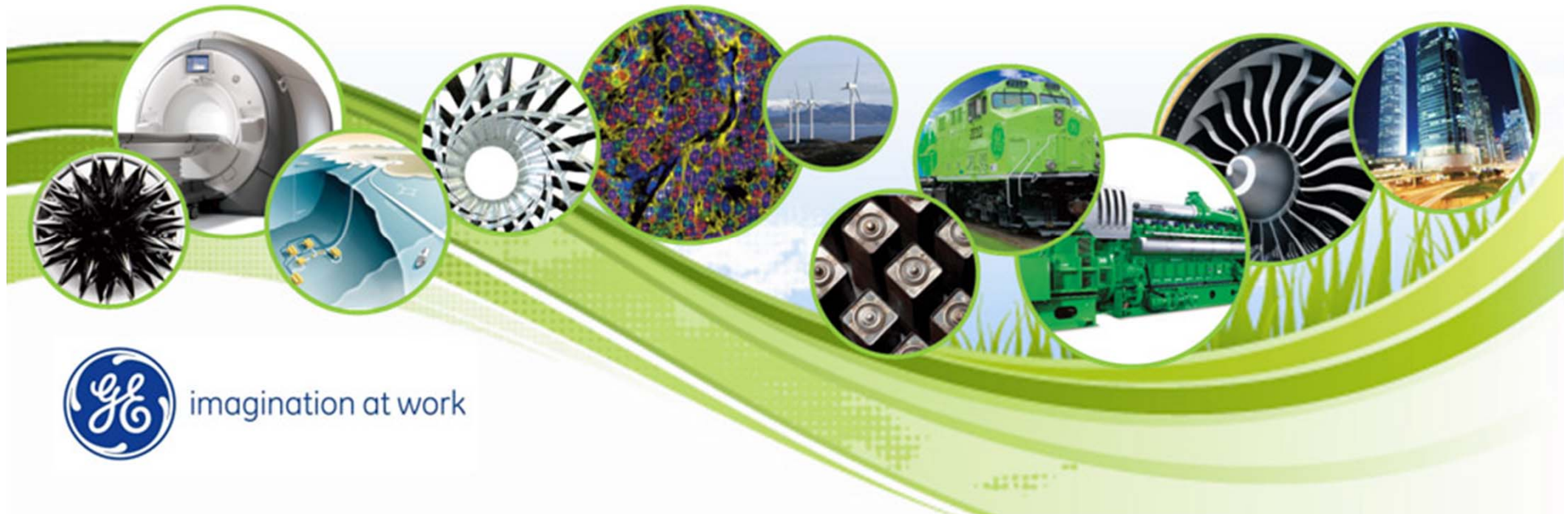


Strategies for Promoting Green Innovation & Disseminating Environmentally Friendly Technologies

Thaddeus Burns

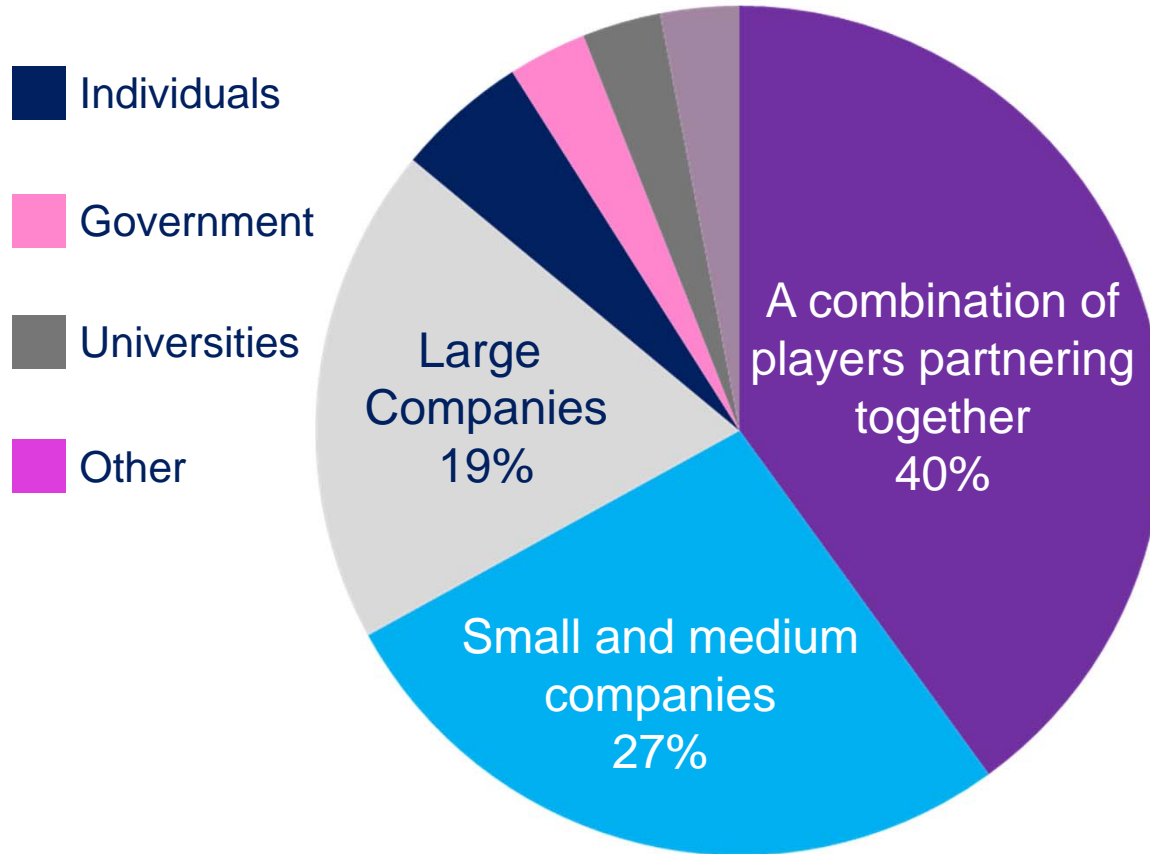
Sr. Counsel, IP & Trade, GE

21 September 2011



imagination at work

Today's Innovation Requires Partnership *from many players,*



86% of those surveyed believe partnerships will drive more success, than individual businesses.

By putting our **COLLECTIVE** imagination to work for a better future

Tapping into the Best Talent Across the Globe



Global Research Center
Niskayuna, NY



India Technology Center
Bangalore, India



China Technology Center
Shanghai, China



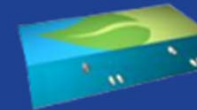
Global Research Europe
Munich, Germany



Brazil Technology Center
Rio de Janeiro, Brazil
COMING SOON

With a **\$10B**
investment

Batteries



Lighting



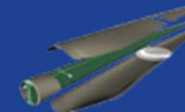
Supersonic
Heat Release



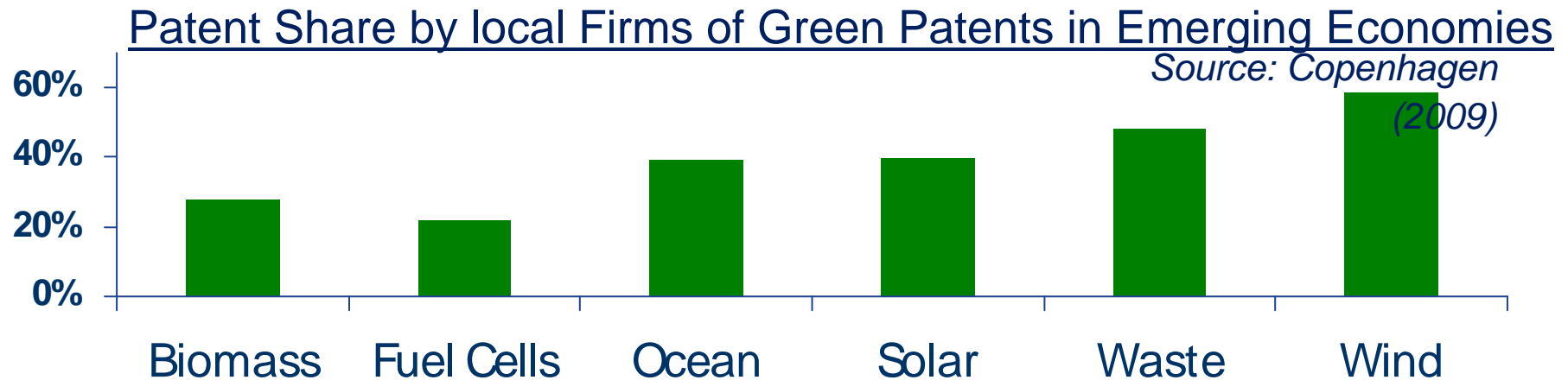
CO2
Capture



Advanced
Wind Blades



Weak IPR Hurts Emerging Economies & Local Firms



- 2/3 Clean tech patents are concentrated in three countries
 - Japan, Germany , and US
- China, South Korea, & Russia have 15% of climate patents
- Emerging economies own a significant % of patents within their markets

Technology, IP, and Competition

Pharma	Wind	Solar	ODS
STATE OF THE TECHNOLOGY			
New drugs and mechanism discovered constantly	Windmills to generate <i>electricity</i> appeared in the late 19 th century.	The PV effect was discovered in the 19 th century. Solar cells were developed in the mid-20 th century.	Montreal Protocol phased out use of ODS, e.g. CFCs. Many of which had no substitutes
THE ROLE OF IP			
Each patent has substantial impact (lack of substitutes)	Basic technology is off-patent. Features, improvements, and new approaches are the subject of today's innovation.		Some required techs. lack substitutes, increases IP importance
COMPETITION			
Limited competition for specific drugs	Significant competition both within and across sectors.		Low in some areas, similar to pharma.