

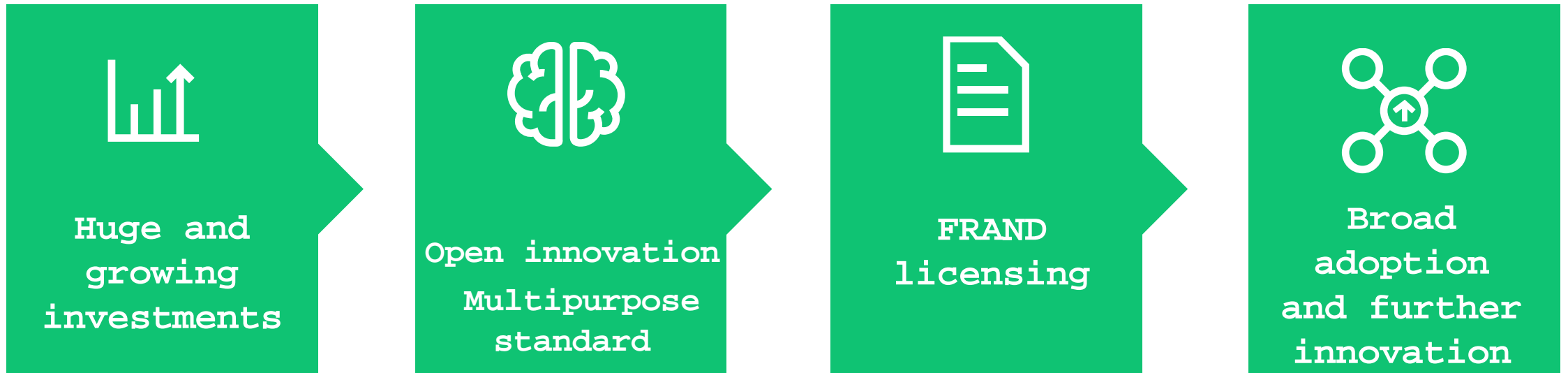
Towards a new technology generation – and a new way of licensing it



2018-03-13

Gustav Brismark, Chief IP Officer, Ericsson IPR & Licensing

Incentivizing a dynamic and growing ecosystem



Continuous evolution to benefit consumers



\$5.00

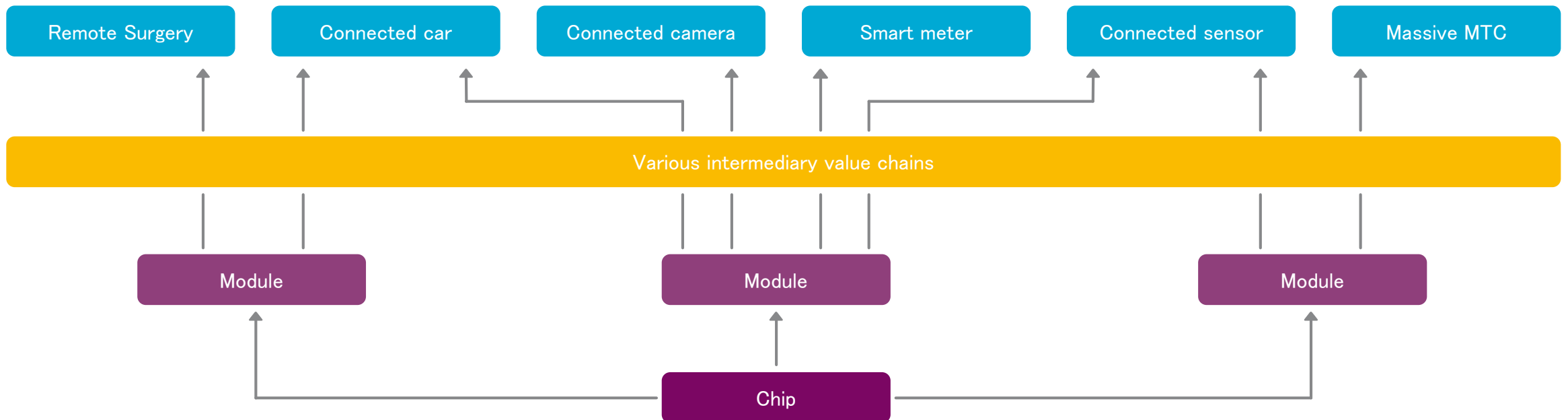
Price differentiation



- High price elasticity
- Full use of the advanced features in a standardized global network

VS.

- Low price elasticity
- Limited use of connectivity



Different prices allow for maximum adoption of standards for IoT



ericsson.com/patents-and-licensing