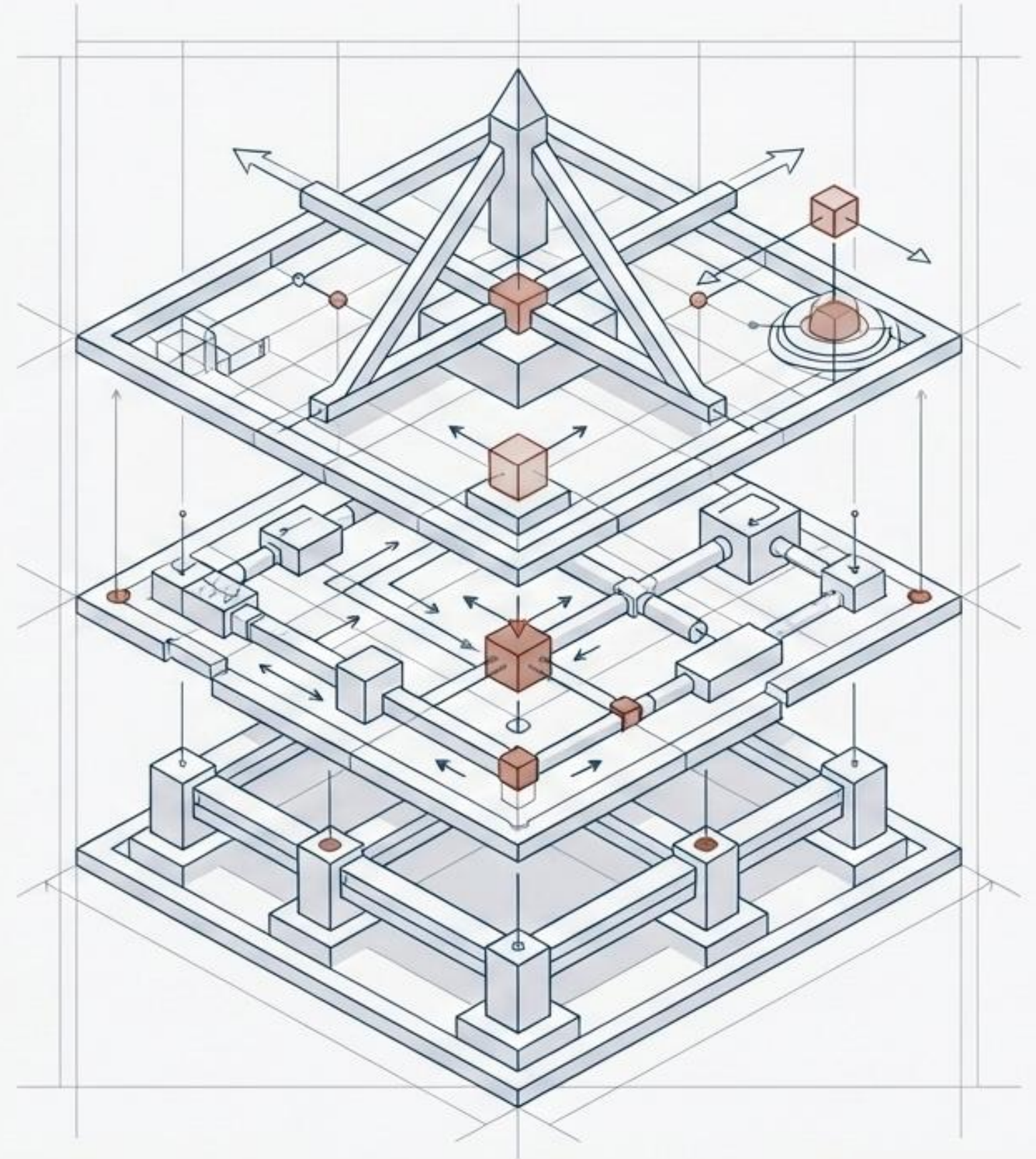
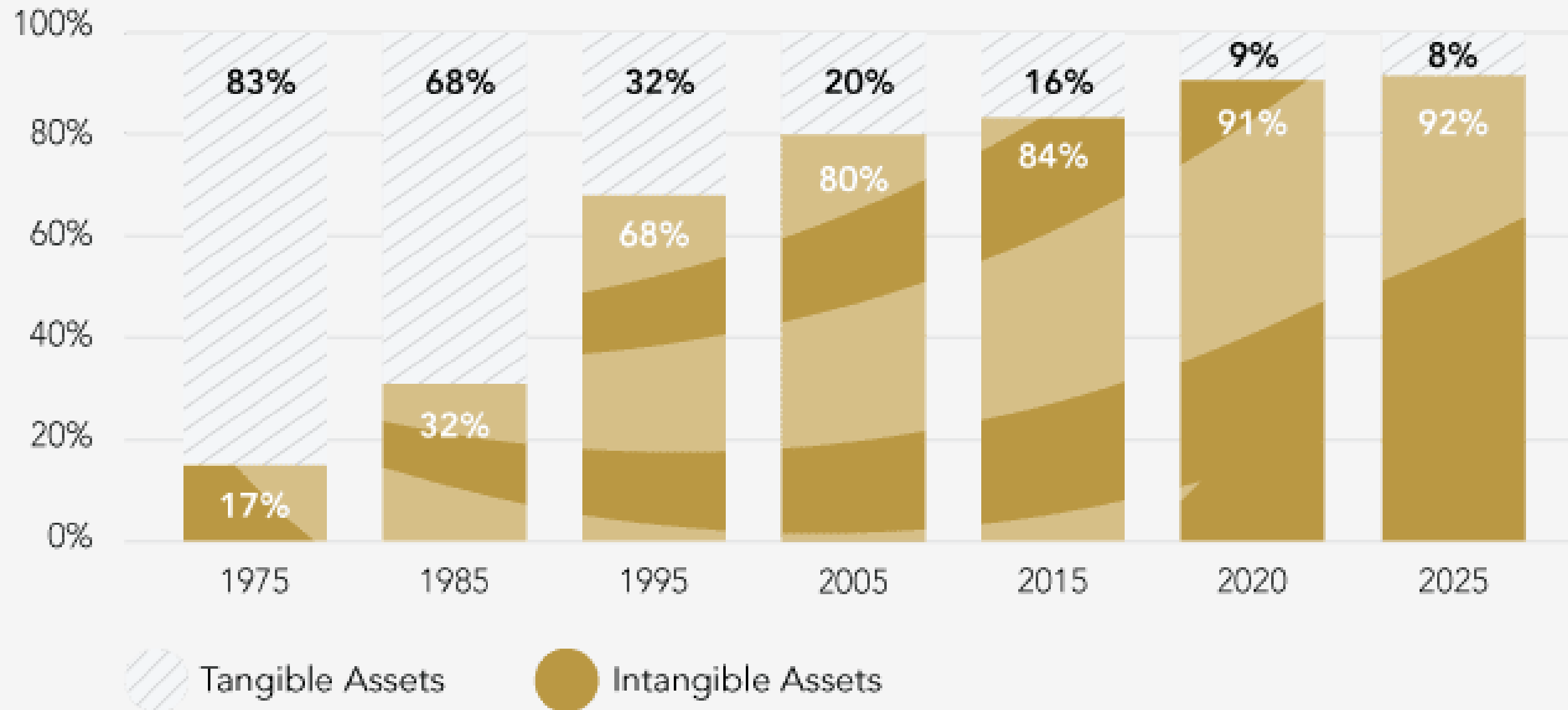


Systematic IP Management

DIN 77006 and ISO 56005 in strategic
comparison: A Blueprint for Management,
R&D, and Value Chains.



COMPONENTS *of* S&P 500 MARKET VALUE

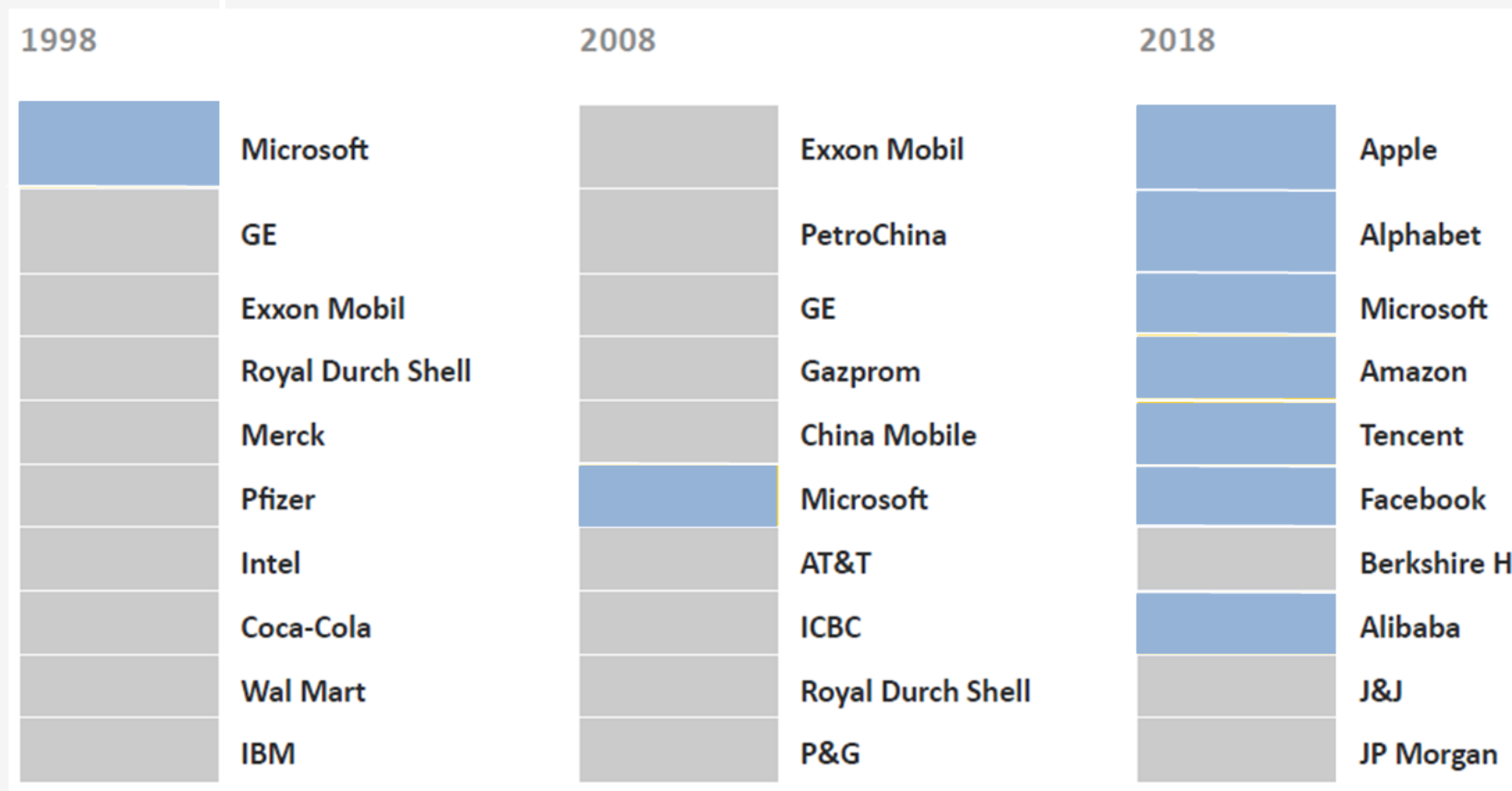


SOURCE: OCEAN TOMO, A PART OF J.S. HELD, INTANGIBLE ASSET MARKET VALUE STUDY, 2025

Source:

<https://oceantomo.com/insights/oceantomo-releases-2025-intangible-asset-market-value-study-results/>

Top 10 of most valuable companies in the world according to stock-market price

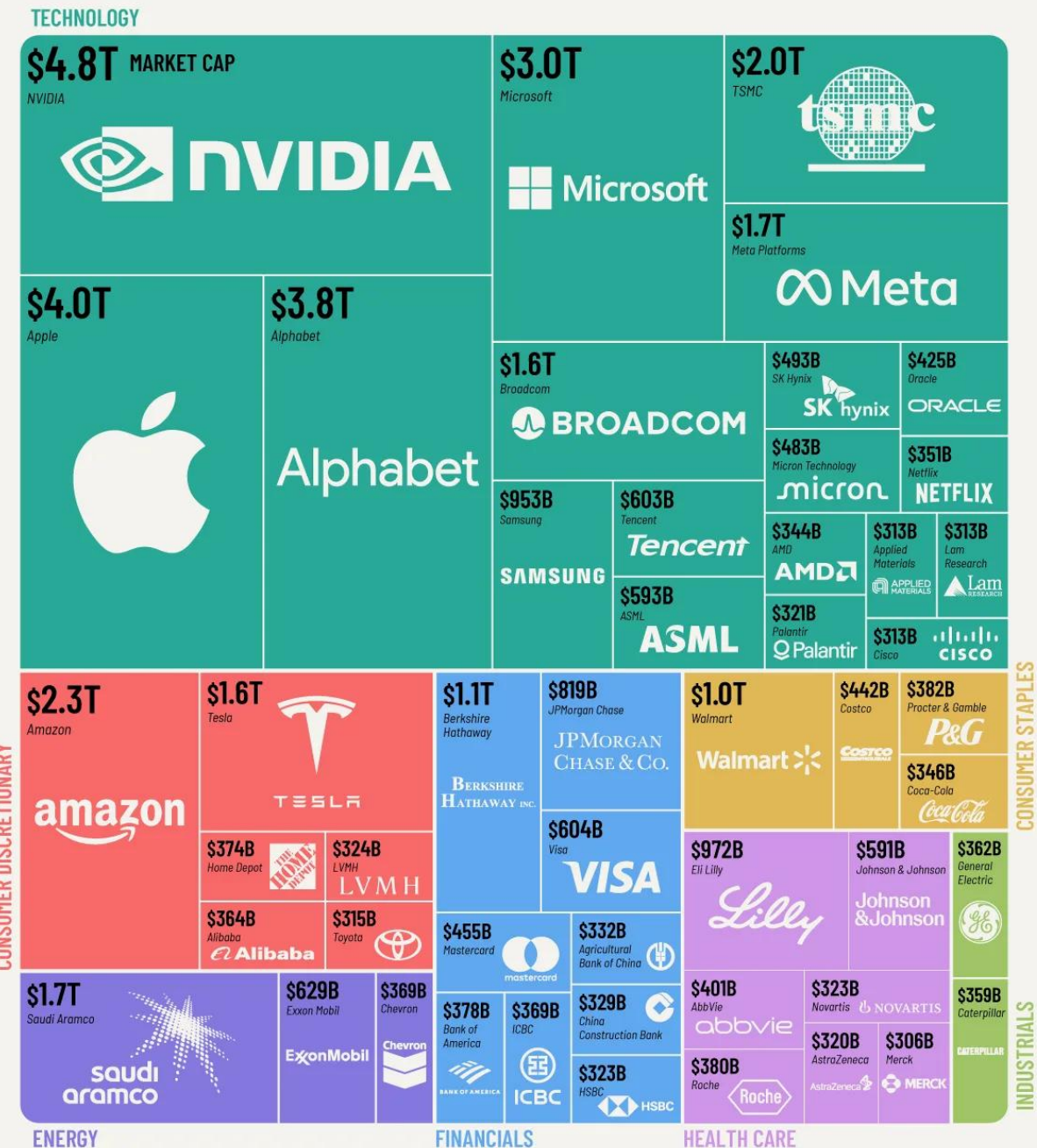


Platforms
 Linear business models

Source: Dr. Holger Schmidt 20.1.2018

Source:
<https://www.visualcapitalist.com/50-most-valuable-companies-in-the-world-in-2026/>

THE WORLD'S 50 MOST VALUABLE COMPANIES 2026



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IP Management as a Business Leadership Task



Creating Value (ISO 56005)

IP as a value-enhancing driver
in the innovation process.

Securing Value (DIN 77006)

Structured Governance,
Administration, and Legal
Safeguarding.

Integrating Systems (HLS)

Seamless integration of DIN
77006 into existing Quality and
Risk Management systems
without parallel bureaucracy.

The Basis: What is actually a Quality Standard?

The Principle (e.g., ISO 9001):

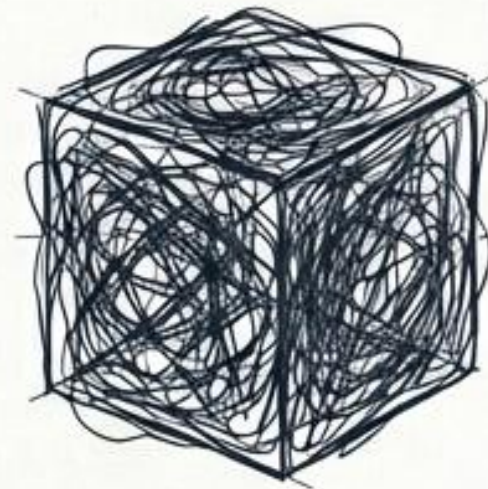
Frameworks to ensure reproducible processes and continuous improvement (PDCA cycle).

The Application to IP:

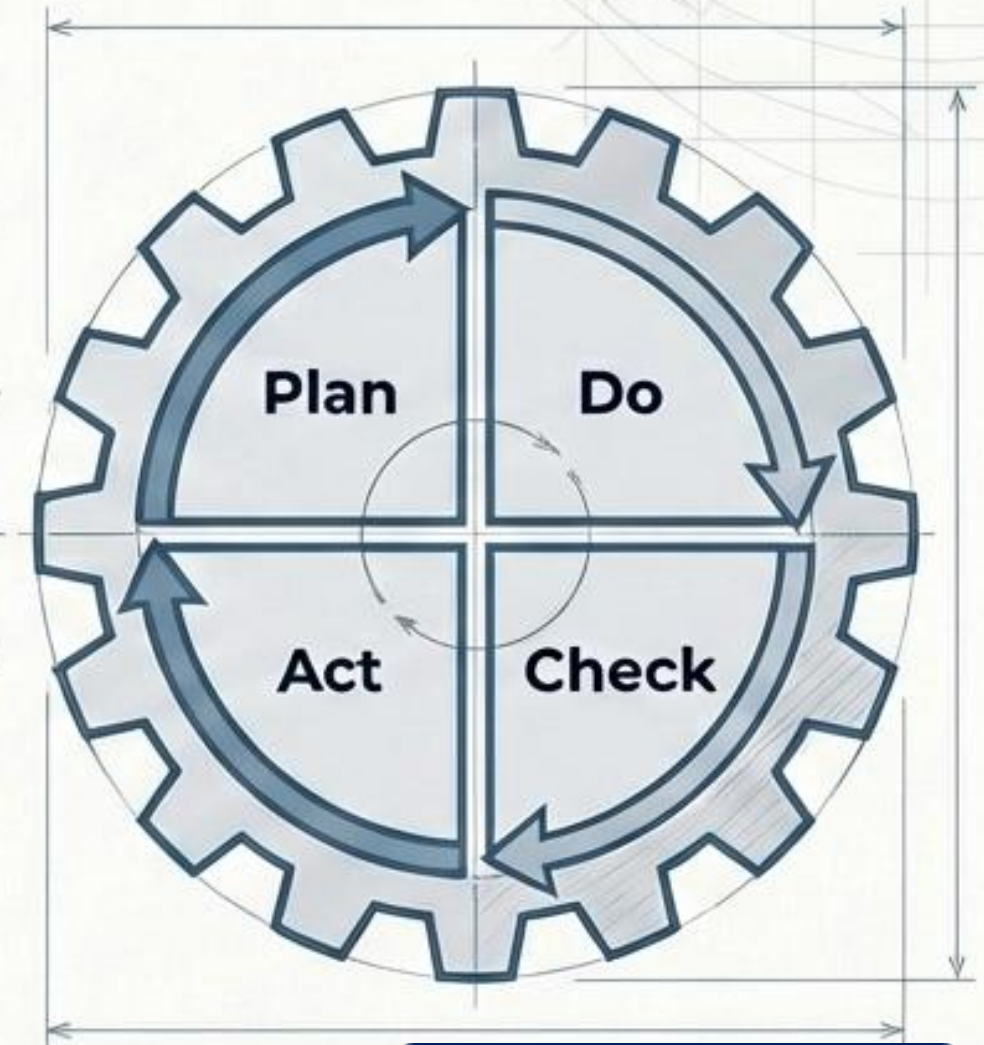
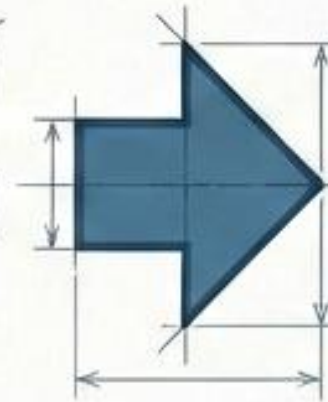
DIN 77006 transfers this logic exactly to Intellectual Property.


The Result:

IP is no longer an isolated legal black box, but a measurable, planable, and verifiable business process.

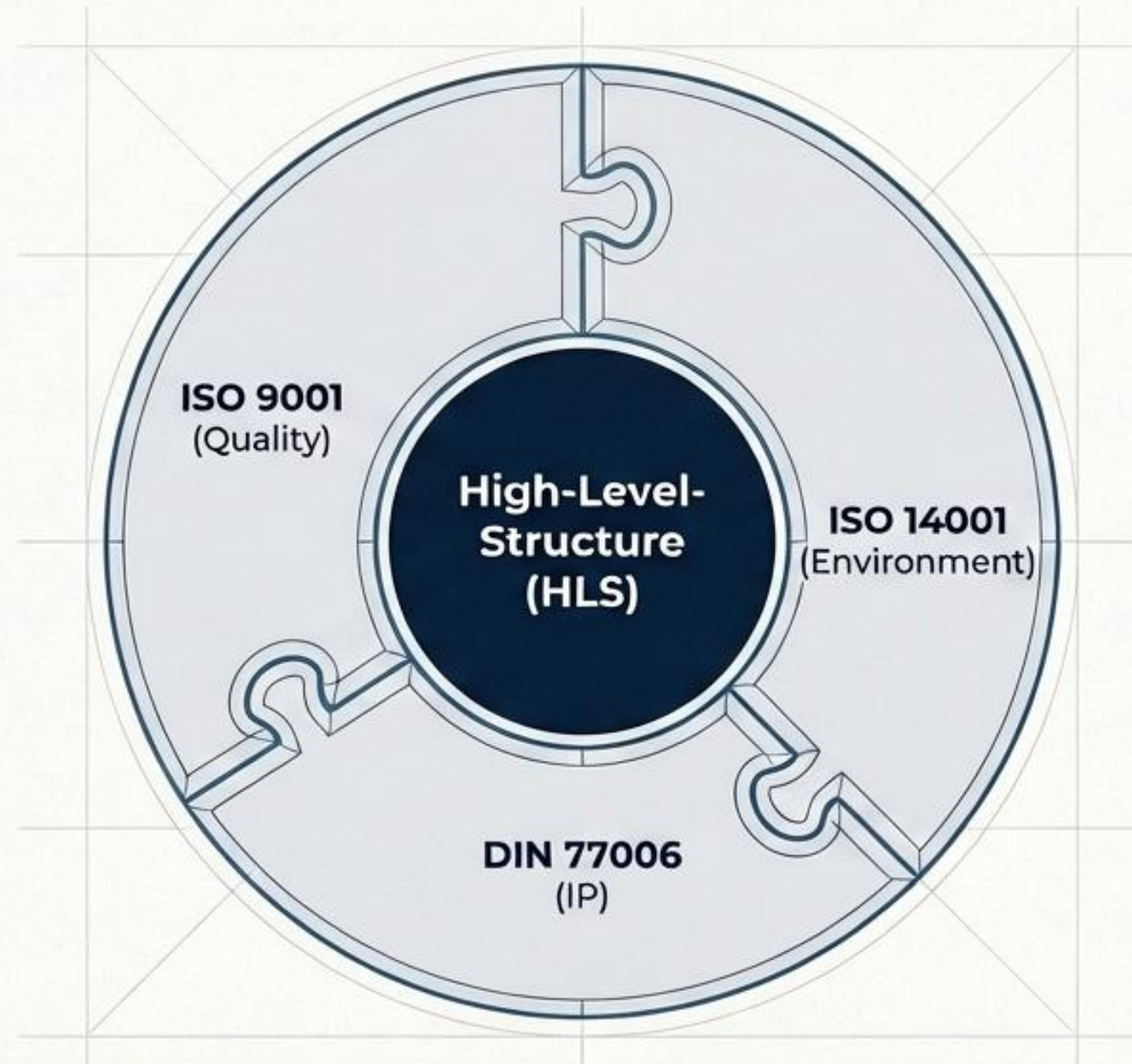


Blackbox



 **GLOSSARY**
Plan-Do-Check-Act Cycle (PDCA)

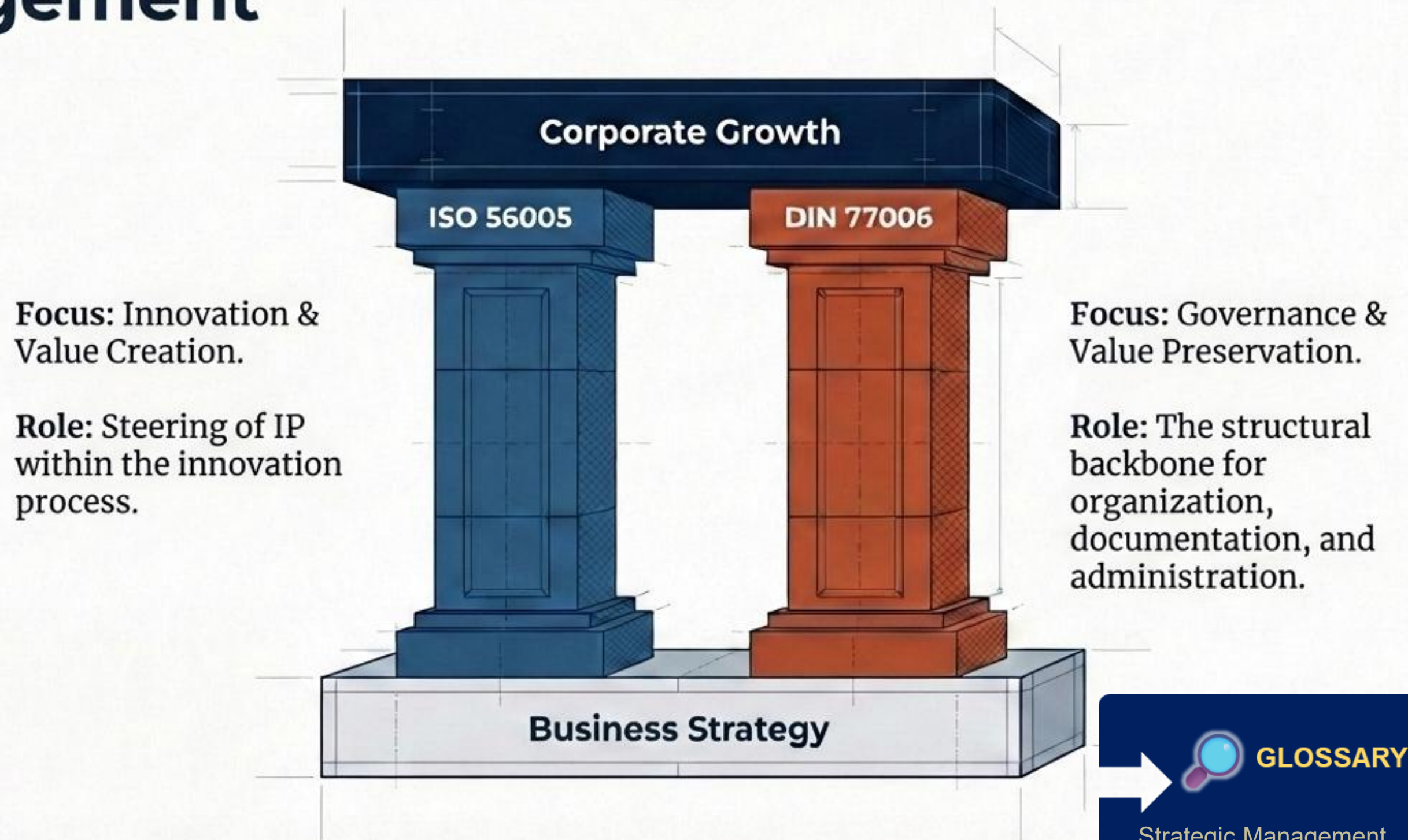
Integration: The High-Level-Structure (HLS)



The HLS Architecture:
A standardized structure
(Context, Leadership,
Planning, Support, Operation,
Performance, Improvement)
for all modern management
systems.

DIN 77006 uses this identical architecture. It can be seamlessly (plug-and-play) integrated into an existing ISO 9001 system.

Classification: The Two Pillars of IP Management



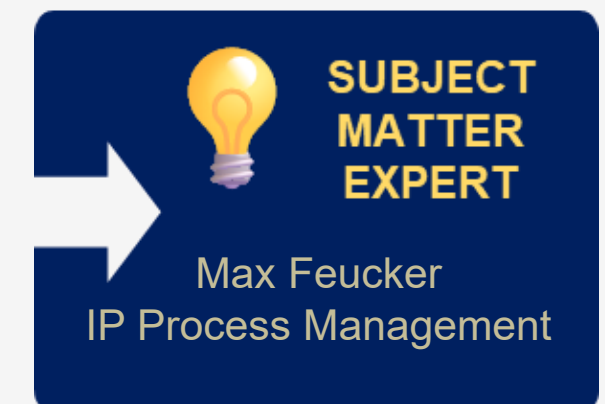
 **GLOSSARY**

Strategic Management

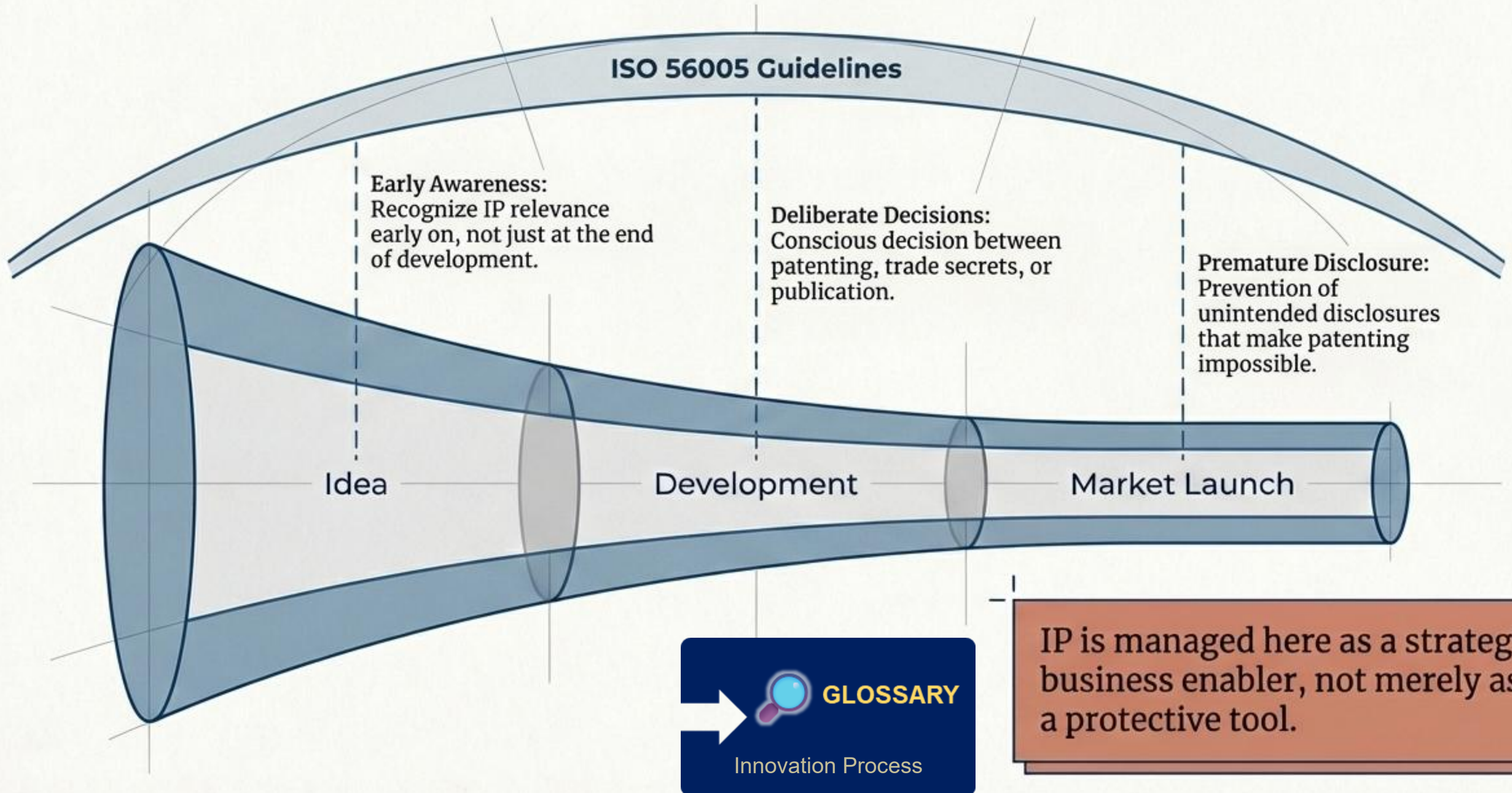
IP Subject Matter Expert for IP Process Management – Max Feucker

New IP processes are introduced by:

1. defining the most important IP process areas
2. establishing standardized workflows for each activity
3. linking IP processes with innovation and business processes
4. establishing clear roles and governance
5. ensuring documentation and traceability
6. introducing tools after processes are defined
7. establishing a system of continuous improvement.



Deep Dive: ISO 56005 (Focus Value Creation)



IP Subject Matter Expert for Inventing Around in R&D Projects – Nicos Raftis

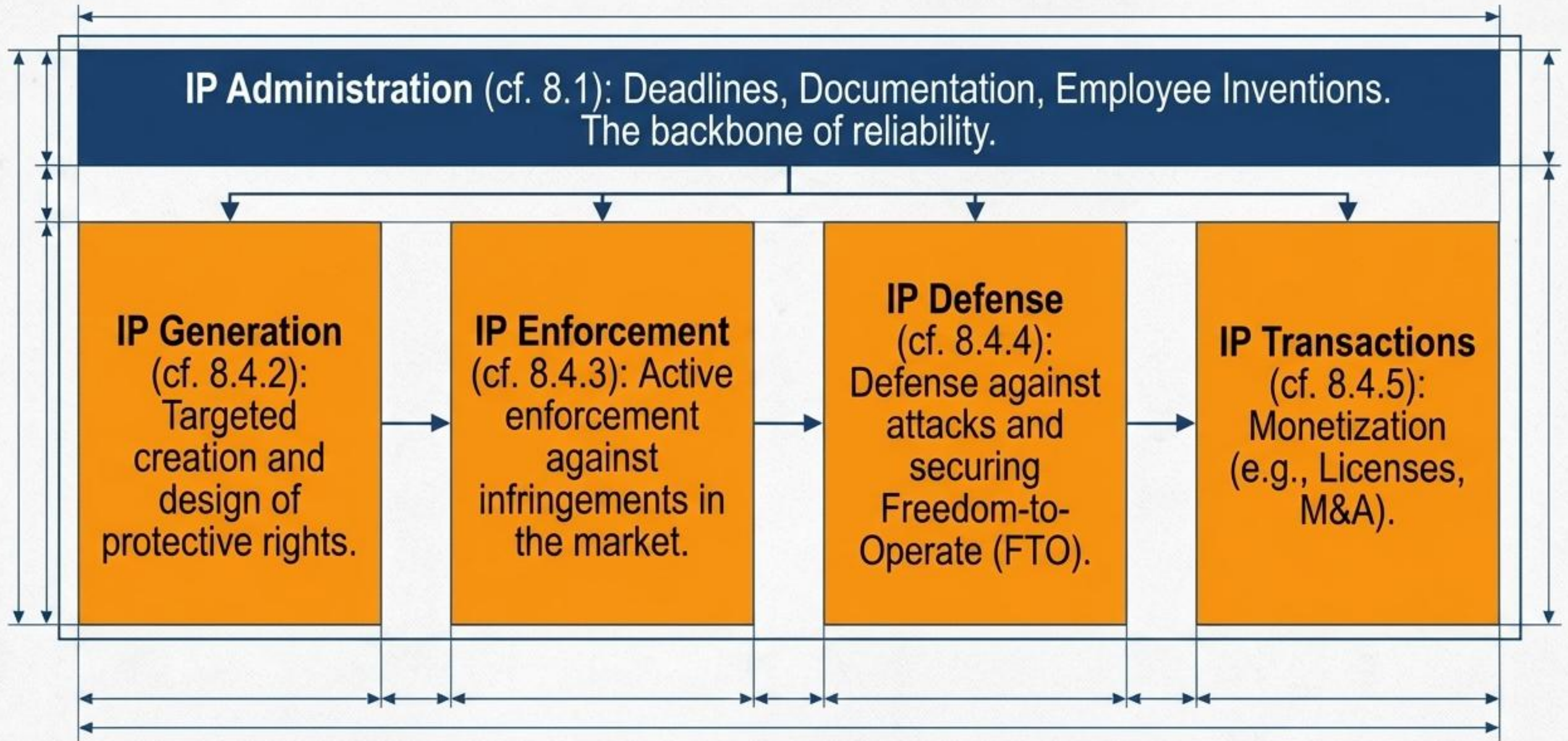
To avoid patent infringement during the innovation process, companies should:

1. define the technical objective in a solution-neutral way
2. analyze existing patents using claims and drawings
3. deconstruct the claim structure into its elements
4. distinguish between changeable and non-changeable elements
5. systematically develop design alternatives
6. analyze the entire patent landscape (FTO)
7. choose solutions that remain technically and economically competitive.

IP shifts from a legal control mechanism to a creative tool within the invention process.



Deep Dive: DIN 77006 (Focus on Value Assurance)



Compare: <https://www.dinmedia.de/de/norm/din-77006/322320002>

IP Subject Matter Expert for Integrated IP Management Systems – Jörn Plettig

An integrated IP management system according to DIN 77006 only works if:

1. IP is linked to business strategy
2. IP is integrated early into innovation processes
3. multiple corporate functions collaborate
4. the IP portfolio is actively managed
5. clear processes and tools exist
6. IP awareness is built within the company
7. in-house and external resources are organized effectively.

IP is no longer merely administered but becomes an operational steering system for innovation and competition.



The Key Difference at a Glance

	ISO 56005	DIN 77006
Guiding Question:	✓ Which IP do we need for our innovation?	✓ How do we organize and secure our IP?
Perspective:	✓ Strategy & Idea Generation	✓ Organization & Legal Administration
Focus:	✓ Manage IP as output	✓ Control processes & responsibilities
System Logic:	✓ Value creation process	✓ Protection and control process

Verification: Certification vs. Auditing



Certification

- A formal stamp from an external third party (e.g., TÜV for ISO 9001).
- Proves strict compliance with a standard to the outside world.



Auditing

- A systematic review (internal or external).
- Checks whether defined processes are lived and decisions are traceable.



Why DIN 77006 Focuses on Auditability

Minimize Director's Liability:

Proof of due diligence for managing directors/board members (in accordance with § 43 GmbHG, § 93 AktG).

Avoid Organizational Fault:

Avoidance of fines through documented supervisory structures (§ 130 OWiG).



Secure Trade Secrets:

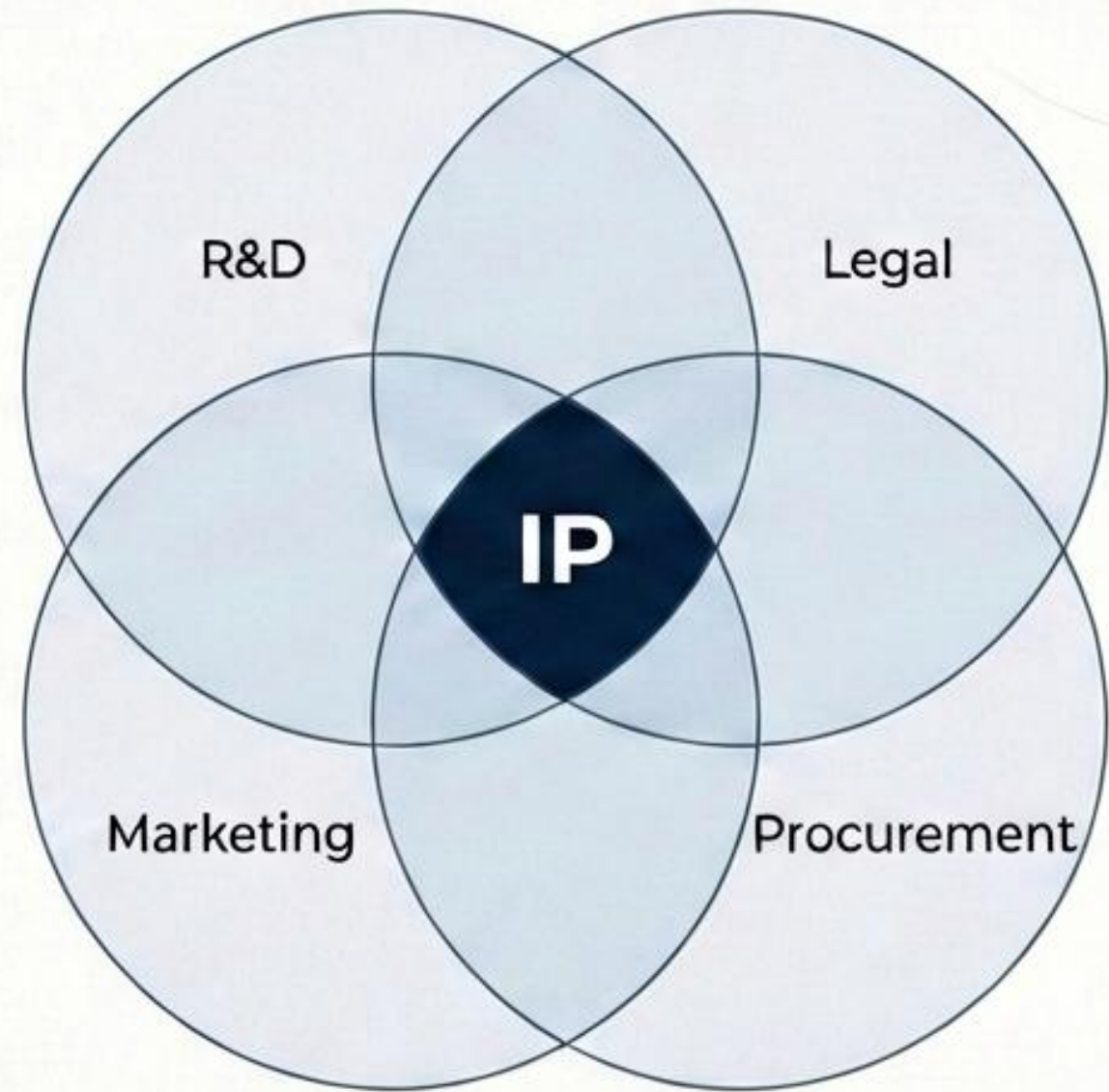
The GeschGehG requires appropriate confidentiality measures – auditability provides the organizational proof for this.

Key Insight:

Auditability makes decisions legally robust and Due Diligence-ready.

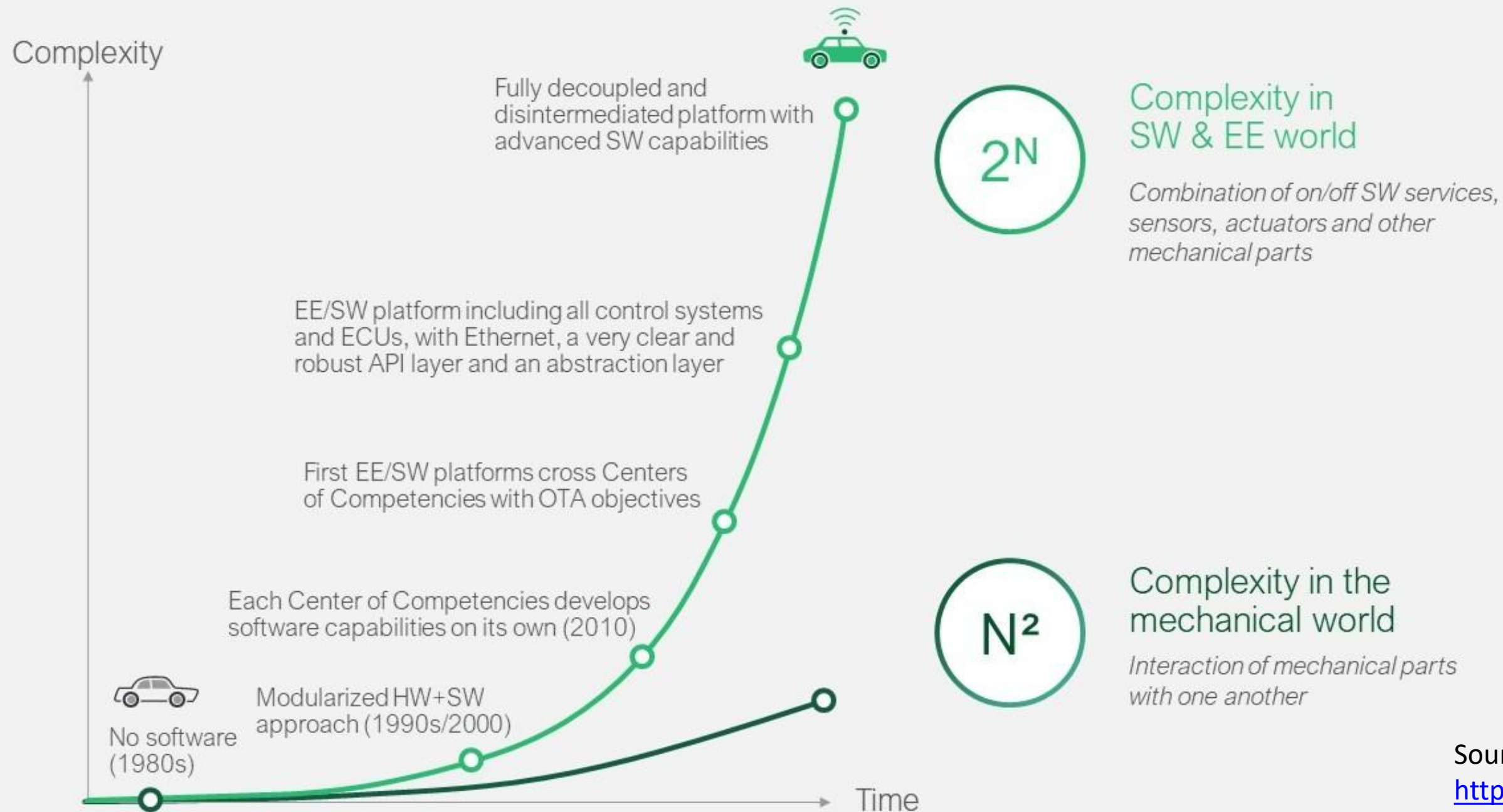
Internal Significance: Away from the Silo, Towards the System

- **Cross-functional interfaces:** IP is no longer just the job of the legal department.
- **Clear governance levels:**
 - **Accountability:** Who bears the entrepreneurial responsibility?
 - **Authority:** Who has the approval authority?
 - **Execution:** Who carries out operations?
- **Methods:** Complementing the classic PDCA-cycle with deeper analysis (e.g., DMAIC from Six Sigma) for IP decisions.



Increasing Complexity of Products – Example: Automotive

EXHIBIT 1 | Facing exponential complexity in modern car engineering

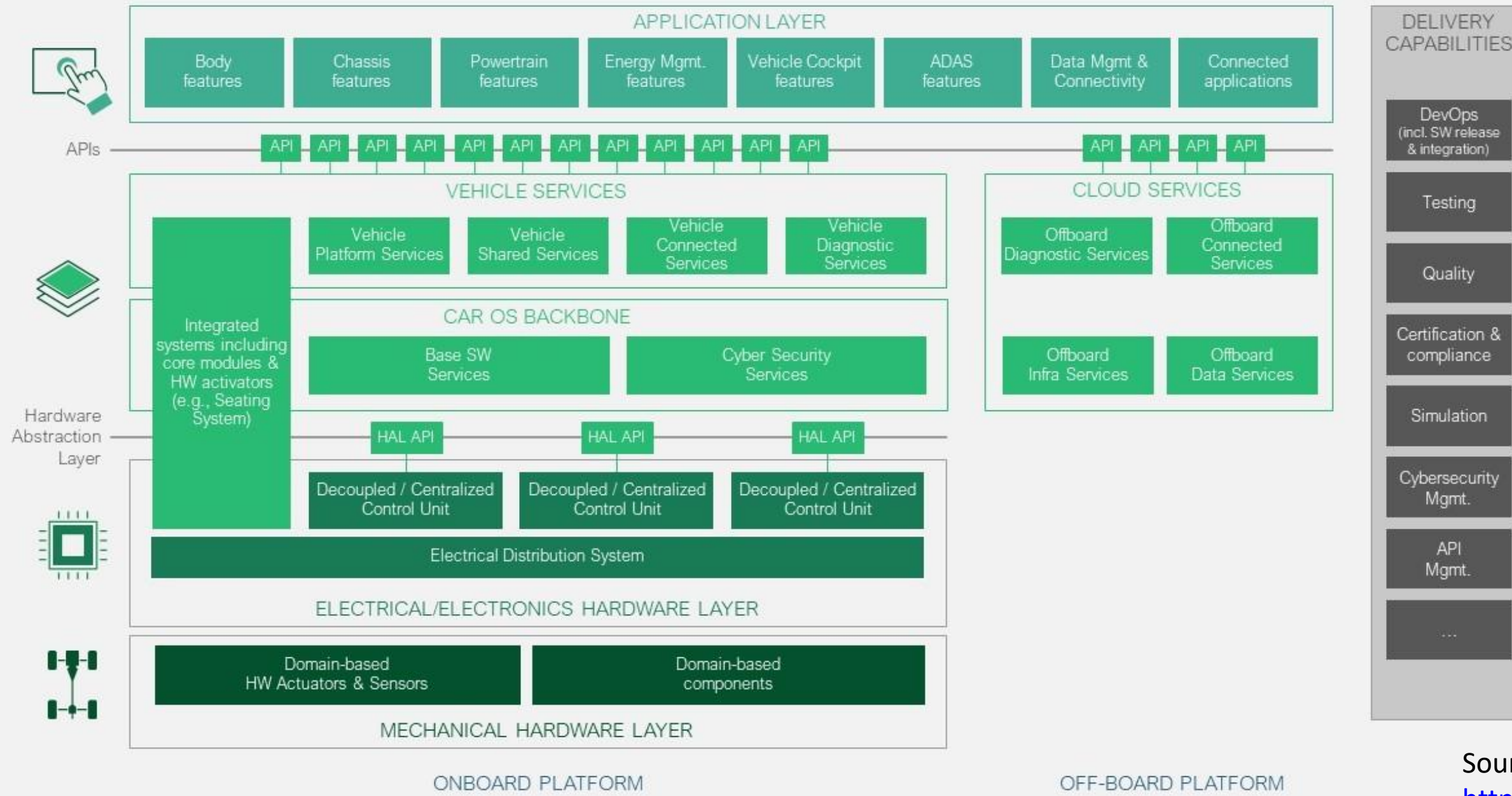


Source:

<https://www.linkedin.com/pulse/how-deal-exponential-complexity-automotive-szymon-walus/>

Increasing Complexity of Products – Example: Automotive

EXHIBIT 2 | Modern car "Product Map"



Source: <https://www.linkedin.com/pulse/how-deal-exponential-complexity-automotive-szymon-walus/>

External Importance: IP in the Value Chain



Modern products are complex combinations of hardware, software, and data from various partners.

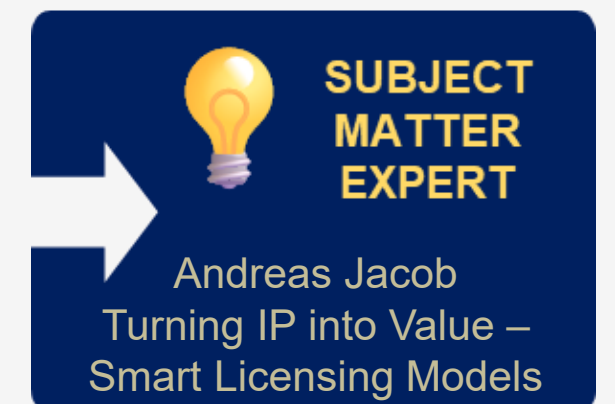
Without systematization, external interfaces become massive risk zones (loss of know-how, unclear ownership).

The standards enforce clear definitions of inputs, outputs, and confidentiality across the entire supply chain.

IP Subject Matter Expert for Smart Licensing Models – Andreas Jacob

When concluding licensing agreements in the value chain, companies should:

1. adapt the licensing model to the position in the value chain
2. protect the proprietary technology core
3. clearly regulate the handling of rights to developments and improvements
4. choose a fitting monetisation model
5. consider tax and compliance rules
6. design licensing structures that allow innovation ecosystems to scale
7. structure agreements to ensure flexibility and legal certainty.



What suppliers and buyers need to pay attention to

Suppliers

- Clear separation: What is Background IP (contributed) vs. Foreground IP (jointly developed)?
- Strict access controls and documentation for Trade Secrets.



Buyers (OEMs)

- Ensuring Freedom-to-Operate (FTO) for supplied components.
- Clear contractual publication rules.
- Securing rights for the use and modification of the supplied systems.



IP Subject Matter Expert for IP Management in Collaborations – Bernd Bösherz

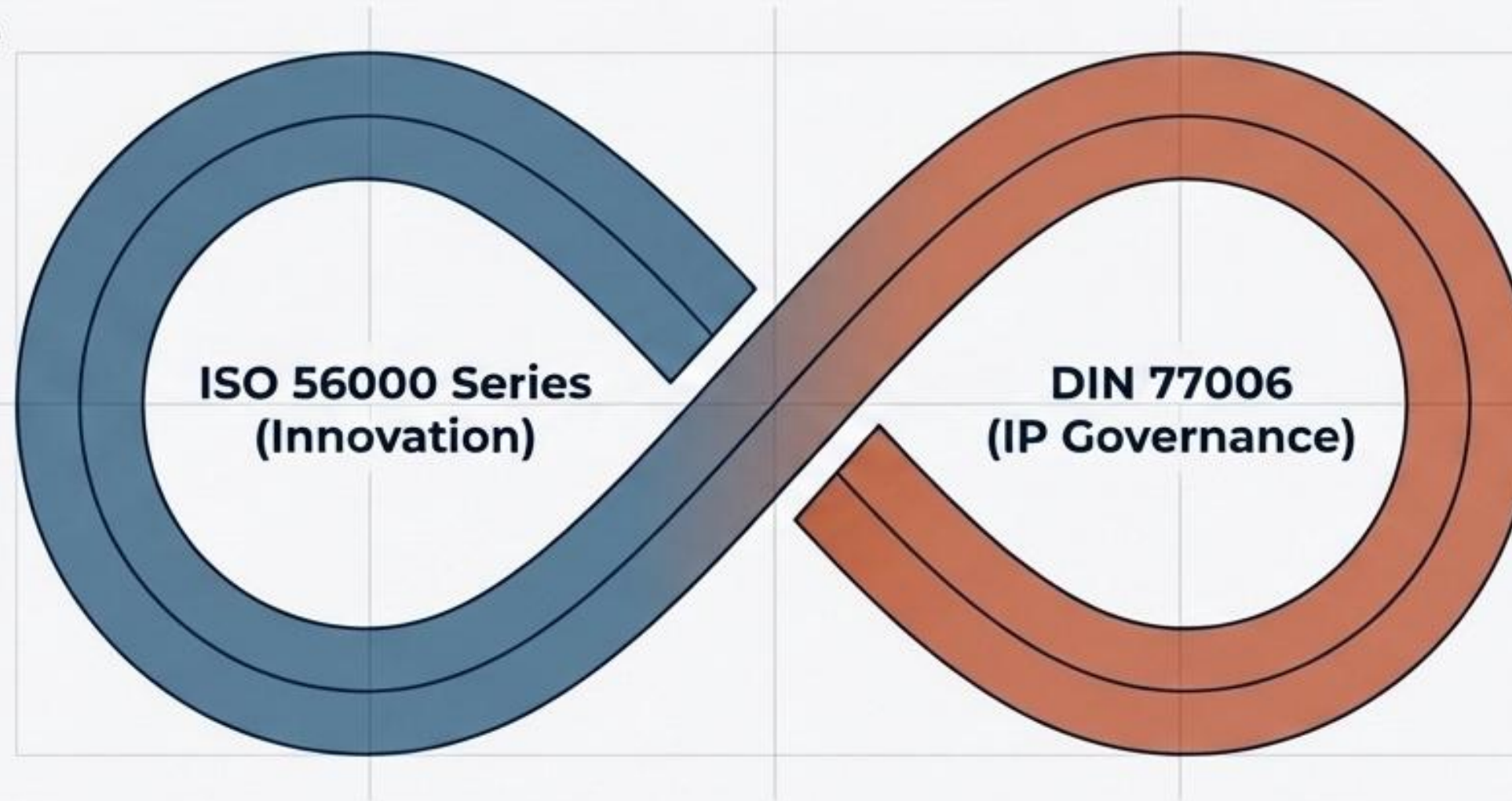
When companies collaborate with OEMs and suppliers on innovation, they should:

1. assess the complete IP inventory before the project starts
2. define ownership of background and foreground IP
3. establish clear governance and decision-making structures
4. structure contracts in such a way that improvements and new inventions are regulated
5. check freedom to operate in the technology field at an early stage
6. align internal R&D, management, and the IP department
7. design IP ownership so that all partners benefit economically.



The Perfect Synergy

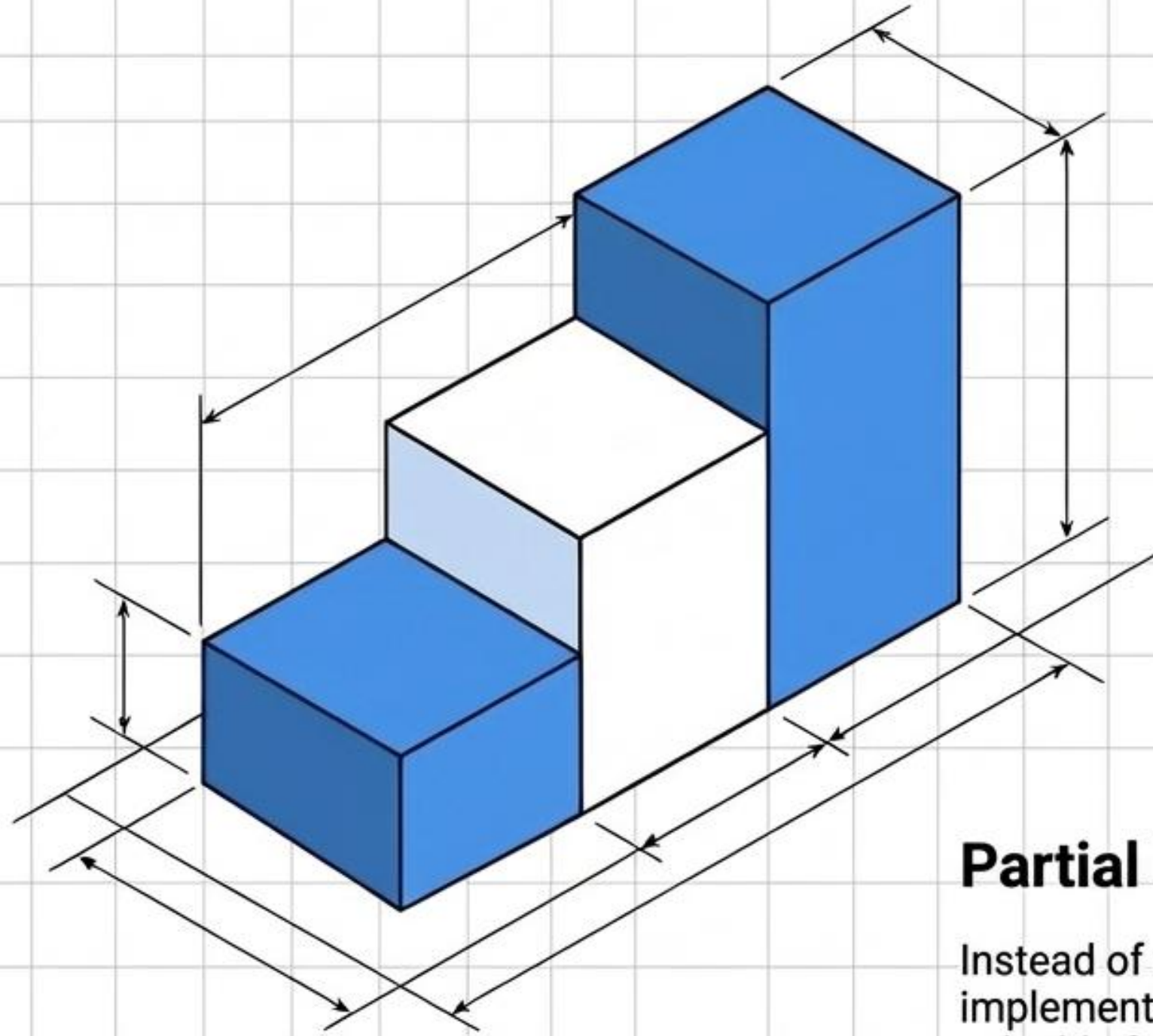
Strong IP governance (DIN) cannot save poorly managed innovations (ISO).



A perfect innovation process (ISO) loses its value without structured legal protection (DIN).

The Synergy: Both standards together create a system that generates valuable ideas and makes this value unassailable in the market.

Conclusion: From Blueprint to Reality



Continuous Adaptation

The implementation process is dynamic. A blueprint must be regularly adapted to new findings, market changes, or technological developments to remain relevant and effective.

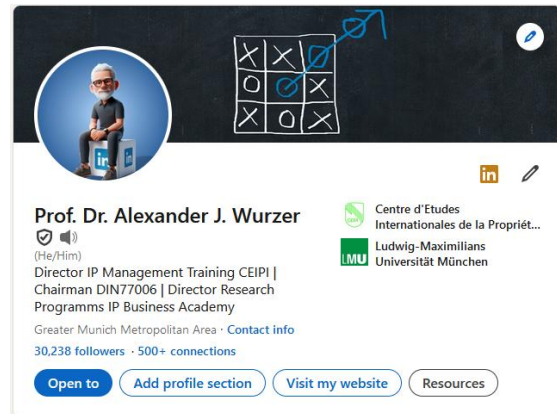
Integration before Optimization

Before processes are optimized in detail, the fundamental systems and workflows must be smoothly integrated. A stable foundation is a prerequisite for sustainable improvements.

Partial Implementation Creates Immediate Value

Instead of waiting for the finished overall system, partial implementations enable early successes, immediate benefit, and valuable feedback for further development.

The IP Knowledge Platform



My LinkedIn Profile



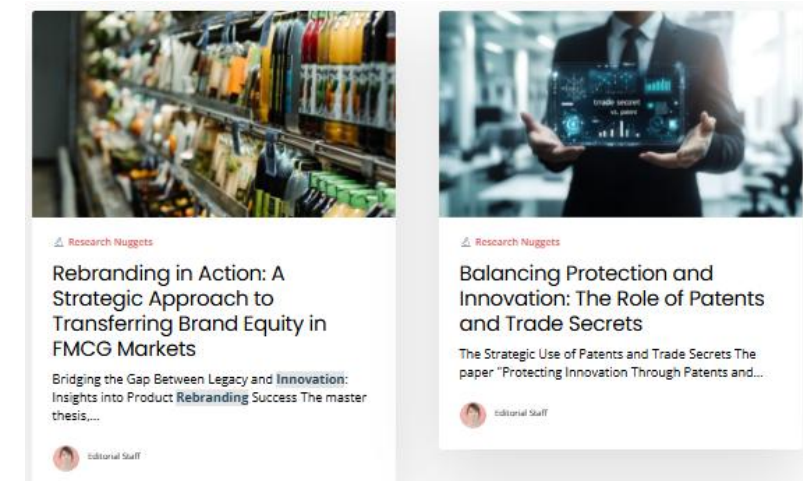
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