

What to Do Against Disruptive Business Models (When and How to Play Two Games at Once)

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Tesla Motors

June 12: All Our Patents Belong To You

Elon Musk, CEO Tesla Motors:

“Tesla Motors was created to **accelerate** the advent of sustainable transport. If we **clear a path** to the creation of compelling electric vehicles, but then lay **intellectual property landmines** behind us to inhibit others, we are acting in a manner contrary to that goal. Tesla **will not initiate patent lawsuits** against anyone who, in good faith, wants to use our technology.”

Disruptive Technology

- Creating new markets
- Beyond traditional business models



[teslamotors.com]
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[osvehicle.com]

working question

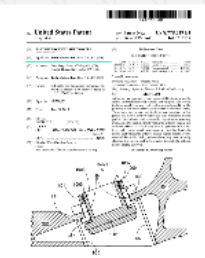
As a disruptive innovator, what value will Tesla gain beyond altruistic intent from releasing all of its patents?



[marketwatch.com, TSLA]

Patents in the US

- patent trolls
- cost
- infringement
- litigation



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Privacy and Secrecy



Next Steps

- Iterate and Refine --
- Clarify: quantifying value
 - Obtain: patent use
 - Connect: open-source development platforms and Tesla employees



Automotive Industry Norms

- manufacturing behind closed doors
- research and development
- extremely expensive
- extremely private
- foundation of value of company
- industrial espionage



[Bergdoll.com, WPCMG]

Significance

- Distribution, circulation and manufacturing
- Redefining value within business
- Redefining value within business

Open Source and Proprietary Models



Scaffolding

- What?**
- Patents
 - Automotive Industry
 - Disruptive Technology
 - Tesla Motors
- Why?**
- Significance
- How?**
- Secrecy and Privacy
 - Open-Source and Proprietary Models
 - Working Question
 - Next Steps

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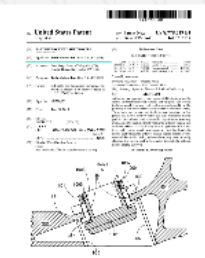
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Why?

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How?

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Why?

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US008778519B1

(12) **United States Patent**
Frey et al.

(10) **Patent No.:** US 8,778,519 B1
(45) **Date of Patent:** Jul. 15, 2014

(54) **BATTERY PACK EXHAUST NOZZLE**
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(56) **References Cited**

(71) Applicant: **Tesla Motors, Inc.**, Palo Alto, CA (US)

U.S. PATENT DOCUMENTS

(72) Inventors: **Paul Frey**, Portola Valley, CA (US);
Dustin Grace, San Carlos, CA (US)

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(73) Assignee: **Tesla Motors, Inc.**, Palo Alto, CA (US)

* cited by examiner

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

Primary Examiner — Patrick Ryan
Assistant Examiner — Jose Colucci Rios
(74) Attorney, Agent, or Firm — J. Richard Soderberg

(21) Appl. No.: 13/751,053

(22) Filed: Jan. 26, 2013

(51) Int. Cl. H01M 2/12 (2006.01)

(52) U.S. Cl. CPC H01M 2/1282 (2013.01); H01M 2/1229 (2013.01)

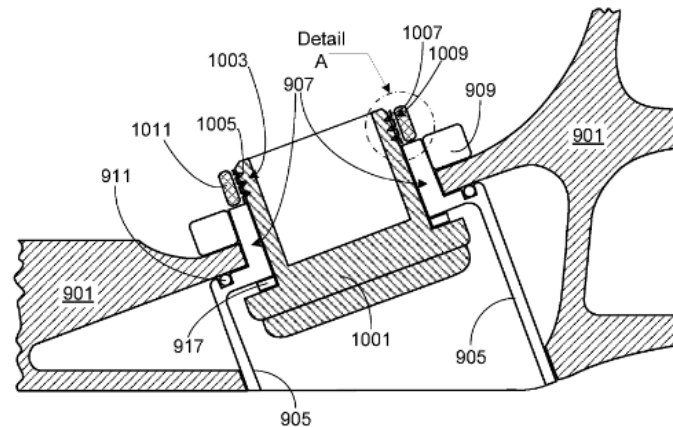
USPC 429/54

(58) Field of Classification Search

None
See application file for complete search history.

ABSTRACT
(57) A thermal management system is provided that minimizes the effects of thermal runaway within a battery pack. The system includes a sealed battery pack enclosure configured to hold a plurality of batteries and at least one exhaust nozzle assembly. The exhaust nozzle assembly includes an exhaust nozzle that passes and directs the flow of hot gas from within the battery pack to the ambient environment during a thermal runaway event, a nozzle seal mounted within the exhaust nozzle that seals the exhaust nozzle during normal operation of the battery pack, and a nozzle seal mounting nut that holds the nozzle seal within the exhaust nozzle during normal operation and then melts during a thermal runaway event, thereby allowing the nozzle seal to be ejected through the exhaust nozzle during the event.

14 Claims, 13 Drawing Sheets



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[US Patent Office, Tesla Motors]

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Frey et al.

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