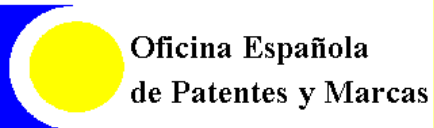




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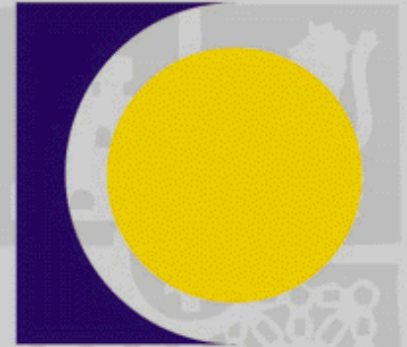


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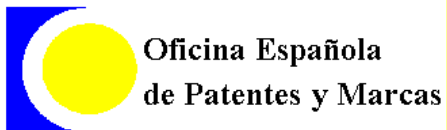


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**INTANGIBLES. INNOVATION.  
INTERNATIONALISATION**



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# ***CONTENTS***



**WHAT IS OEPM**



**OBJECTIVES/STRATEGIES**



**THE NEW CONCEPT OF THE  
ADMINISTRATIVE FUNCTIONS OF OEPM**



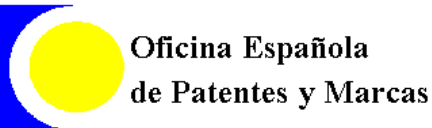
**THE NEW SERVICES ORIENTED TO USERS  
NEED**



**THE EXTERNAL/INTERNAL CHALLENGES**



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## ***What is the Spanish Patent and Trademark Office?***

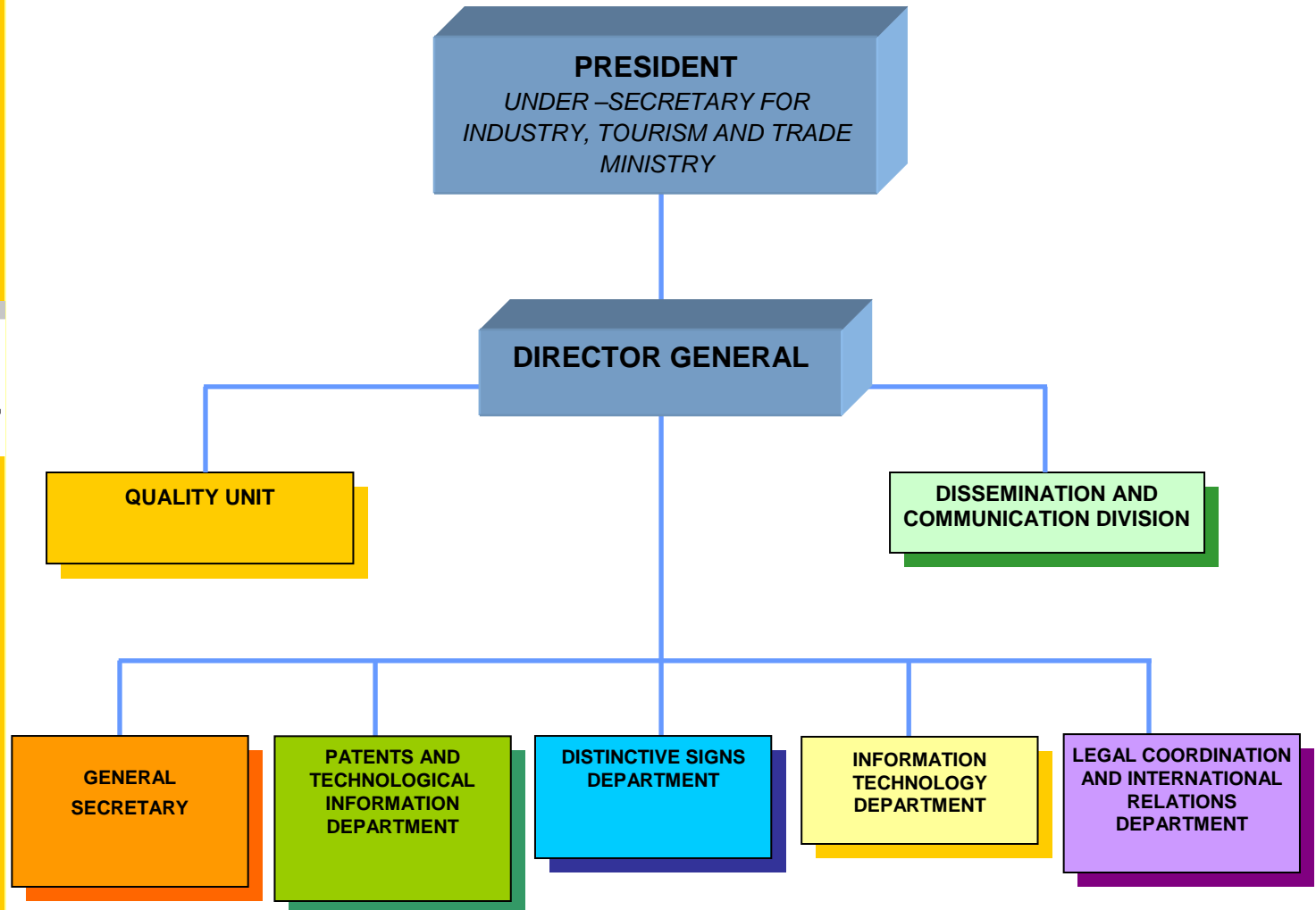
- *An autonomous agency of the Ministry of Industry, Tourism and Commerce*
- *640 employees (public servants 75%)*
- *Annual budget of 58 m. Euro*
- *3.500 national patent applications, 2.700 utility models, 58.000 trademark applications, 1.500 designs applications*
- *International Searching and Preliminary Examination Authority*
- *Certified PCT procedure in ISO 9001 in mid-2007*



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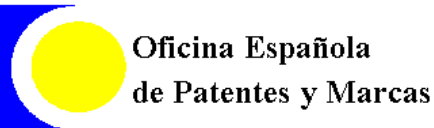
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# ORGANIZATION CHART





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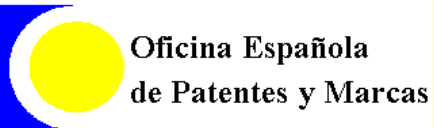
## ***What does it do?***

*The SPTO has different roles:*

- *To award industrial property rights (patents, trademarks, design) following due examination of applications.*
- *To provide technological information services based on information about the different types of industrial property rights awarded by the SPTO and other foreign Offices.*
- *To promote awareness of IP SMEs/Universities*
- *To provide institutional support in the fight against counterfeiting*



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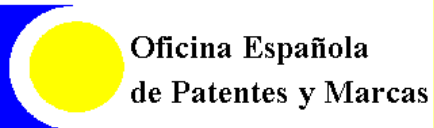
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# OBJECTIVES

- ❑ **PROMOTE THE USE OF INDUSTRIAL PROPERTY**
- ❑ **SUPPORT TECHNOLOGICAL INNOVATION**
- ❑ **IMPROVE QUALITY**
- ❑ **IMPLEMENT E-ADMINISTRATION**
- ❑ **INTERNATIONAL STRENGTHENING OF SPTO**
- ❑ **PROMOTE SPANISH AS IP/TECHNOLOGICAL LANGUAGE**



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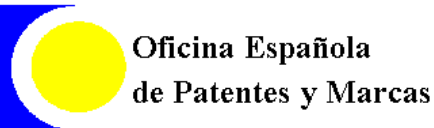
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# SPTO STRATEGIC LINES

1. PROMOTION AND AWARENESS IP PLAN
2. DEVELOPMENT OF QUALITY SYSTEM
4. IMPROVEMENT IN PATENT/TRADEMARK/APPEALING PROCEDURES
5. INTEGRAL DEVELOPMENT OF E-ADMINISTRATION
6. INTENSIFY COLLABORATION WITH INSTITUTIONS (UNIVERSITIES, RESEARCH CENTRES, CHAMBERS OF COMMERCE...)
7. FIGHT AGAINST COUNTERFEITING
8. PROMOTE SPANISH AS I.P. LANGUAGE
9. PROMOTE INTERNATIONAL STANDING OF SPTO



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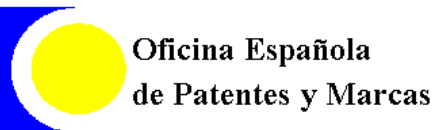
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## ***The new concept of the administrative functions of OEPM***

- OEPM is not only a Public Register*
- Granting of rights is not the beginning neither the end*
- USERS NEEDS are the core business of OEPM: Improve the services, make easy the administrative access and provide assistance/advise to the user*
- “CREATING CUSTOMERS”:* Provide special awareness to SMEs, Chambers of Commerce, Researching centres and Universities
- INTERACTIVE relationship with users: Assistance in the enforcement of their rights (Information services/Anticounterfeiting website)*



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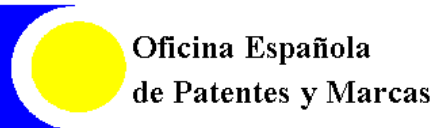
## ***The new services oriented to users needs***

### *New Added Value Services:*

- Free use through website of OEPM: Trademark similarities searcher, Patents databases*
- On line filing of national trademarks, appealings, european and PCT applications (national patent applications 2<sup>nd</sup> half 2008) and online consultation of the legal status of procedures*
- IPR helpdesk for users*
- “Service Charts”: trademarks, technological information and utility models*
- Technological information services: Technological Surveillance Bulletins and “customized” Technological Information reports on patents*



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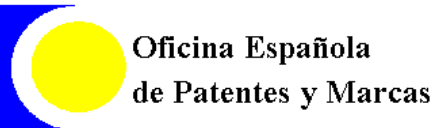
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## ***External challenges (User orientation)***

- Implementation of comprehensive automation process: On January 2010 all the OEPM administrative procedures must be provided online*
- Moreover: On January every step of the procedure should be available online to the user: payments, communications, notifications, legal status of the procedure and the final administrative decision*
- Reduction of time an average of 15% in all the procedures*
- Fulfillment of the Spanish Council of Ministers Plan of "Reduction 30% the administrative burdens" for SMEs*
- Promote the dissemination and training activities of the National Commission against Counterfeiting*



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## ***Internal Challenges (Improvement of administrative functions)***

- *Implementation of SAP within OEPM*
- *Digitization of the files*
- *Technical Interoperability of IT systems with Budget Ministry, Public Administration Ministry and Industry, Tourism and Commerce Ministry*
- *Development of an Integral Quality framework for OEPM*
- *Redefinition of the “Call center” service into an on line service (IPR helpdesk model)*



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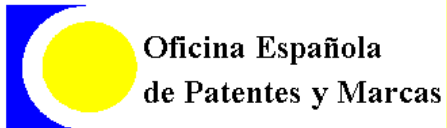
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## ***NECESSARY ACTIONS TO SUPPORT CHALLENGES***

- INTENSIVE TRAINING OF THE STAFF*
- AWARENESS/MOTIVATION OF THE STAFF TO IMPROVE THE ATTENTION TO USERS NEEDS*
- PROMOTE A QUALITY CULTURE AS A PART OF A QUALITY FRAMEWORK*
- PROMOTE PERFORMANCE ASSESMENT SYSTEMS*
- ADOPT NEW ADMINISTRATIVE STRUCTURES (IF NECESSARY) TO FIT USERS-ORIENTATION APPROACH*



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Thank you for your attention

[www.oepm.es](http://www.oepm.es)