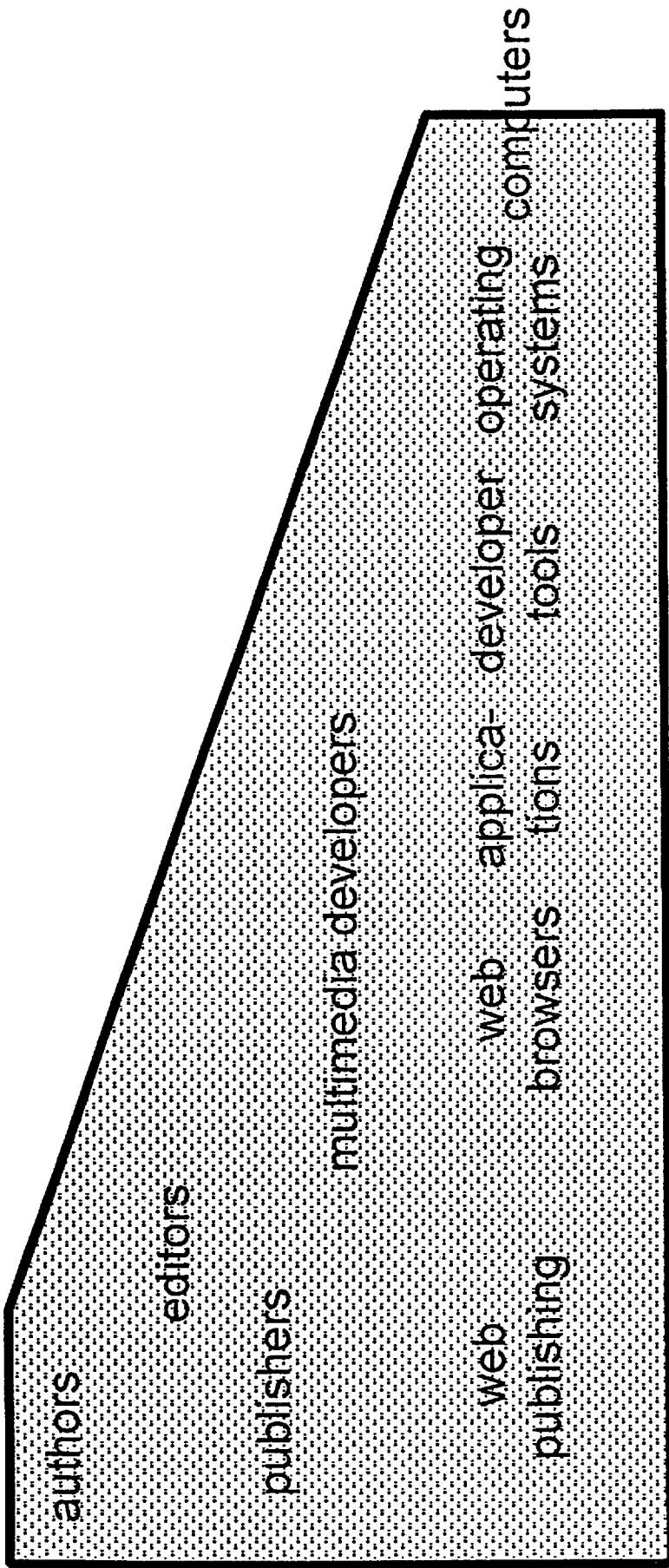
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Internet access

economies  
of scale

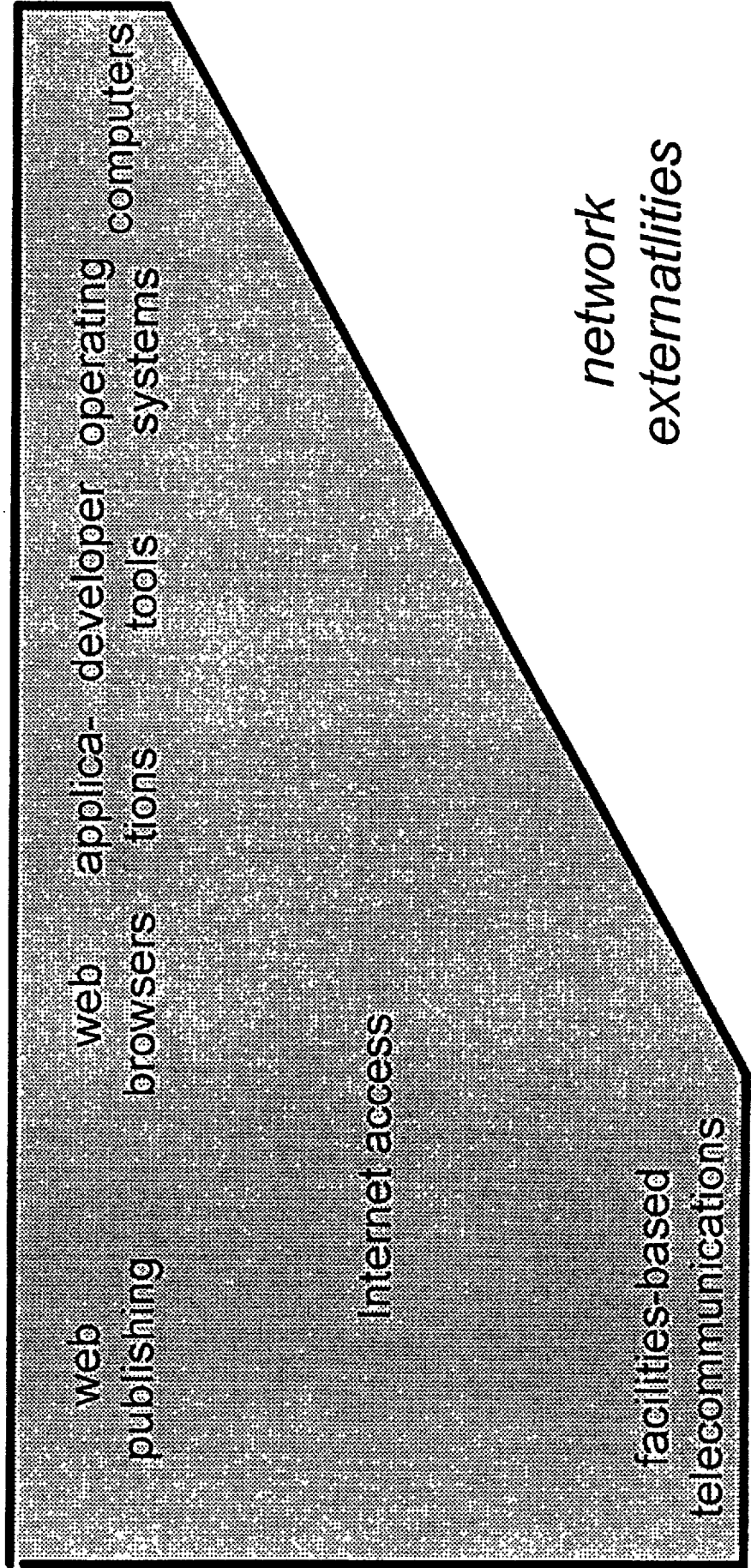
facilities-based  
telecommunications

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web publishing

web browsers

web applications

developer tools

operating systems

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network externalities

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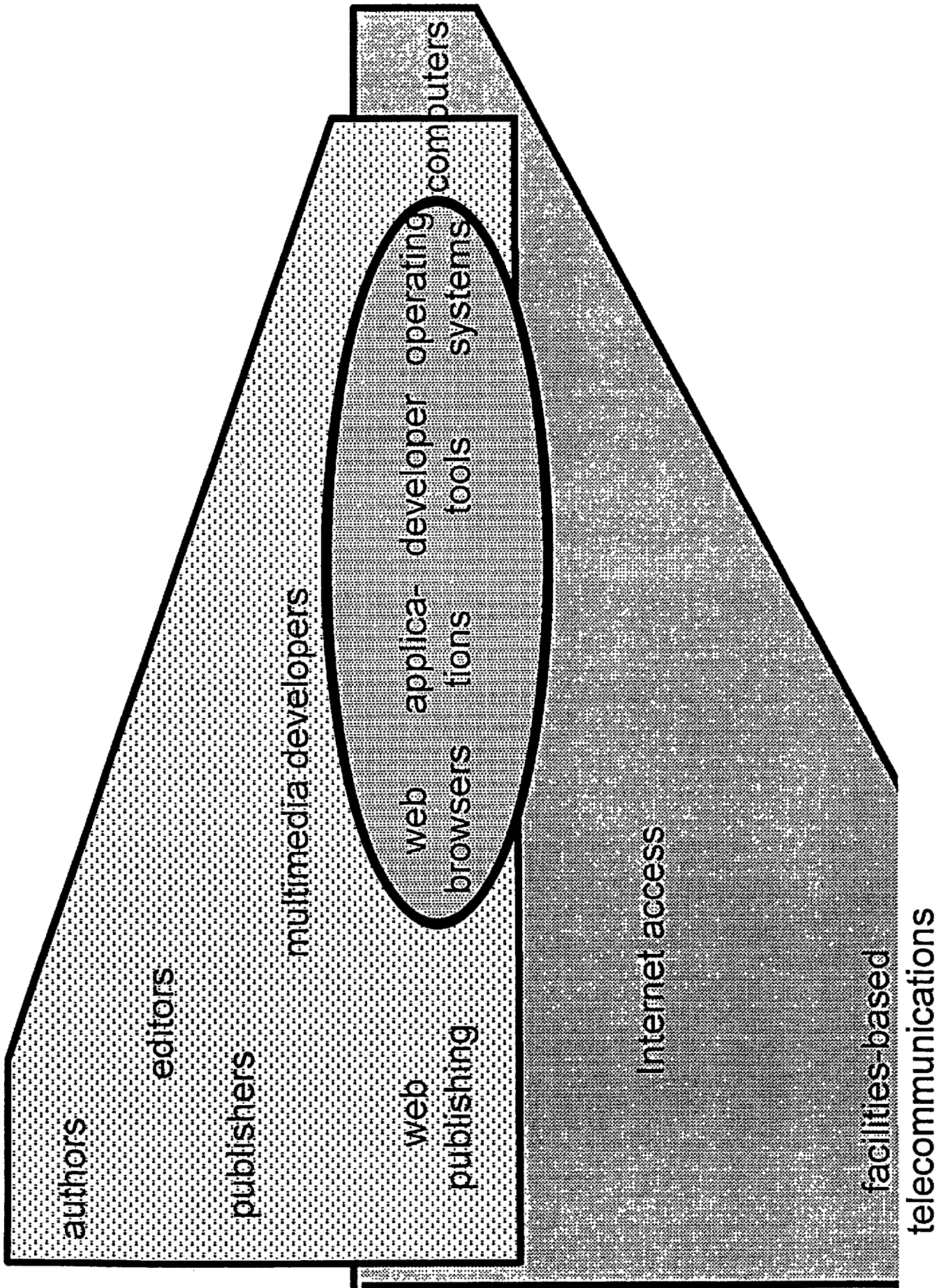


Internet access

facilities-based  
telecommunications

*economies  
of scope*



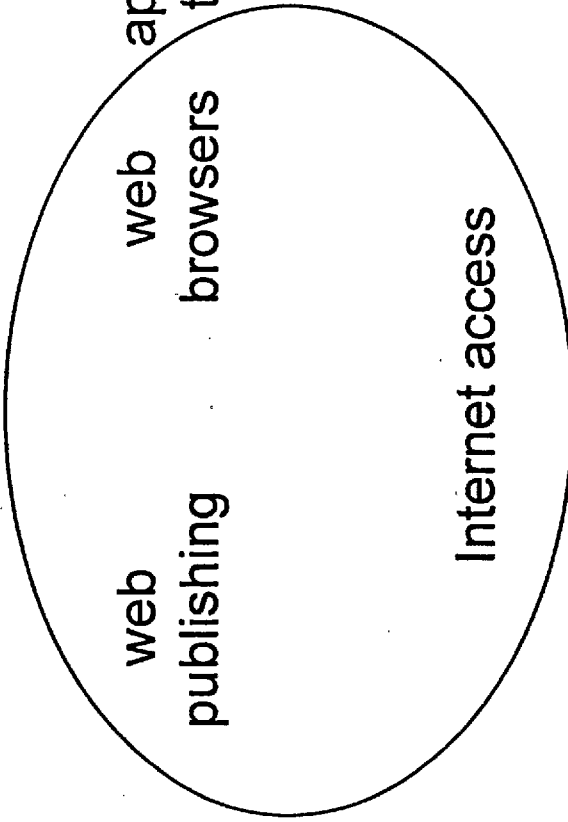


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applica-  
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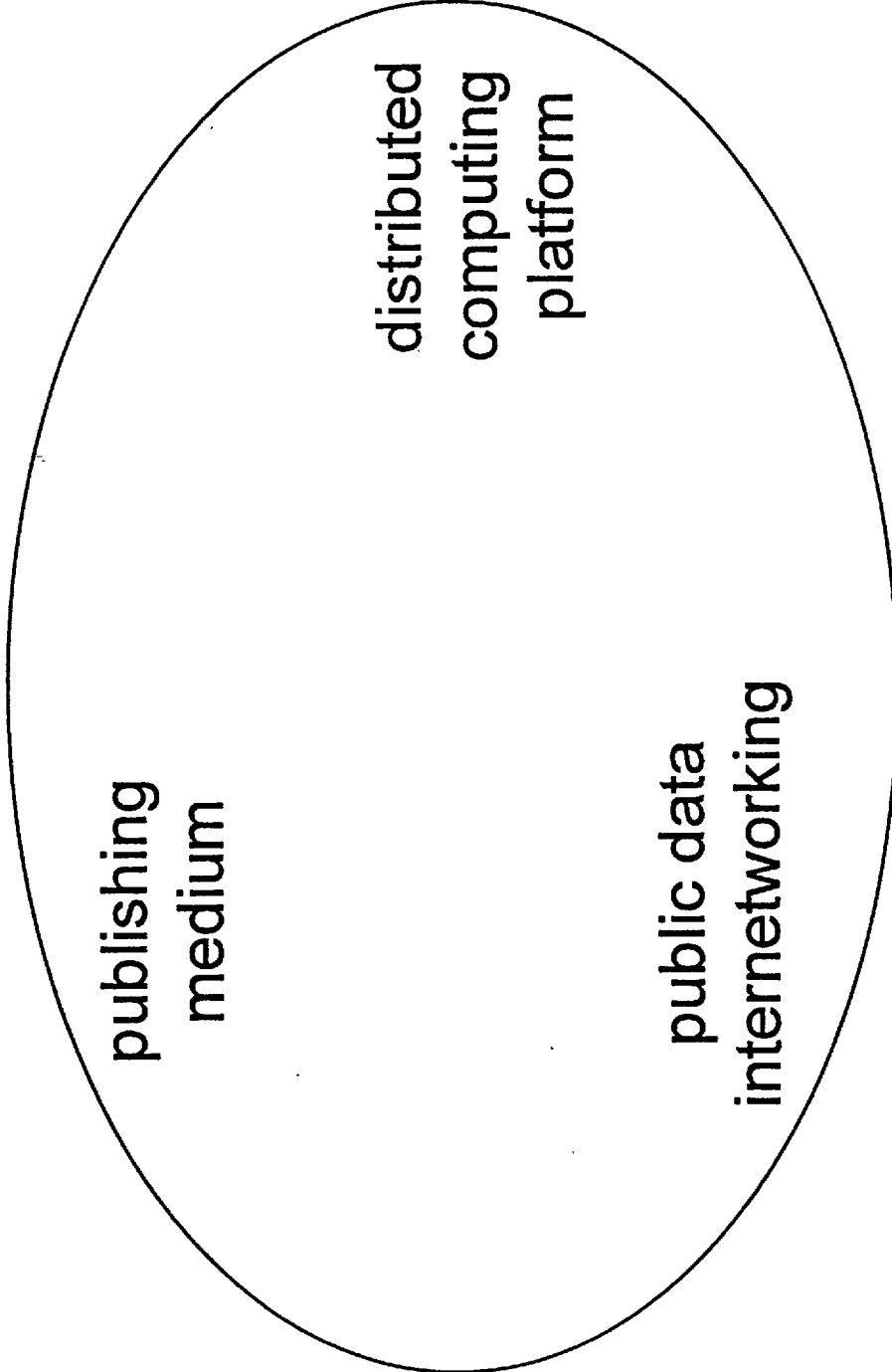
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facilities-based  
telecommunications

information



publishing  
medium

public data  
internetworking

distributed  
computing  
platform

computing

communications

information

*web sites*

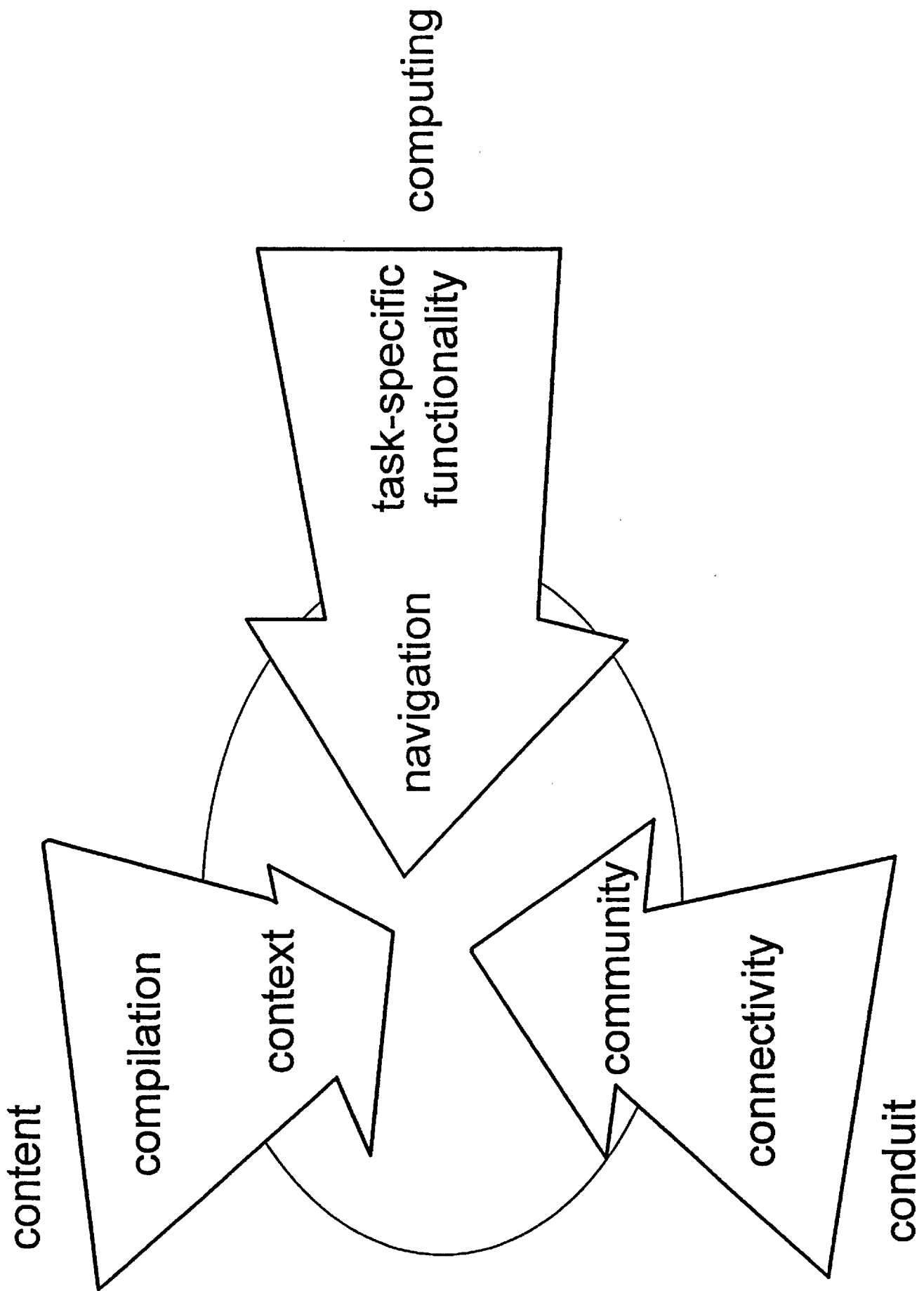


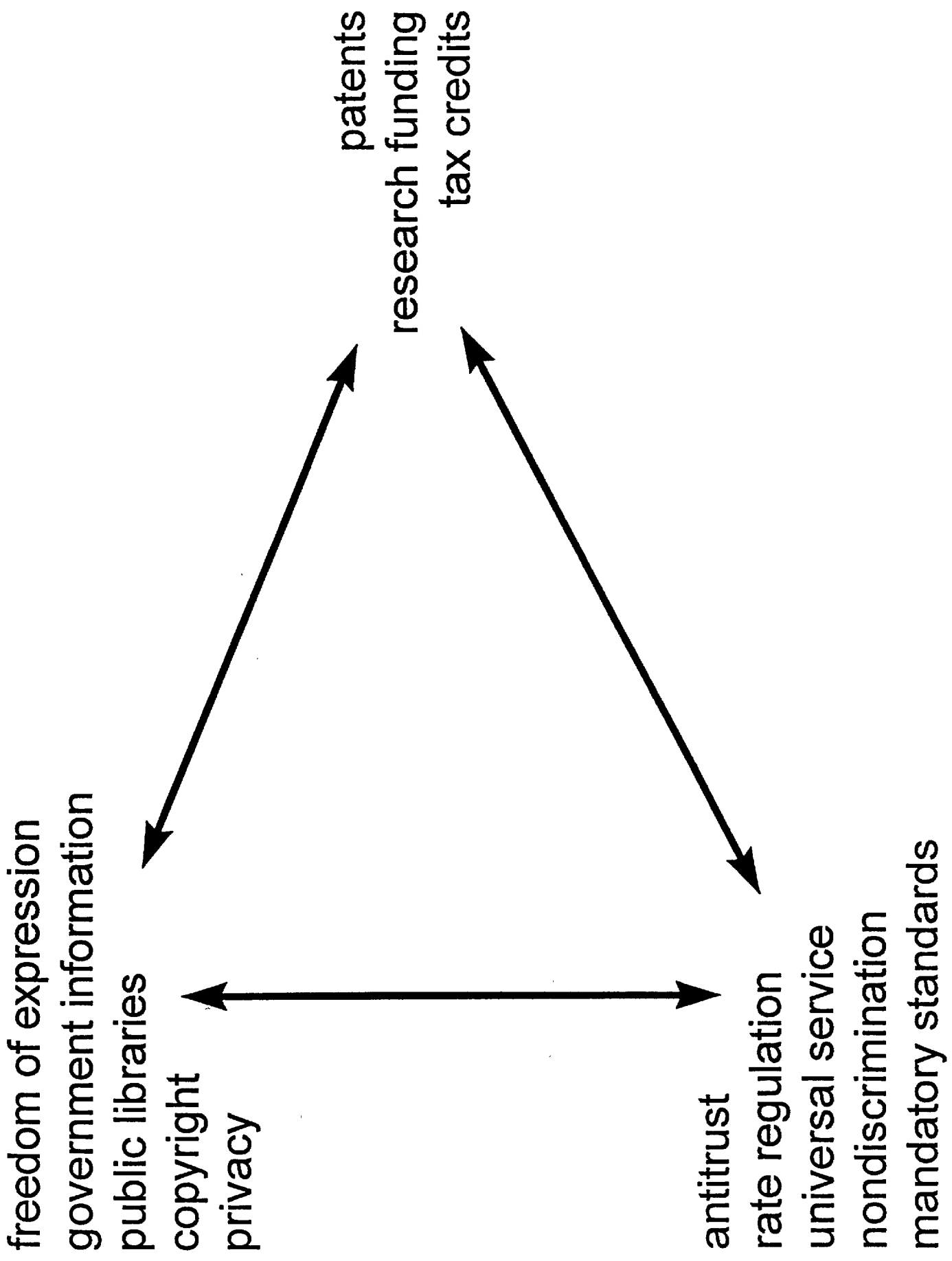
*browsers*

computing

*Internet  
access  
providers*

communications





content



**software patents**



computing



**interoperability**



telecommu-  
ications



**online  
liability**



inter-industry tensions  
in intellectual property

**from**

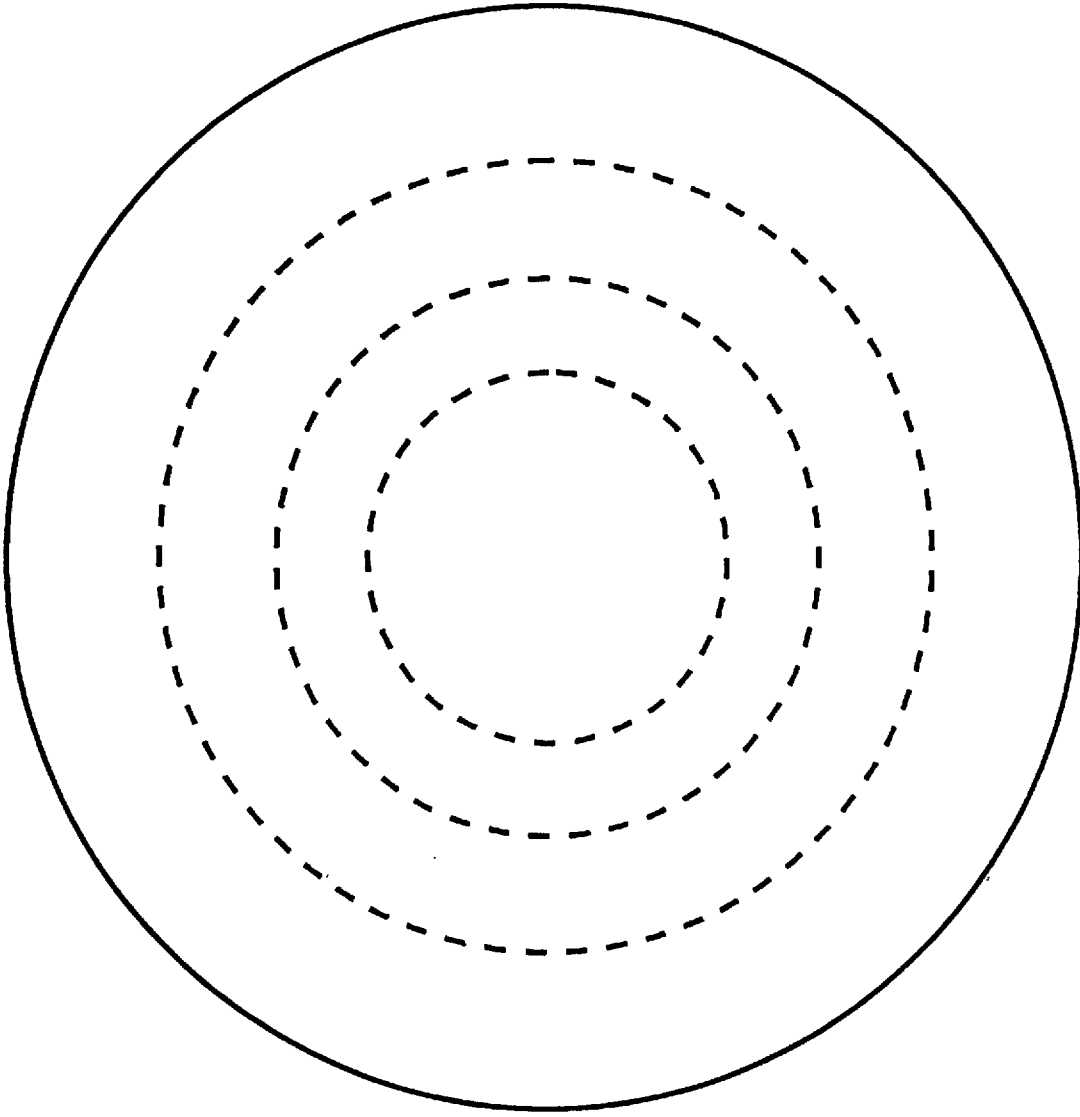
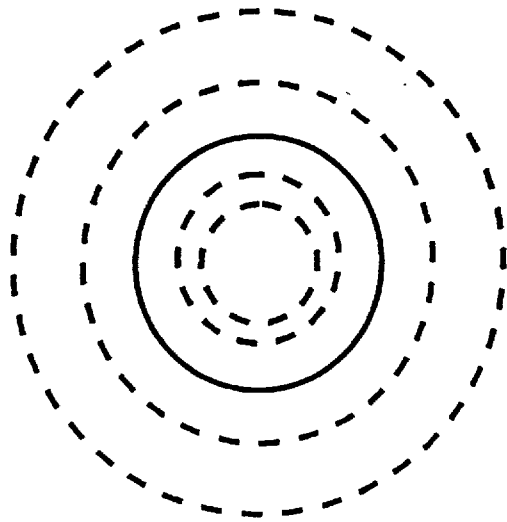
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linked  
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objects



mediating environments

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Next            [Mr. Edward O'Malley, Countering the Business Intelligence Threat](#)

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