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BSH Home Appliances Group

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Licensing in the Home Appliance Industry

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This presentation reflects the personal opinion of the author and is meant to form a basis for discussion.

BSH's involvement in the Internet of Things (IoT)

Key facts about BSH:

- Internationally successful home appliance manufacturer
- 100% subsidiary of Robert Bosch
- Our strong brands include: Bosch, Siemens, Neff, Gaggenau etc.
- Turnover 2017: 13,8 billion €

Key facts about Home Connect:

- Launch of Home Connect in Dec. 2014
- We are not using cellular mobile communication technology (no 2G, no 3G, no 4G)
- We might consider using 5G if it is cheap and convenient.



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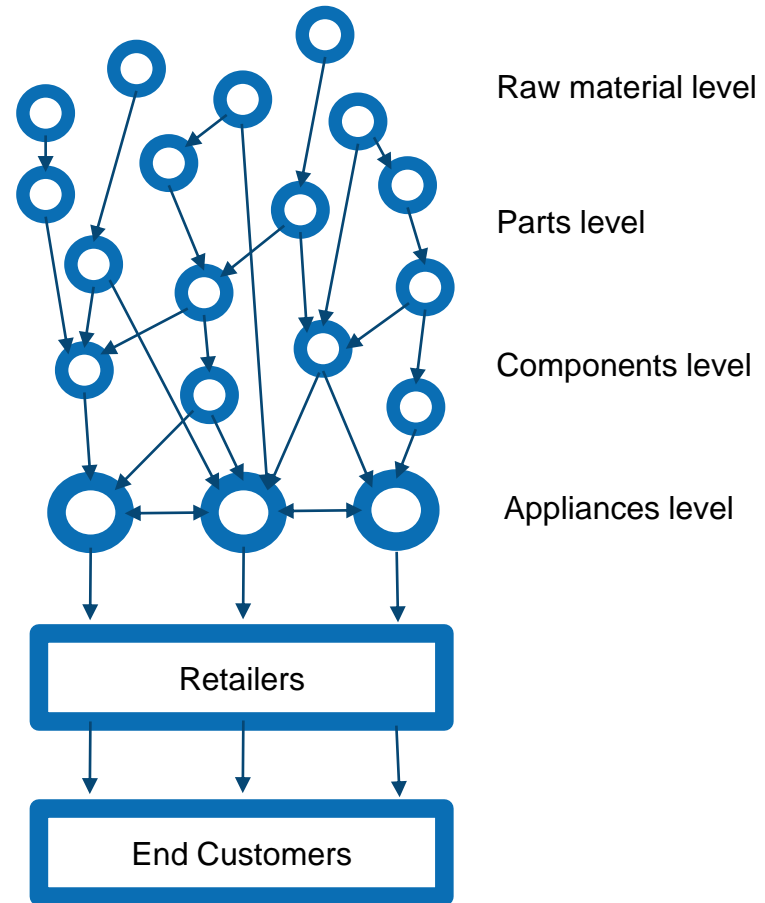
PhD in Computer Science:
Topic related to the Internet
of Things

German & European
Patent Attorney, BSH -
Intellectual Property
Department

Responsible for the
complete range of
connected household
appliances and other IoT
technologies.

Licensing Culture in the Home Appliance Industry

- We buy components free of third party rights from our suppliers.
- Our suppliers deal with licensing problems and indemnify us.
- We only take a license if we are convinced that the patent is valid and infringed.
- We fight to the end (nullity actions & infringement lawsuits).
- Some conflicts can be resolved by cross licenses.
- If we are attacked by NPEs, we sometimes team up with other companies to defend ourselves.



Conclusion

- In the smart home area many communication standards are available, which we can choose from. We will not use 5G if it is not cheap and convenient.
- Licensing should
 - be done on the chip level (because the chip manufacturers have the best knowledge of the communication technology, the implementation details within the chip, the standard and the prior art) or
 - it must be crystal clear which patents are valid & essential for the standard (because we are no experts in communication technology). Neutral third party opinions about the validity & essentiality must be publicly available.
- In any case, claims charts and the licensing conditions should be public.