

## **A Bundle of Rights: Integrating Intellectual Property Rights in Management Research**

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In general, macro level analysis lacks the clarity, detail, and focus to fully analyze and understand the interactions and correlations between various intellectual property (IP) rights, favoring, where possible, a product level approach over a macro level approach. Further, analyses of IP strategies on product level are fostered by current data being released, updated and made publicly available both by the United States Patent and Trademark Office (USPTO) and the United States Food and Drug Administration (FDA).

Whereas patents are an established data source for analyses in economic or management literature, using trademarks in management research is still in its infancy and poses unique and distinct challenges. Trademark protection can be sought for various forms of trademarks, covering literal elements, signs, images, colors, shapes and other often called non-traditional form of trademarks (USPTO Source). Wordmarks, for example, often reflect the literal elements of a products' name, whereas shapes and colors might be registered for a certain product without any reference to a concrete products' name.

Analyzing branded drug products in the pharmaceutical industry in the US, I will show how scholars can employ product level data in IP management. Thereby, the setting in the pharmaceutical industry is especially fascinating, vividly envisaging the predominant role of intellectual property rights protection: Right after patent expiry and entry of price-based generic competition, drugs lose on average more than half of their revenues pre-patent expiry. However, some firms are more successful than others in tackling patent expiry. Can patent, trademark, and drug data on product level provide means to better understand these differing IP strategies and the integration of intellectual property rights?