

ME 489 Practices of Modern Engineering

Group Assignment 5:

Due April 5 (soft and paper copies)

Read and discuss with your group the following articles published in ASME Magazine:

<http://memagazine.asme.org/Articles/>

Developed to be Unique

Marketability isn't the whole story. Without exclusivity, a product may yield small profits in a field crowded by competitors.

September 2008 Issue

Timing Issues Critical to New Product Development

2008 web exclusive

Trade Secrets 101

There are advantages to protecting intellectual property by keeping it under wraps. But there are some things you just can't keep from getting out

October 2008 Issue

Write a (group) 500 word essay addressing to (one or more of the following subjects):

Why is IP important? How can you protect your IP? Explain the different forms of IP: patents, copyrights, trade marks and trade secrets. Which form is the one most applicable to a product or service? Give examples.

What are the steps and timing needed to ensure protection? How to make it cost-effective?

Is there a way to protect trade secrets? Give a few examples of known trade secrets. What is reverse engineering? Is it legal?

Can you use knowledge learned in a company (former employer) in you new job?

When developing a new product, elaborate on the importance of IP intelligence and marketing-driven product development strategy? Can it lead to new applications?

We will also discuss the topic and your comments in class

Luis San Andrés (lecturer)