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.