



Why Museums Need An IP Policy



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<http://www.chin.gc.ca>

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IP Policies for Academic Institutions

- Unique characteristics
 - diverse IP
 - high-level private sector investment in university R&D
 - great commercial potential

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Why Develop a University IP Policy

- Legal requirement to manage assets and investments prudently
- To better define the relationship between the university, its faculty and students

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Museum IP Characteristics

- Diverse
 - collections based IP
 - technology based IP
 - academic IP
 - administrative IP

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Museum IP Characteristics

- Commercial interests initially driven by media industry:
 - Broadcasting
 - Publishing
 - Multimedia developers
 - Advertising industry
- Certain commercial potential in product licensing

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Museum IP Characteristics

- Educational potential driving R&D investment at museum for
 - content creation
 - technology development

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6 Good Reasons for an IP Policy

- 1 IP considered an **asset** (like bricks & mortar)
- 2 IP increases our direct **communication** with global audiences
- 3 **Commercial** potential requires fiscal management
- 4 **Educational** potential requires forward-thinking balanced strategies

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6 Good Reasons...

- 5 Conflicting administrative pressures dictate need for clarity
- 6 Opportunity to add museum voice to the debate about academic IP management