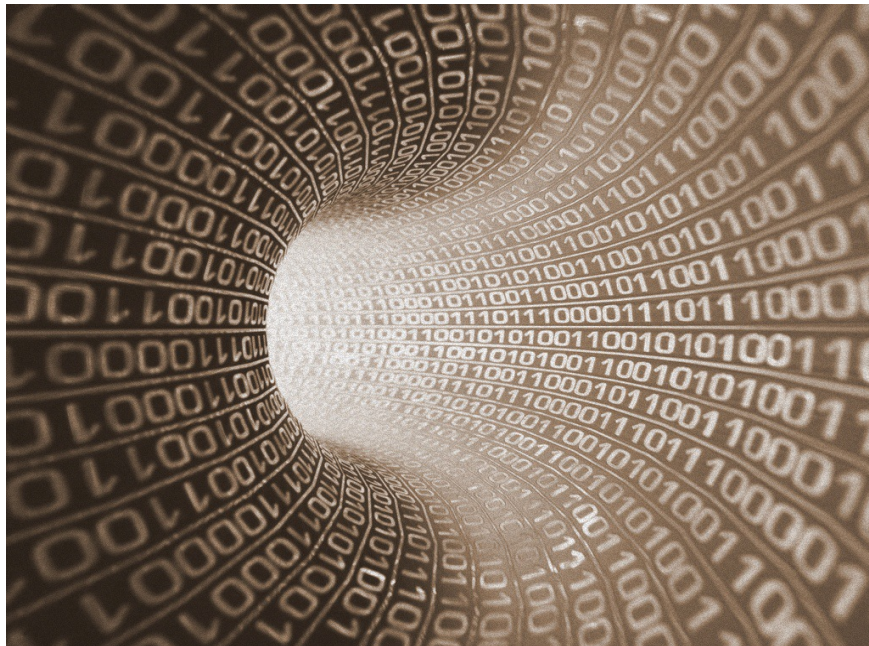




A Simple Introduction to

# Big Data

## Business and Intellectual Property Strategy



# Big Data

## Business and Intellectual Property Strategy

With the ever changing technology of digital communication, lot of changes are happening in methodologies for creating, collecting, processing and transferring digital data. According to IBM, 2.5 Exabyte, ( $2.5 \times 10^{18}$  bytes) of data was produced every day in 2012. Big data does not solely imply the absolute amount of data, but its main characteristic includes astronomical expansion of data.

### What is big data?

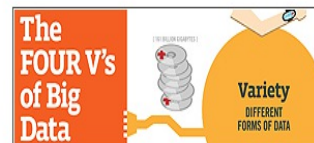
Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. This data is **big data**.



**Understanding big data**  
Gain insight into IBM's unique in-motion and at-rest big data analytics platform.



**Harness the Power of Big Data: The IBM Big Data Platform**  
Become well versed in big data and its use, learn the criteria that should be



### The Four V's of Big Data

IBM data scientists break big data into four dimensions: volume, variety, velocity and veracity. This infographic explains and gives examples of each.

[View](#)

Another statistic reveals that almost 90% of all data in existence today was created in the last two years, and data considered huge at present will be diminished into tiny packets in near future.



## Big Data and Intellectual Property Strategy

Going a step further, it can be easily stated that **data and information are closely related to each other**, as every bit of data includes information, which can be analyzed to decode the data and create further intelligence.

With a view to create such intelligence, the analysis shall require execution of algorithms, i.e. steps to combine data from various sources, analyze such combinations, compare the results and produce intelligence. Therefore, **algorithms play crucial role in decoding data**, and consequently, they are a key element of Intellectual Property Strategy.

A very important aspect of Intellectual Property Strategy is that businesses should understand the nature and type of **Intellectual Capital emanating from big data**, and further determine how such Intellectual Capital can be best aligned with the business strategy, duly considering the aspects involving Open Source Innovations.

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*“Data & Information are closely related to each other”*

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## Intellectual Property Strategy – Patents

Due to rapid growth of big data, it may result in exponential increase in availability of prior art, which can significantly disturb the chances of obtaining patents, as to grant patent rights, patent office establishes novelty and inventive step (non-obviousness) by researching publicly available information, generally known as the “prior art”.

However, chances of increase in patent rejection due to big data are still low because there are specific channels that are employed by the patent offices to search prior art. Such channels include patent and technical database, traditional knowledge libraries and the like.

From the perspective of businesses, companies need to have better processes in place to ensure the quality of patents filed is improved with each application that is being filed, and drafting patent application is done in a manner to ensure differences from existing technologies are highlighted properly.

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*“Chances of increase in patent rejection due to big data are still low”*

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## **Business Strategy – Ownership of Data**

In this huge sea of big data, establishing who owns what is very challenging. Technically, multiple entities can use and re-use the data, therefore, it becomes important to ensure ownership of processes (algorithms) used to analyze data, independent of the source from which data is obtained.

## **Intellectual Property Strategy – Copyright**

Copyrights are granted for expression of creative ideas, such as books, photographs, videos, source code, and the like. Applying principle of copyright to big data is quite difficult as data is information. However, copyright is applicable to the manner in which such data is formulated or structured.

Therefore, businesses should first ensure the structure of data and then analyze the value that is being added. If formulated data is not adding any value to the businesses, protecting or enforcing copyrights may not make much sense.

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*“Important to ensure ownership of processes (algorithms) used to analyze data, independent of data source”*

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## CONCLUSION

Therefore, it can be concluded that owning big data and protecting associated aspects by way of Intellectual Property rights is not that important unless the ways (algorithms) used to analyze and process the data are duly protected. This should form the part of Intellectual Property Strategy while dealing with big data.

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