

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

IP-Academy:

Teaching and research networks

The experience of the Swiss IPO

from
Roland Jean Tschudin
Senior IP-Training
WIPO Workshop 2011

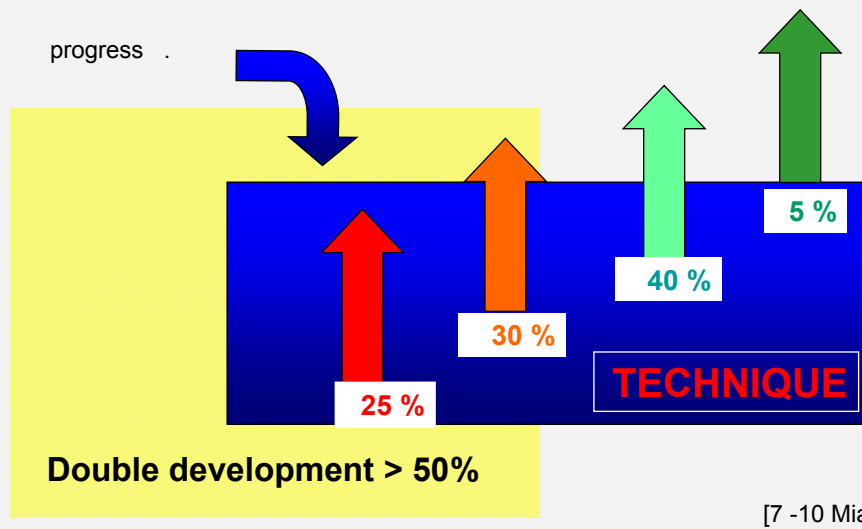
Geistiges Eigentum

First Approach: Firms

~ 400'000 firms

- < 10 persons 89%
 - 10 – 49 8.8%
 - 50 – 249 1.6%
 - > 250 0.3%
-
- How can we reach the possible customers?
 - 16'000 addresses sent → 680 bookings
 - 3 CHF/envelope → ~ 50'000 CHF
 - > 70 CHF/pers.

Skilled people?

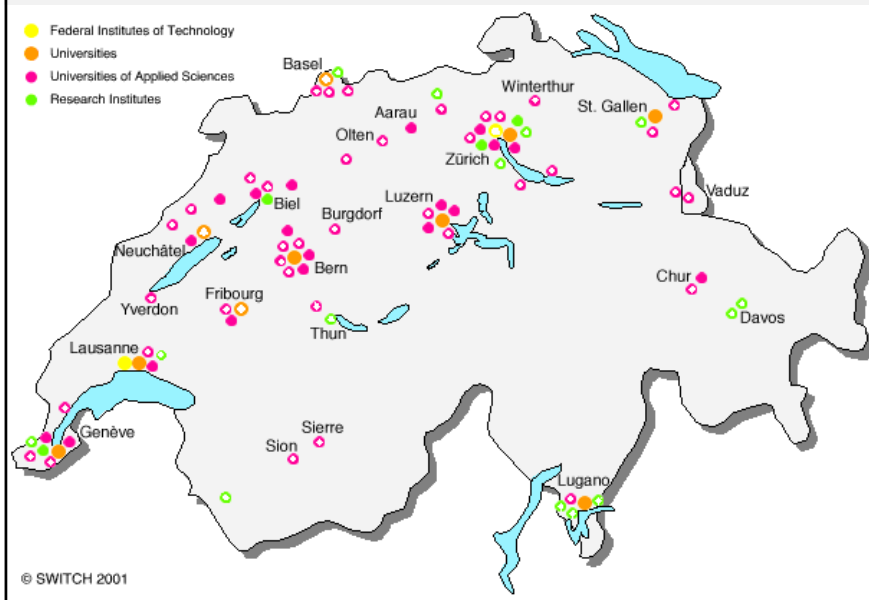


Firms (SWOT):




- >300 kg paper (unrequested letters) per year
 - How catch the attention of the reader?
 - How avoid discarding of the letter?
- «high business» time → no time for training
- «low business» time → no funds for training
- «beginning business» → no resources for training

Second Approach: Schools



Schools: SWOT

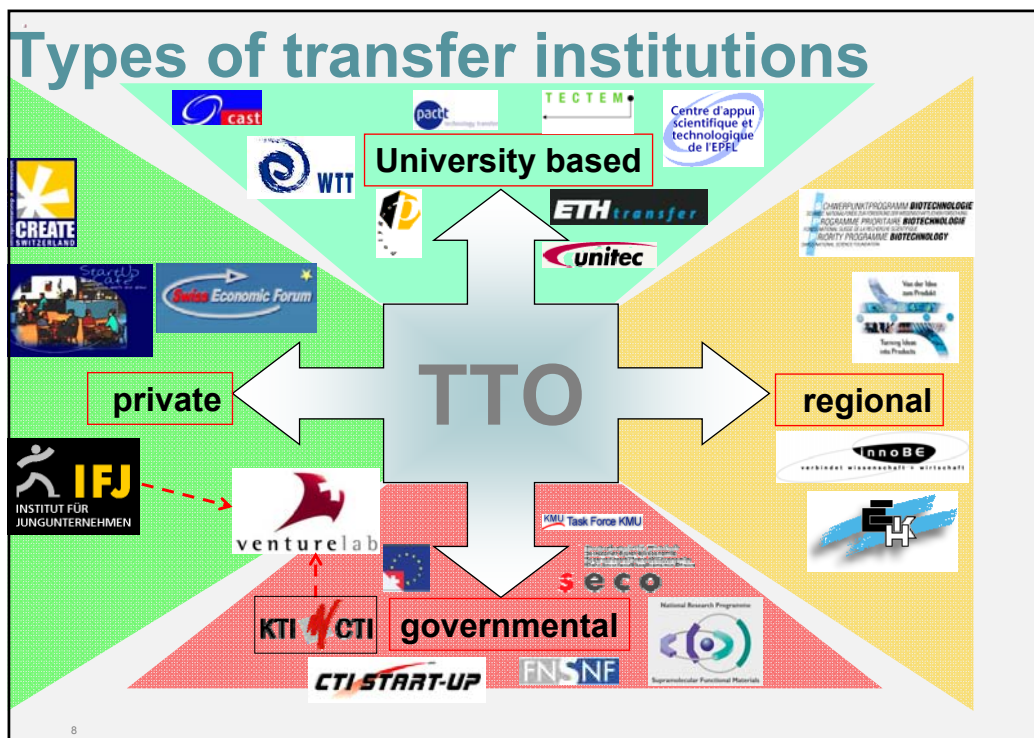
- + low investment for contacts
 - + high number of (mandatory) participants
 - + early sensibilisation on IP
 - + “gatekeeper”
- 
- Entry points? (top – down, bottom – up)
 - Sustainability (change of contact – end of the mandate?)
 - High involvement for contacts

Third approach: Networks



Mission Statement of the TTO-Stanford:

Transfer Stanford technology for society's use
and benefit and to generate royalty income for
research and education.



ETH transfer


Example: University based transfer

ETH Transfer (Mission statement) ← IPI

We support the ETH community in **all questions** relating to **cooperation** with industry, inventions, **patent** applications and **licensing** as well as setting up an ETH **spin-off company**. We initiate **contacts** between external bodies (such as **companies** and public **authorities**) and research groups at ETH Zurich. In organizational terms, ETH transfer reports directly to the Vice President Research of ETH Zurich

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Example: Region based transfer




innoBE –
the turntable for knowledge and
technology transfer in the Canton Bern

Navigator in the Ocean of knowledge!

Not the carrier of know-how

The institution for know-who



10 By courtesy of Christoph Beer (innoBE)

Example: governmental TT institution

Commission for Technology and Innovation **KTI** ~~CTI~~

- CTI promotes the immediate benefit of the scientific and technology knowledge worked out by researchers and entrepreneurs
- Co-funding of applied research (1/1 or 50%)
- Annual budget of ~ 100 mio CHF

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[from CTI]

Mission statement

KTI ~~CTI~~

"The State creates possibilities"



"The entrepreneur creates the reality"



+pat 691952

TM 469974

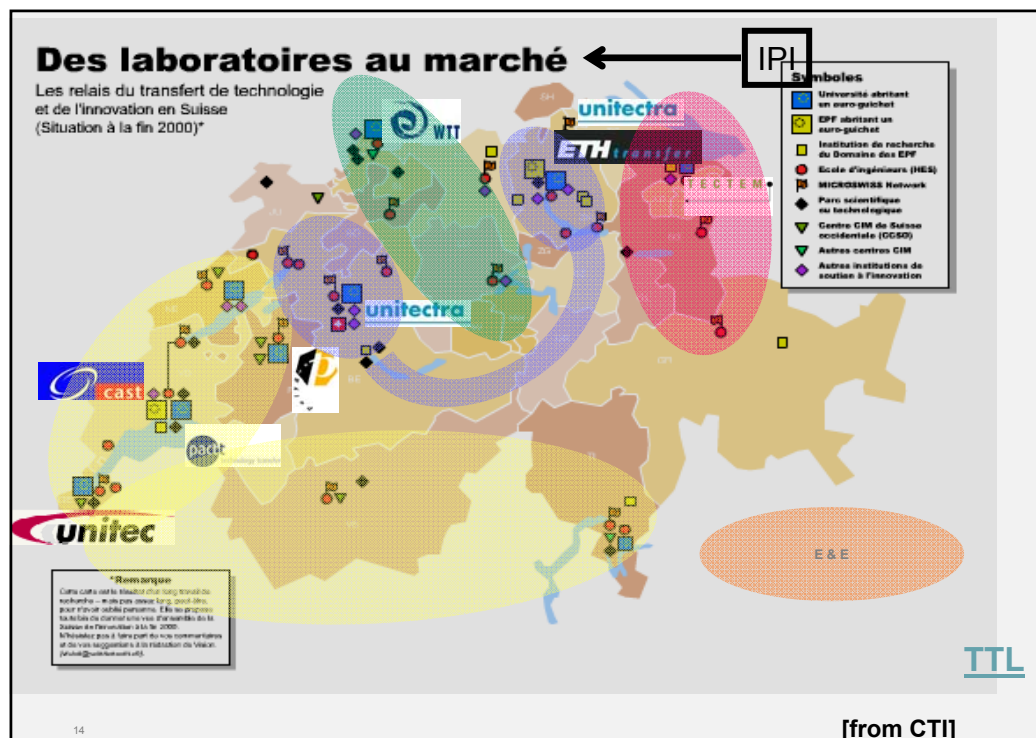
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[from CTI]

Emergent regions of universities and economy



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Example: Private initiative in a university



The screenshot shows the Startup Cafe website. At the top, the text "Startup Cafe" is written in a stylized font, with the tagline "Where deals are done" below it. A central image shows a group of people sitting around a table in a cafe setting. To the left of the image, the words "Discover", "Learn", "Meet", and "Solve" are listed vertically. Below the image, the text "The web site for high-tech entrepreneurs" is displayed. At the bottom, there is a navigation menu with links: "Shortcuts >>", "Course", "Workshops", "MatchMaking", "Advisory", "Dr. Jane", "Events", and "Ads". Below this, there is a line of text: "Awards 2003: Click here or see directly pdf", followed by "Course SHS" and "Job opportunities".

Create [<http://www.startupcafe.ch/index.htm>]

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Private initiative



Core competence:

Innovative for new solutions and products

Intense relations to loyal customers

Excellent in competence and coaching

Since 1989 > 2'000 workshops



Tools and activities:

Business navigator ⇒ Business plan

Handbook for entrepreneurs + toolbox

Consultancy and coaching

Networking

Experience sharing



"PPP"

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The "venture" adventure

Stepwise approach, public-oriented, mandate by "seco"

Basic skills:

Venture apéros

in major cities of the whole country, open to everybody

< 1 h presentation first evening; discussion, networking apéro,
50 – 80 participants

Business plan and IP

Venture training

1 day of presentation and discussion with the owners of new projects (start-up), 12 participants (selected)

Real projects

Venture challenge

Universities and technical High Schools

4 lectures and discussion about 4-5 projects (25 participants)

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www.venturelab.ch

Venture ideas
Venture plan
Venture training
Venture challenge
Venture topics
Venture leaders

Mentoring
Toolbox

Regional activities

Venture apéros

Ask the experts

IPI

←

The screenshot shows the homepage of venturelab.ch. The header includes the logo and 'Fast Track for Start-ups'. The main content area is divided into several columns with various articles and links. A red box highlights the 'IPI' (Intellectual Property) section, which is linked to the 'Venture ideas' and 'Venture plan' sections in the sidebar. The sidebar also lists other resources like 'Mentoring', 'Toolbox', 'Regional activities', 'Venture apéros', and 'Ask the experts'.

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Initiative of the SSEA (seco):

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TT-Institutions: New consortiums



swiTT supports and seeks to strengthen the transfer of technology between the private sector and public research and education institutions within Switzerland

by:

- The professional development of its members
- An understanding of the technology transfer process and its benefit to society
- An optimal environment for technology transfer activities
- Good inter-personal relationships between its members and cooperation among the technology transfer offices.

Initiative of the SSEA (**s**eco):



Teaching Network

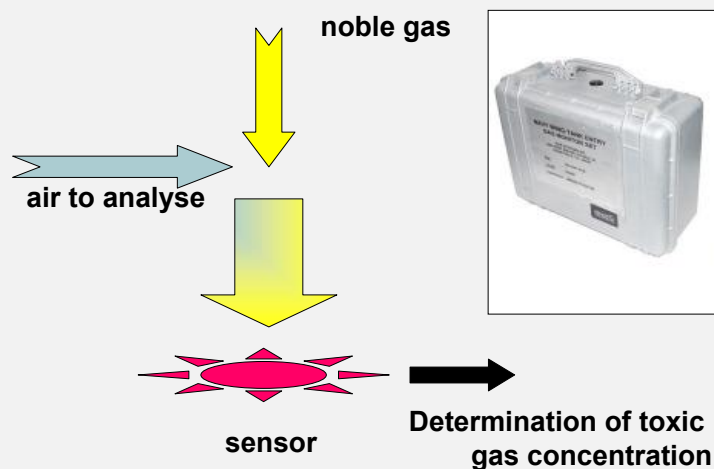
- Network of the **teachers**
 - Cases
 - Decisions taken by courts
 - Exchange of examples and experiences
- Network of the **Academies**
 - Examples
 - Inspiration
 - WIPO, EPO
 - National Academies
 - Exchange of material
- **Webpages** of IP-authorities

«teaching the teachers»

- «LLL» (life long learning framework)
- DIDAC (initiative of french speaking cantons)
- IP as theme at «Café du jeudi» (EIAF)
- Participation at different «sommer schools»
- High availability for teachers training (during holidays!)
- Follow-up of held lectures...
- Establish and exchange a catalogue of examples and case studies

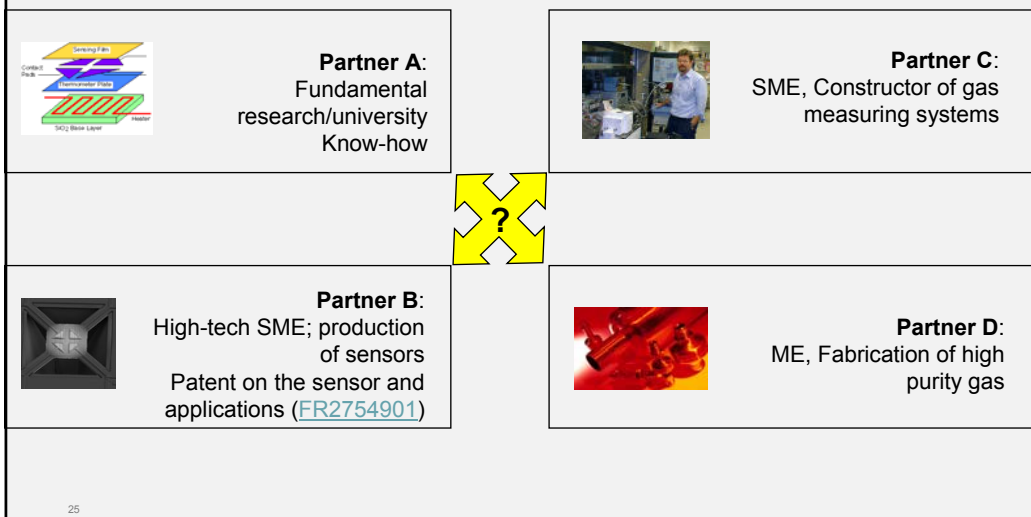
Example: Apparatus for measuring toxic gas in air

Principle:

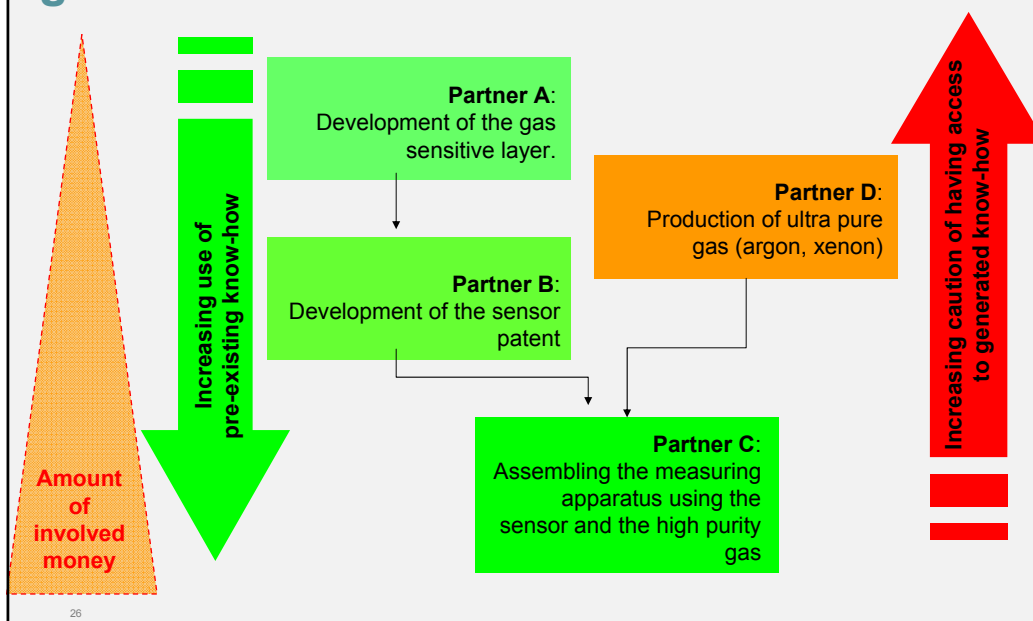


Example: Apparatus for measuring toxic gas in air

Partners/pre-existing know-how



Example: Apparatus for measuring toxic gas in air



Consequences

What an **innovation center** or **teaching center** should do:

- Train all collaborators on the basic principles of IPR (copyright, brands, patents, consortium agreement...)
- Inform project partners about the IPR rules in an early stage (background and foreground technology)
- Organise workshops about „IPR and consortium agreement for professionals (technology transfer offices)
- Offer help to SMEs (lower the access bar)
- Defines contracts (completeness and traps)
- **Long-term investment ≥ 10 years**
 - Staying power!

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I'm still confused...



... but on a much higher level!

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