



# Appropriability

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Appropriability refers to how easy or hard it is to copy someone else's intellectual property (IP) and it is a key factor in making sure the value in an innovation is captured by those who created it. There are many different ways of protecting IP and it is important to explore these and develop a strategy to ensure there is a strong 'appropriability regime' around your idea.

Imagine you are an innovation advisor. What strategies for managing appropriability would you recommend for the following innovations – and why?

- A new laboratory-based testing technique for rapid analysis of infectious viruses?
- A novel flavour for ice cream?
- A new design for travelling suitcases?
- Software to enable ride-sharing?
- An improvement idea to increase machine productivity in a factory by 30%?
- A new educational software platform for home-learning?