



FICPI VIRTUAL OPEN FORUM

Trade Marks Breakout Session 2

Wednesday 4 November 2020

STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY



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FICPI VIRTUAL OPEN FORUM

Trade mark in crisis

Wednesday 4 November 2020



Moderator



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Speaker



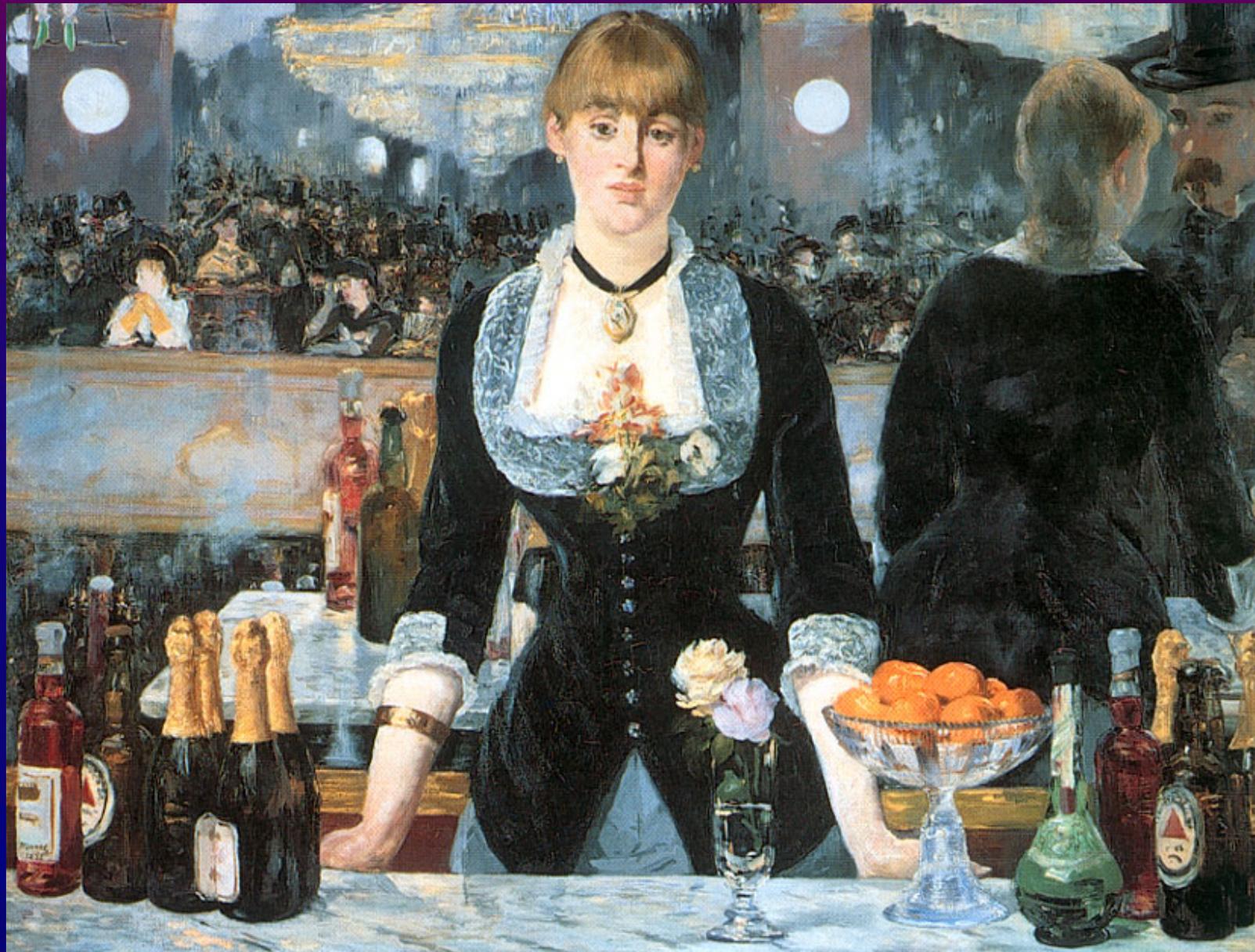
Mats Urde

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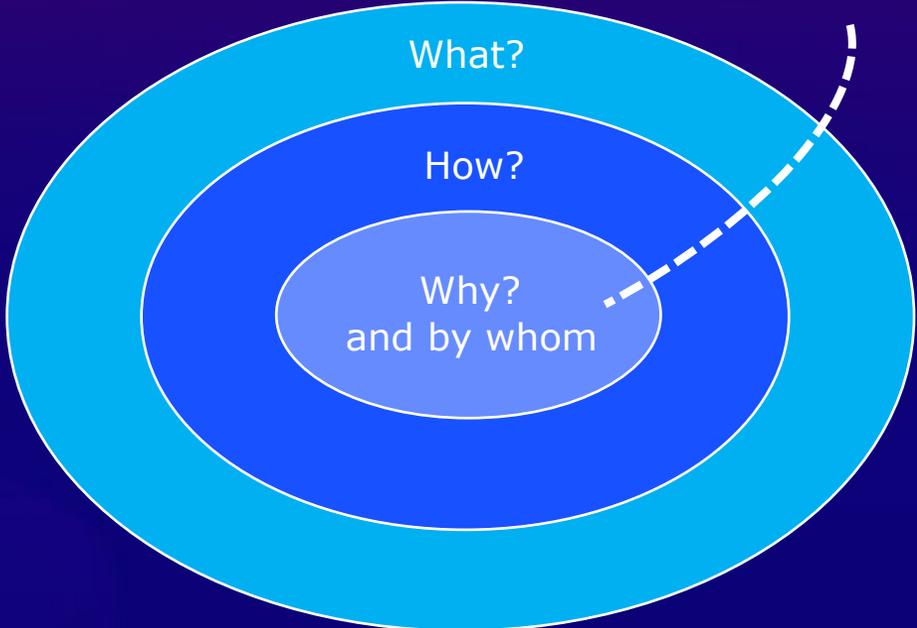
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A brand is a promise. A strong brand is one with a clear positioning and an earned reputation for keeping its promises.

A strong brand builds trust and helps an organization reach its goals and stay true to its purpose.

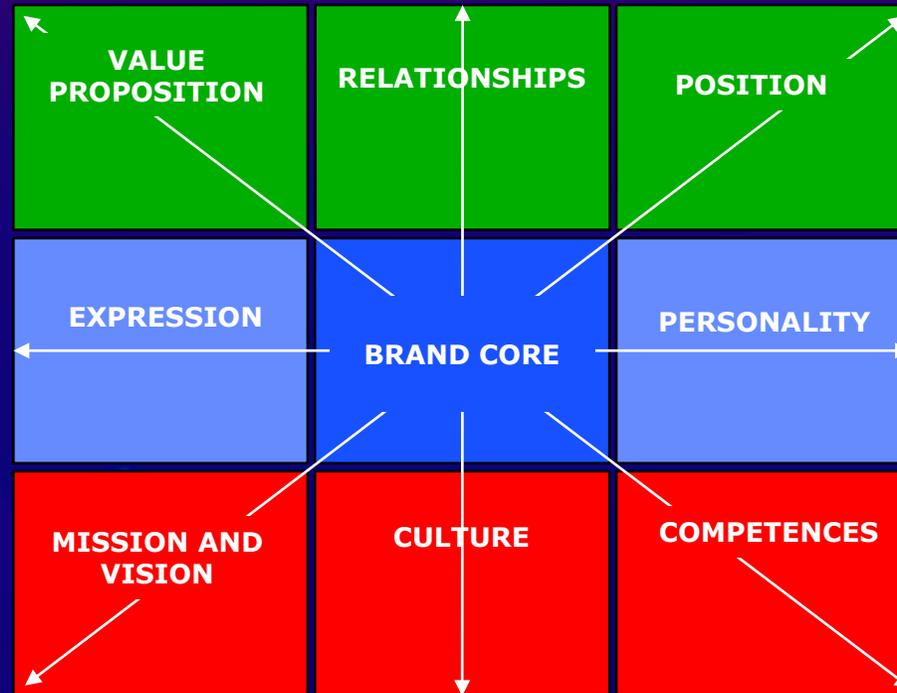
People need to know the speaker in order to trust what is promised



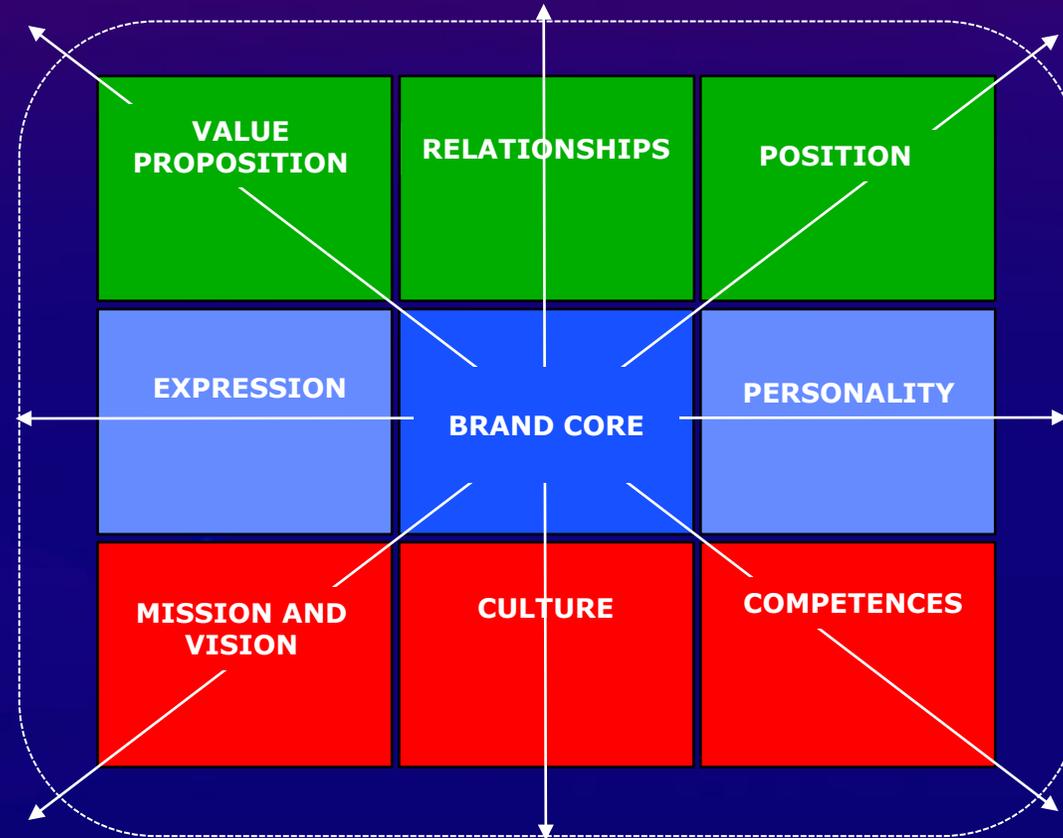
The corporate brand identity matrix

EXTERNAL	<p>VALUE PROPOSITION</p> <p><i>What are our key offerings and how do we want them to appeal to customers and non-customer stakeholders?</i></p>	<p>RELATIONSHIPS</p> <p><i>What should be the nature of our relationships with key customers and non-customer stakeholders?</i></p>	<p>POSITION</p> <p><i>What is our intended position in the market, and in the heart and minds of key customers and non-customer stakeholders?</i></p>
INTERNAL/ EXTERNAL	<p>EXPRESSION</p> <p><i>What is distinctive about the way we communicate and express ourselves and makes it possible to recognize us at a distance?</i></p>	<p>BRAND CORE</p> <p><i>What do we promise, and what are the core values that sum up the essence of what our brand stand for?</i></p>	<p>PERSONALITY</p> <p><i>What combination of human characteristics or qualities forms our corporate character?</i></p>
INTERNAL	<p>MISSION AND VISION</p> <p><i>What engages us (mission) and what is our direction and inspiration? (vision)</i></p>	<p>CULTURE</p> <p><i>What are our attitudes and how do we work and behave?</i></p>	<p>COMPETENCES</p> <p><i>What are we particular good at, and what makes us better than the competition?</i></p>

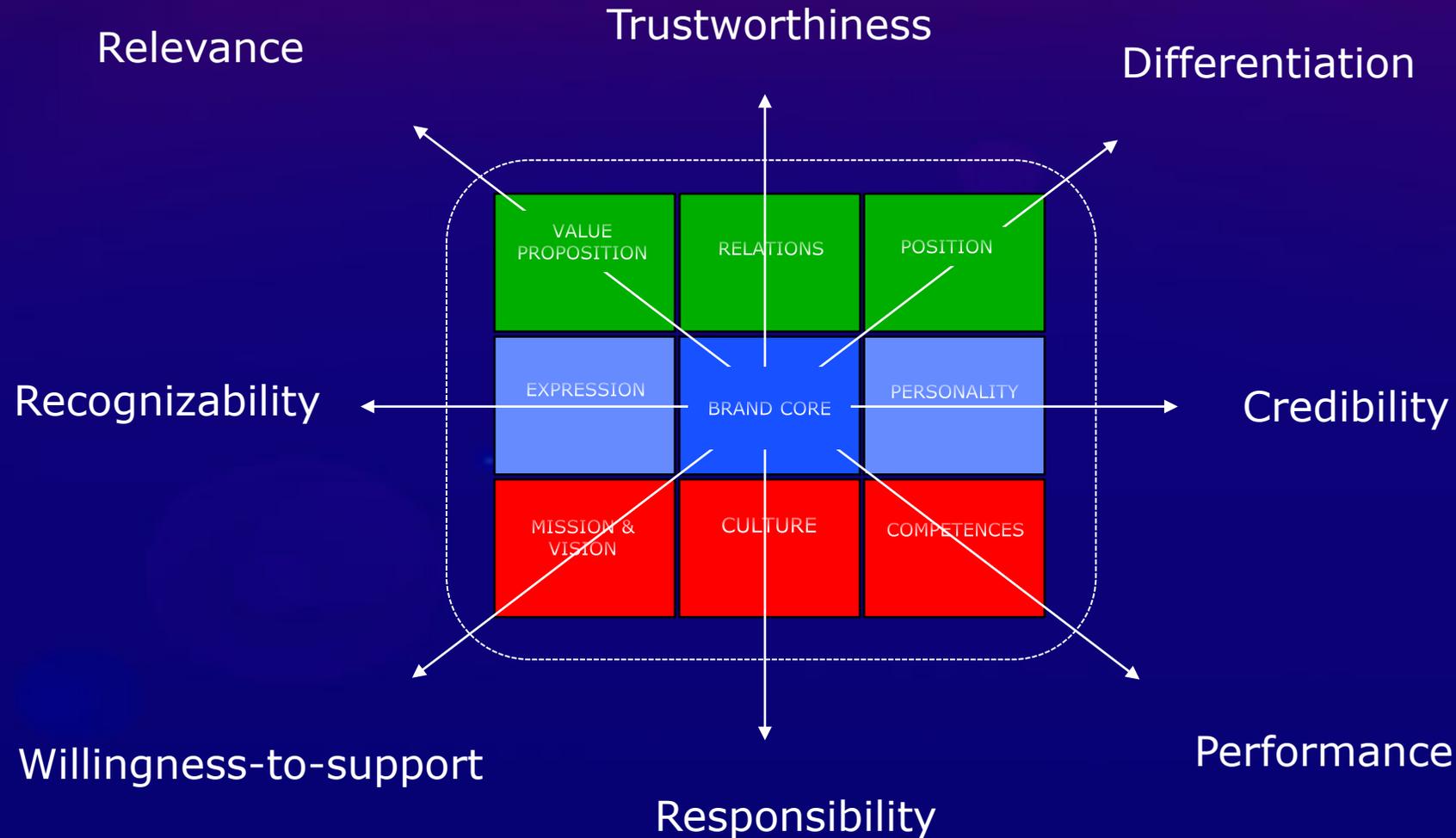
A strongly welded internal corporate brand identity ...



**... communicated and positioned
to customers and stakeholders ...**



... helps you to build your brand's reputation



THE NOBEL PRIZE CASE

– Reputation management

The will & the Nobel Prize Medal

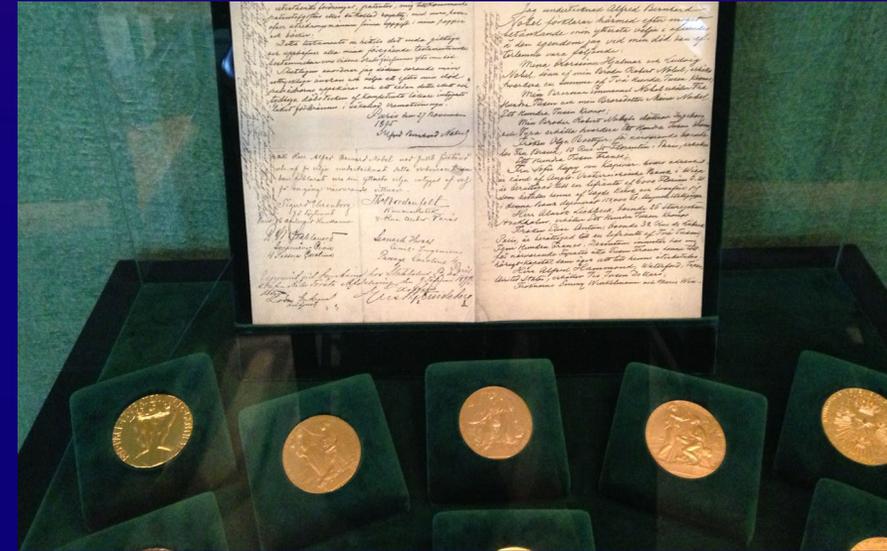
... Rättshöfdingets Sjette Afdeling
...
...
Testament
... undertecknad Alfred Nobel
... förklarar härmed efter
... kande min yttersta vilja
... egendom jag vid min död
... vara följande:
... mina brorsöner Hjalmar och
... söner af min Broder Robert
... och en Summa af Två Hund
... in Brorsöner Emmanuël Nobel
... Tusen och min Brorsdötter
... andra Tusen Kronor!
... min Broder Robert Nobels dö



Alfred Nobel Legacy – the Prizes

Greatest benefit of humankind ...

- *Physiques*
- *Chemical discovery*
- *Physiology or medicine*
- *Literature*
- *Promotion of peace*
- *(Economy added later)*



Finances

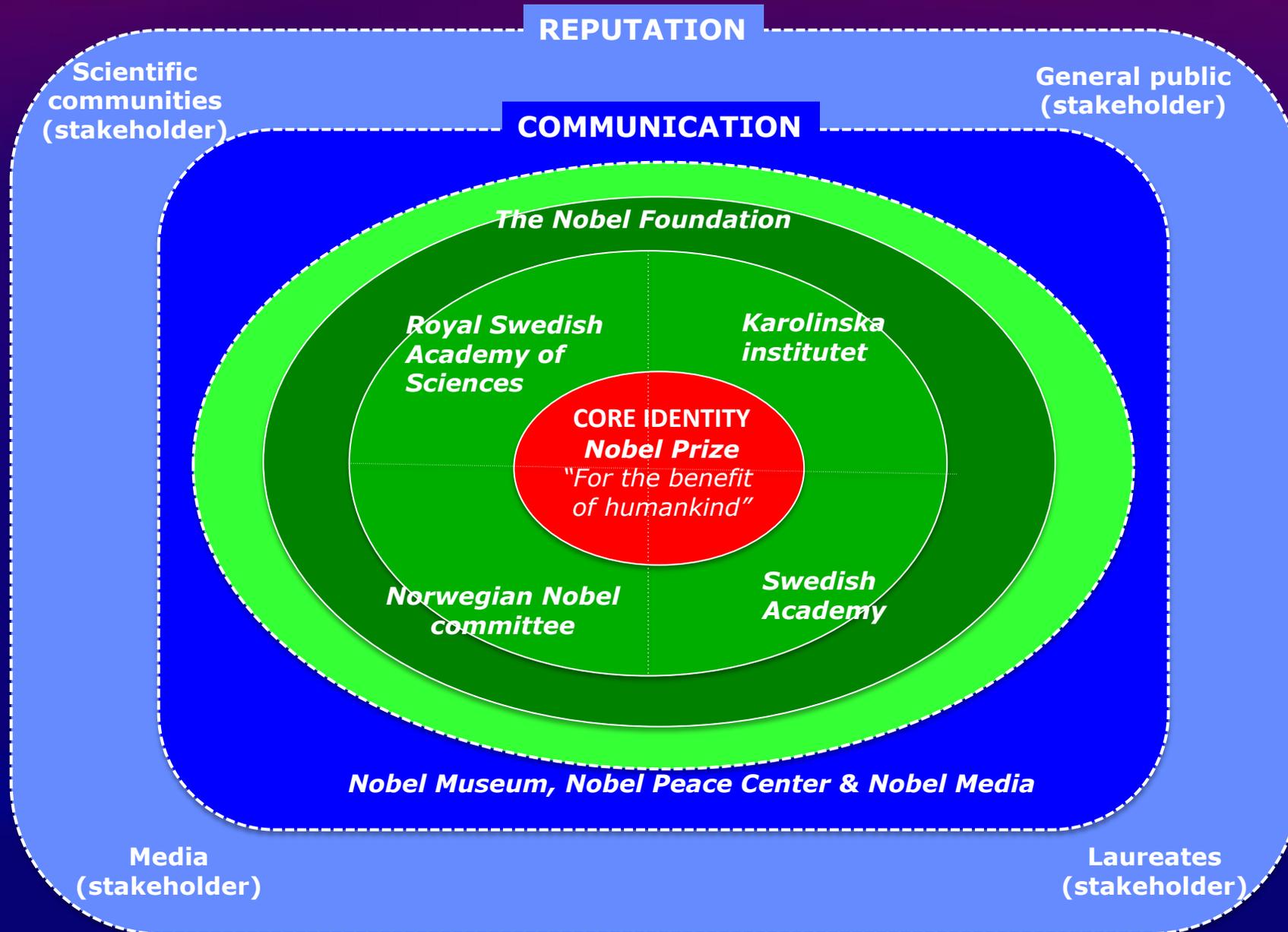


Donation

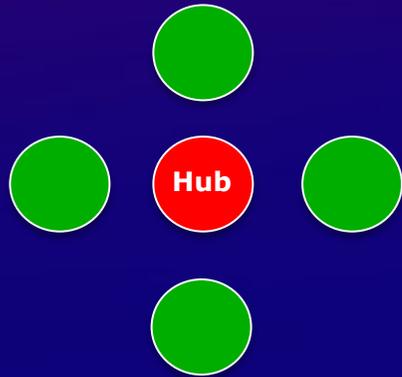
Capital 2020: 5 Billion SEK

To be used for awards

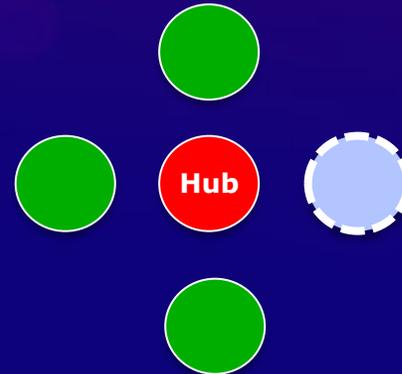
The Nobel Prize: A network of brands



Perspectives in a brand network ...



**The Nobel Prize:
A networked brand
– the hub**



**A brand *within* a network,
e.g. The Swedish Academy**

Nobel Prize

– A networked brand

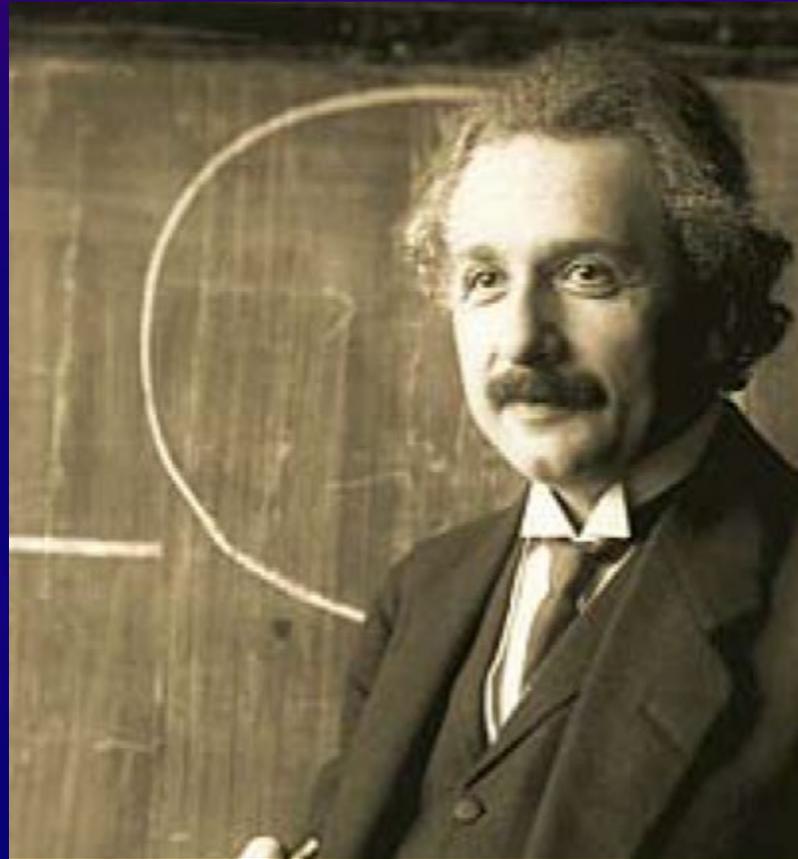


The Swedish Academy

– Brand *within a network*



Track record Nobel laureates



The signing of the Nobel ledger



Shinya Yamanaka, 2012 Nobel Laureate in Medicine

The Nobel Prize Ceremony



Nobel Prize awarding ceremony with the royal family



Nobel banquet

– dinner, speeches, and dance



The Nobel Prize corporate brand matrix

EXTERNAL	VALUE PROPOSITION <i>Celebration and propagation of scientific discovery and cultural achievements</i>	RELATIONSHIPS <i>Integrity, respect and dialogue</i>	POSITION <i>The world's most prestigious award</i>
INTERNAL/ EXTERNAL	EXPRESSION <i>Symbolic according to traditions with a modern open approach</i>	BRAND CORE <i>"For the greatest benefit to humankind"</i> <i>Discovery, Excellence, Engagement for higher ideals</i>	PERSONALITY <i>Impartial cosmopolitan with a passion for science and cultural enlightenment</i>
INTERNAL	MISSION AND VISION <i>As set forth by Alfred Nobel's will, to award prizes to recognize the "worthiest" people</i>	CULTURE <i>Objectivity, independence, and collegiality</i>	COMPETENCES <i>Rigorous processes to evaluate and select laureates</i>

The flowers from Sanremo

homage to Alfred Nobel



The Nobel Prize Dialogue – a interaction of science and culture



The Swedish Academy crisis

The Swedish Academy

1786



Swedish Daily reports on sexual harassment

2018



[18 women: Cultural profile has sexually harassed us]

An international movement



Academy member Forstenson with husband Jean-Claude Arnault, known as “the cultural profile” in media



- ✓ Leaked information about nominated laureates
- ✓ Financial irregularities
- ✓ Sexual harassments

Media



The Swedish Academy – Debate, critique, and resignations ...



The investigation and consequences



- ✓ The misbehavior of Jean-Claude Arnault was known for a long time by members of the Academy
- ✓ Arnault was imprisoned
- ✓ The 2018 Nobel literature award was postponed

How serious is a crisis?

Three first questions to ask yourself in evaluating a crisis

#1 Is the problem coming from the *inside* of your organization?



2# Is the crisis related to your brand's essence and core values?



#3 Will the crisis affect your entire business?



Question 1:

How serious is the crisis for the reputation of the Swedish Academy?

1. Not serious
2. Serious
3. Very serious

Question 2:

Was it the right decision to postpone the Nobel literature award?

1. No

2. Yes

Question 3:

**Will the crisis in the Swedish Academy
effect the reputation of the Nobel Prize?**

1. No
2. To some extent
3. Yes

Question 4:

The reputation of the Nobel Prize, can it be restored?

1. It can not be restored – the damage is permanent
2. It can be partly restored – but never to the same standards
3. It can be restored – but it will take more than five years
4. It can be restored – but it will take more than ten years
5. It can be restored – given the correct actions and communications
6. It can be restored with time – but other awards will have its reputation as “the world’s most prestigious award”
7. It is already restored by the passage of time – people and media forget ...

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**Thank you for
attending**

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