

URL: <https://stvp.stanford.edu/clips/the-role-of-patents-in-innovation>

Shiza Shahid, co-founder and co-CEO of Our Place, observes that her company uses patents to push them to design innovative products and to provide some deterrent to competitors who want to create knock-offs.



## Transcript

- Are the patents a significant value in your mind, 00:00:06,210 or is it more the product process and the brand? I ask because like Elon Musk has famously said, you know, SpaceX, I think, doesn't have any patents, because they just don't believe that patents are a true moat of competitive advantage.. Maybe it's at best to speed bump.. Do you agree with that, or would you disagree that you can create strong competitive advantage through patents? - I think that you, I think it's a speed bump, 00:00:32,340 but I think speed bumps are helpful, right? I don't think like patents in themselves are, and I guess it depends on the kind of patent, right? We have a, our spatula nests onto our Always Pan with a little node, right? That's patented.. Guess what? You know, one of those knockoff companies inverted it, right? They still copied us.. They just inverted it, right? So, took them a bit longer, you know, they had to like, at least change it a little.. That gave us some level of protection.. Also, you know, it pushes us to be innovative.. It pushes us to say, okay, we wanna create things that are different, that are, you know, innovative, and it's one measure of it, but is it in itself a business plan? No.. That being said, it is valuable.. It's a good discipline to have, and it does provide those speed bumps that do slow..

Our products are hard to make, right? This one Always Pan has six different supply chains that come together.. It just takes a bit longer to knock it off, and it's harder to knock it off.. It's more expensive to knock it off, so it will provide some deterrent.. And we do believe in innovative product design, and the importance of that, and the importance of fostering that innovation...