

Intellectual Property
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Lecture - 66
Case Study: Disney

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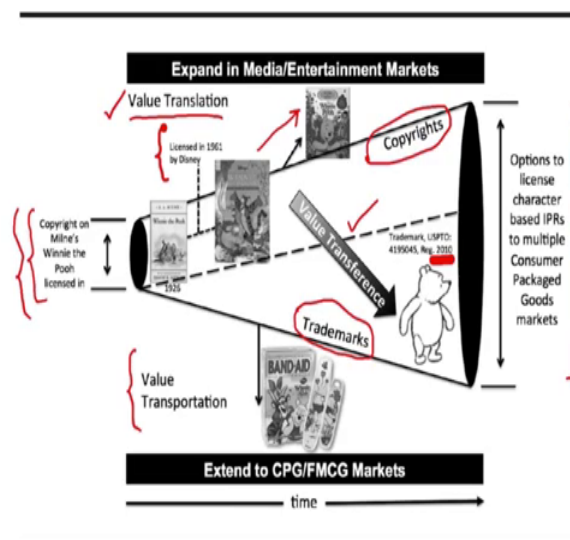
Case Study: Disney

Value Articulation: A Framework for the Strategic Management of Intellectual Property



In the case study involving Disney, we will see how Disney had translated its rights which were initially protected by copyright to the trademarks.

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As you can see here, Disney's character Winnie the Pooh was actually a character which was not developed by Disney it was a character that was developed by Mile; and Disney licence the copyright in 1961. So, the character was created in 1926, Disney licensed it and Disney started creating products in the media and entertainment market.

So, the value translation came in when Disney started engaging a group of authors to create new stories using the same character. So, Disney initially takes a character, gets the licence from the author, and starts creating new stories which were all protected by copyright using the Winnie the Pooh character. Now this was for a limited period of time because, as we understand copyrights have a limited period of protection. While this was being done Disney transferred the value, what we call value transference by getting a trademark on to the character itself.

The character was trademark in 2010. So, now Winnie the Pooh had a trademark over it and as we know that trademark gives you an indefinite or an unlimited life for the subject matter it protects. Now apart from this apart from value translation and value transference, Disney also did what we call value transportation. Transportation is taking it to new markets now Disney was able to take this to, Disney was able to take this to consumer package goods and the fast moving consumer goods markets like using Winnie the Pooh in Band-Aid's and another products.

So, here we see that the option to licence character based IPRs to multiple customers and package good markets had increase the value of the IP that initially started off by just licensing a work that belong to a different author.