The LEGO Group: Publish or Protect?

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The LEGO Group

- The Lego Group has been producing toys and facilitating the creative play of children for over 80 years
- Global production of more than 55 billion elements in 2013
- On Average, every person on earth, owns about 94 Lego bricks

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Production Overview

Material for the parts is fed into a heated barrel, mixed, and forced into a mold cavity, where it cools and hardens to the configuration of the mold cavity.
Main Issues

LEGO engineers had come up with significant innovations that improved both the speed and precision of their manufacturing processes.

How should The LEGO Group protect its intellectual property? Specifically, should it publish or patent the innovations of its engineering department?

Should The LEGO Group switch the Hydraulic Drives that are currently being used by its primary suppliers and European based manufacturing plants to electric drives?
The Polaris Project

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The Balance between Internal and external conflicts - namely 'Construction Play' focus