

Propositions

to the PhD thesis entitled

Patents and trademarks:

Motivations, antecedents, and value in industrialized and emerging markets

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- I.** European universities need to catch up in the patenting race. (*Chapter 2 of this thesis*)
- II.** The results of China's subsidy programs to stimulate university patenting are remarkable in terms of patent quantity, but less impressive in terms of patent quality. (*Chapter 3 of this thesis*)
- III.** European firms and US firms need to be wary, as there is an upwards trend in the quality and value of Chinese patents in recent years. (*Chapter 4 of this thesis*)
- IV.** The fear in Western economies that Chinese companies increasingly use acquisitions to drain knowledge and transfer it to China is overvalued. (*Chapter 5 of this thesis*)
- V.** Policy makers who aim to stimulate SMEs' usage should not treat them like a scaled-down version of a large company (*Chapter 6 of this thesis*)
- VI.** The importance of knowledge on how to use spreadsheet software is often underestimated when working with large data sets (e.g., patent databases).
- VII.** Even though patents are very standardized legal documents, the possibilities to analyze patent data have no limits. Unfortunately, reviewers are very aware of this.
- VIII.** It is not necessary to understand the Chinese language to empirically examine patenting in China.
- IX.** Even though trademarks are always associated with brand names and logos, they can be used to protect many more kinds of assets.
- X.** Working as a PhD student is very diverse. However, it is not as diverse as all the different journals' formatting guidelines, which one has to adhere to.
- XI.** Even though I wrote a whole thesis on patents, I still do not know how to write a patent.