



The Role of Effective Intellectual Property Asset Management in Enhancing the Competitiveness of SMEs

Training of Trainers Program on Management of Intellectual Property Asset for Small and Medium-sized Enterprises (SMEs)

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Anil Sinha, Head
Small and Medium-sized Enterprises (SMEs) Section, WIPO

The knowledge economy

- [Country] would benefit from strengthening efforts to **create** and **commercialize** knowledge, as well as better **diffuse** existing global and local knowledge and **increase the capacity of smaller enterprises to absorb it**.
- If all enterprises could costlessly achieve national best practices based on knowledge already in use in [Country], **economic output could more than quintuple**.

The knowledge economy

■ “Wealth creation in a world of heightened competition comes down to **developing and owning difficult to replicate (intangible) assets**, and **orchestrating** them astutely.”

What is Intellectual Property?

- Intellectual property, very broadly, means the **legal rights** which result from **intellectual activity** in the industrial, scientific, literary and artistic fields.
- Countries have laws to protect intellectual property for two main reasons:
 - to give statutory expression to the **moral and economic rights** of creators in their creations and the rights of the public in **access** to those creations.
 - to promote, as a deliberate act of Government policy, creativity and the dissemination and application of its results and to encourage fair trading which would contribute to economic and social development.

Intellectual Property

- The Convention Establishing the World Intellectual Property Organization (WIPO) provides that “intellectual property shall include rights relating to:
 - literary, artistic and scientific works
 - performances of performing artists, phonograms and broadcasts
 - inventions in all fields of human endeavor
 - scientific discoveries
 - industrial designs
 - trademarks, service marks and commercial names and designations
 - protection against unfair competition
 - other rights resulting from intellectual activity in the industrial, scientific, literary or artistic

Intellectual Property

■ PATENT

■ TRADEMARK

■ GEOGRAPHICAL INDICATION

■ INDUSTRIAL DESIGN

■ COPYRIGHT

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

(10) **Patent No.:** US 7,479,949 B2
(45) **Date of Patent:** *Jan. 20, 2009

(54) **TOUCH SCREEN DEVICE, METHOD, AND GRAPHICAL USER INTERFACE FOR DETERMINING COMMANDS BY APPLYING HEURISTICS**

(65) **Prior Publication Data**
US 2008/0174570 A1 Jul. 24, 2008

(75) **Inventors:** **Steven P. Jobs**, Palo Alto, CA (US); **Scott Forstall**, Mountain View, CA (US); **Greg Christie**, San Jose, CA (US); **Stephen O. Lemay**, San Francisco, CA (US); **Scott Herz**, San Jose, CA (US); **Marcel van Os**, San Francisco, CA (US); **Bas Ording**, San Francisco, CA (US); **Gregory Novick**, Santa Clara, CA (US); **Wayne C. Westerman**, San Francisco, CA (US); **Imran Chaudhri**, San Francisco, CA (US); **Patrick Lee Coffman**, Menlo Park, CA (US); **Kenneth Kocienda**, Sunnyvale, CA (US); **Nitin K. Ganatra**, San Jose, CA

Related U.S. Application Data
(63) Continuation of application No. 11/850,635, filed on Sep. 5, 2007.

(60) Provisional application No. 60/937,993, filed on Jun. 29, 2007, provisional application No. 60/937,991, filed on Jun. 29, 2007, provisional application No. 60/879,469, filed on Jan. 8, 2007, provisional application No. 60/879,253, filed on Jan. 7, 2007, provisional application No. 60/824,769, filed on Sep. 6, 2006.

(51) **Int. Cl.**
G09G 5/00 (2006.01)
G06F 3/048 (2006.01)
(52) **U.S. CL.** **345/173; 345/169; 715/786;**



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IP Filings in 2007 and 2013

Country	Patents	Trademarks	Ind. Designs
ETHIOPIA (2007)	13	445	220
Kenya (2007)	52	1,529	42
Sudan (2007)	5	1853	52
Yemen (2007)	11	2,473	7
Brazil (2013)	6,846	145,138	4,947
China (2013)	734,081	1,860,130	668,040
India (2013)	20,907	195,514	6,101
Turkey (2013)	5,793	130,429	12,984
USA (2013)	501,162	872,759	97,556

Source: www.wipo.int/ipstats/en/statistics/country_profile/

What is WIPO?

- The World Intellectual Property Organization (WIPO) is the **United Nations agency** dedicated to the use of intellectual property (patents, copyright, trademarks, designs, etc.) as a means of stimulating **innovation and creativity**.
- Its mission is to promote innovation and creativity for the economic, social and cultural development of all countries, through a **balanced and effective international intellectual property system**.

What is WIPO?

We promote the development and use of the international IP system through:

- **Services** - We run systems which make it easier to obtain protection internationally for patents, trademarks, designs and appellations of origin; and to resolve IP disputes.
- **Law** - We help develop the international legal IP framework in line with society's evolving needs.
- **Infrastructure** - We build collaborative networks and technical platforms to share knowledge and simplify IP transactions, including free databases and tools for exchanging information.
- **Development** - We build capacity in the use of IP to support economic development.

We also work with our member states and stakeholders to improve understanding and respect for IP worldwide. We provide economic analysis and statistics. And we contribute IP-based solutions to help tackle global challenges.

WIPO Development Agenda

- In 2007, the Member States of the World Intellectual Property Organization (WIPO) adopted the decision that formally established the “Development Agenda of WIPO” with the aim of placing development at the heart of the Organization’s work.
- The decision consisted of the adoption of a set of 45 Development Agenda recommendations and the establishment of a Committee on Development and Intellectual Property (CDIP).
- The CDIP was mandated to: (i) develop a work-program for the implementation of the 45 adopted recommendations; (ii) monitor, assess, discuss and report on the implementation of all recommendations adopted, and for that purpose coordinate with relevant WIPO bodies; and (iii) discuss IP and development related issues as agreed by the Committee, as well as those decided by the General Assembly.
- The 45 recommendations are grouped into six clusters reflecting the main areas of focus of the Development Agenda.
- The recommendations require a wide range of actions for implementation, ranging from concrete development-oriented projects and activities to the application of certain principles and objectives that should continue to guide the work of the Organization.

IP Management



- The management of intellectual assets has become **key to coping with market competition** in the knowledge-based economy.
- Intellectual Property Rights (IPRs) can facilitate the process of **value creation** from intellectual assets.
- The acquisition and management of IPRs are critical for firms to turn their innovation potential and creativity into market value and **competitiveness**.
- This is particularly the case for new enterprises and **SMEs** that rely heavily on exploiting intellectual capital in their business models.

The knowledge economy

- Knowledge, competence and intellectual property are the most significant assets; others intangibles include brands, reputation and customer relationships
- Competitive advantage can flow from ownership and successful deployment of non-tradable assets
- Knowledge assets, especially competences, are difficult to trade since the market has many imperfections
- Intellectual property regimes are stronger today than before and acts as a major counterforce to the ease of imitations

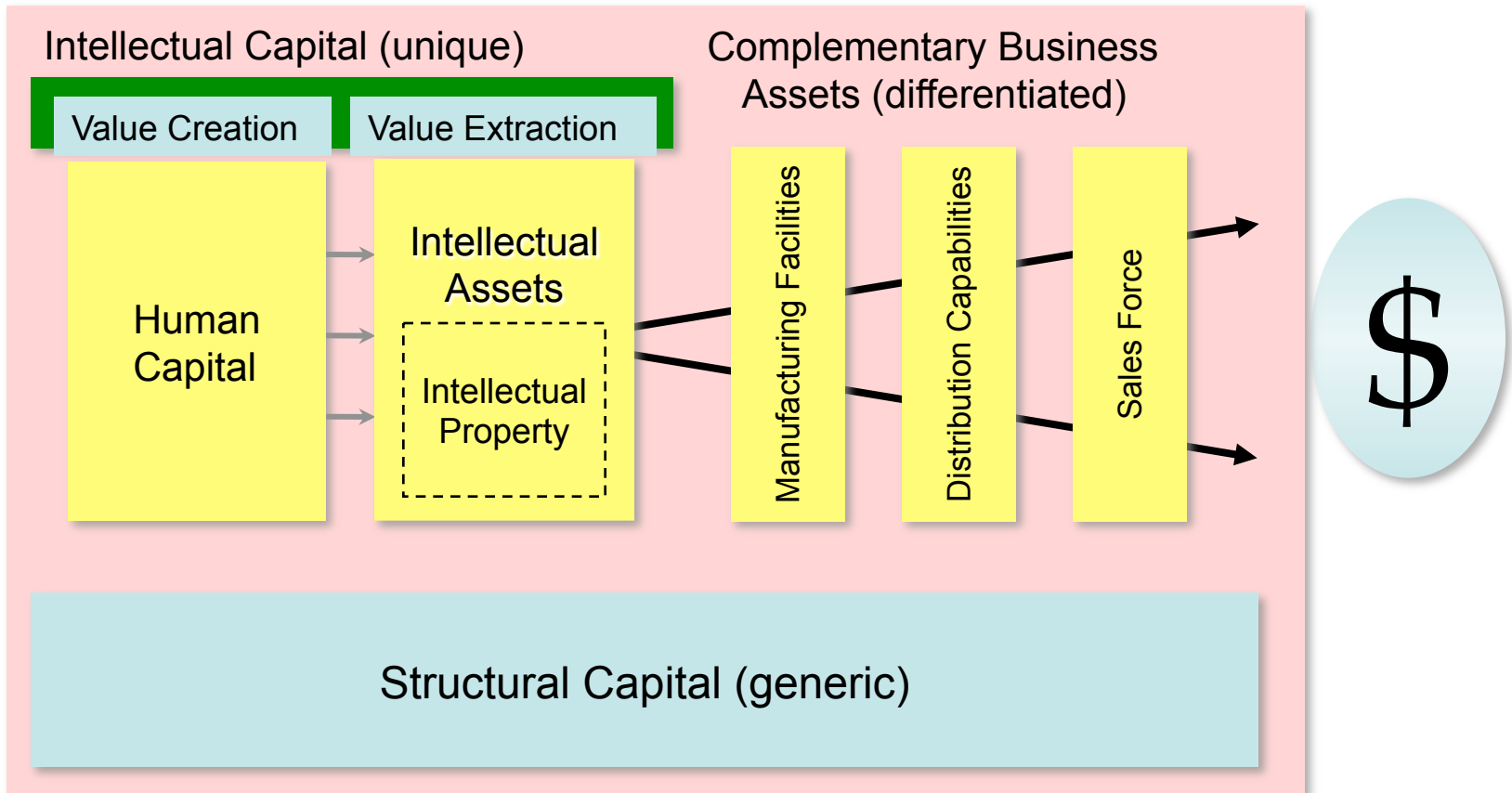
The knowledge economy

- Tacit/Codified knowledge
 - More tacit the knowledge, more difficult it is to replicate or imitate
 - Firms should strive to keep knowledge tacit by keeping it, to the extent possible, a **trade secret** (easier for process technologies rather than product)
 - Firms should also protect non-tacit knowledge through IP rights
- The ability of firms to keep knowledge tacit or protect through IP determines its ability to earn 'rent' in the market

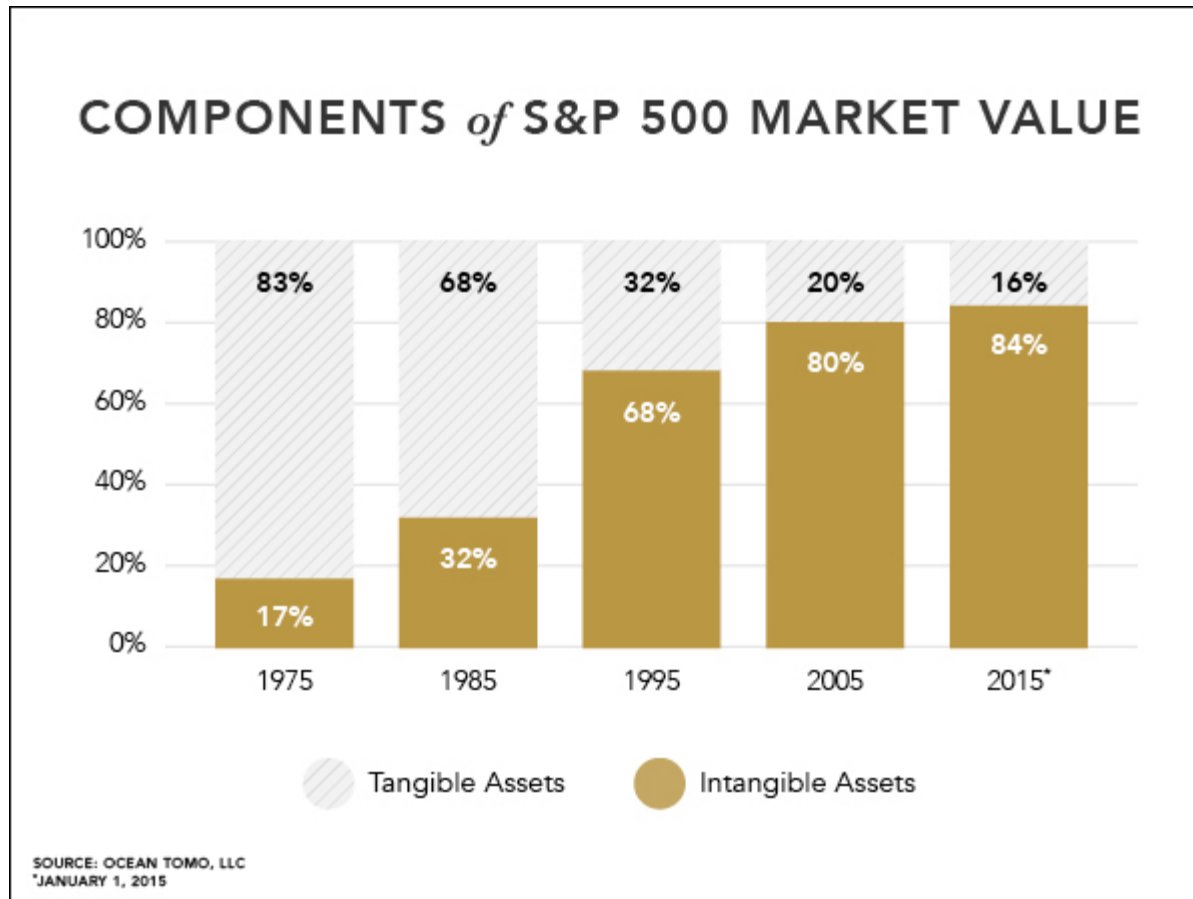
The knowledge economy

- Knowledge assets are often intermediary products and require complementary assets to yield value
- Degree of ownership, access or control of complementary assets therefore become a major issue in the competitive advantage equation
- One can have a fabulous technology for making car, However, if one does not have the manufacturing or distribution facility it would not be worth or yield much
- Ownership of difficult to imitate complementary assets is an important source of competitive advantage

The Interaction of Intangible and Tangible Assets to Create Earnings

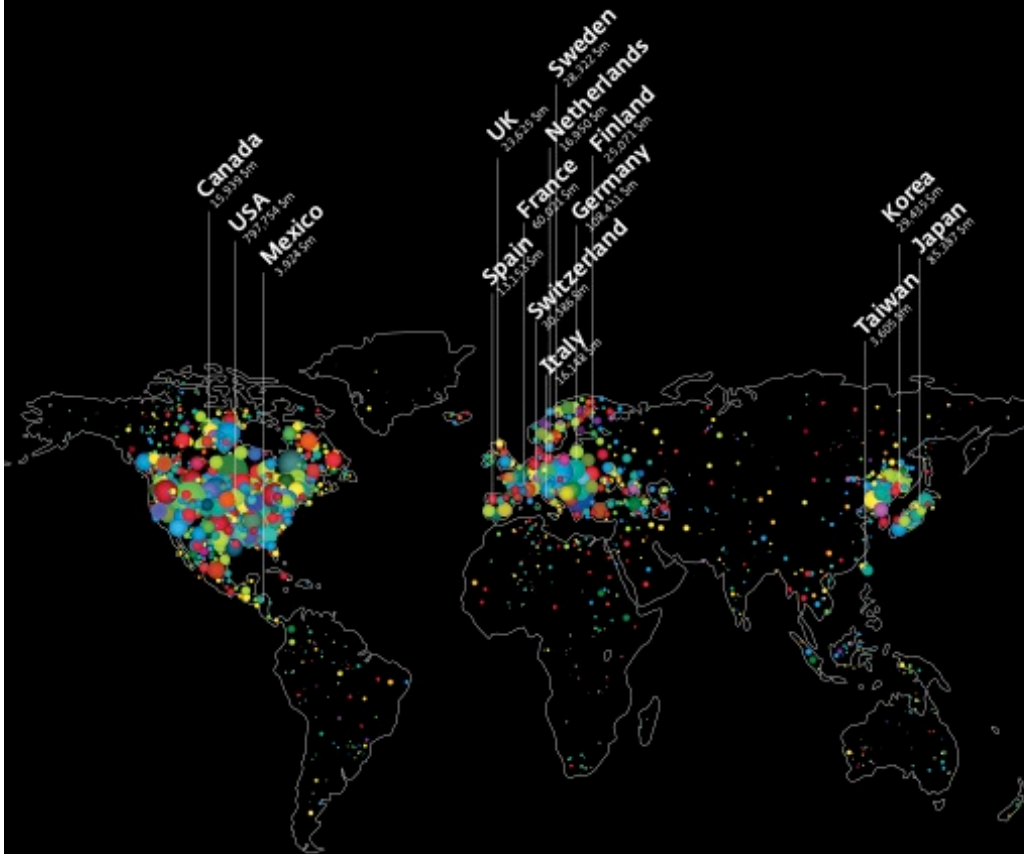


Value of Intangible Assets



2011 BRAND VALUE

BY REGION/COUNTRY



The above map demonstrates the combined value for all brands from a specific region/country. With 50 brands on the Top 100 list and a total brand value of US \$ 797,754 million, North America dominates the ranking. Germany, with 10 brands on the list and a total brand value of US \$108,431 comes in second. Each year, however, new regions/countries gain steam. 2010 saw Mexican brand Corona join the table, and this year HTC from Taiwan has made the ranking.

Source: Interbrand

Value of Intangible Assets - Brands




















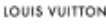










Interbrand

Interbrand's 2014 Best Global Brands

2014 RANK	2013 RANK	BRAND	SECTOR	2014 BRAND VALUE (USD \$billion)	% CHANGE IN BRAND VALUE
1	1	Apple	Technology	118.863	21%
2	2	Google	Technology	107.439	15%
3	3	Coca-Cola	Beverages	81.563	3%
4	4	IBM	Business Services	72.244	-8%
5	5	Microsoft	Technology	61.154	3%
6	6	GE	Diversified	45.480	-3%
7	8	Samsung	Technology	45.462	15%
8	10	Toyota	Automotive	42.392	20%
9	7	McDonald's	Restaurants	42.254	1%
10	11	Mercedes-Benz	Automotive	34.338	8%
11	12	BMW	Automotive	34.214	7%
12	9	Intel	Technology	34.153	-8%
13	14	Disney	Media	32.223	14%
14	13	Cisco	Technology	30.936	6%
15	19	Amazon	Retail	29.478	25%
16	18	Oracle	Technology	25.980	8%
17	15	HP	Technology	23.758	-8%
18	16	Gillette	FMCG	22.845	-9%
19	17	Louis Vuitton	Luxury	22.552	-9%
20	20	Honda	Automotive	21.673	17%
21	21	H&M	Apparel	21.083	16%
22	24	Nike	Sporting Goods	19.875	16%
23	23	American Express	Financial Services	19.510	11%
24	22	Pepsi	Beverages	19.119	7%
25	25	SAP	Technology	17.340	4%
26	26	IKEA	Retail	15.885	15%
27	27	UPS	Transportation	14.470	5%
28	28	eBay	Retail	14.358	9%

Value of Intangible Assets - Brands

Interbrand ■●●●

01  +21% 118,863 \$m	02  +15% 107,439 \$m	03  +3% 81,563 \$m	04  -8% 72,244 \$m	05  +3% 61,154 \$m	06  -3% 45,480 \$m	07  +15% 45,462 \$m	08  +20% 42,392 \$m
09  +1% 42,254 \$m	10  +8% 34,338 \$m	11  +7% 34,214 \$m	12  -8% 34,153 \$m	13  +14% 32,223 \$m	14  +6% 30,936 \$m	15  +25% 29,478 \$m 	
16  +8% 25,980 \$m	17  -8% 23,758 \$m	18  -9% 22,845 \$m	19  -9% 22,552 \$m	20  +17% 21,673 \$m	21  +16% 21,083 \$m		
22  +16% 19,875 \$m	23  +11% 19,510 \$m	24  +7% 19,119 \$m	25  +4% 17,340 \$m	26  +15% 15,885 \$m	27  +5% 14,470 \$m	28  +9% 14,358 \$m	30  +8% 14,078 \$m

Competitiveness of SMEs

- In a **knowledge-based** economy, competitiveness of enterprises, including SMEs, is increasingly based on ability to provide **high-value-added products at a competitive price**
- Globalization and trade liberalization has made it crucial for most enterprises, including SMEs, to become **internationally competitive** even when operating wholly in the domestic market

Competitiveness of SMEs

To become and remain competitive, SMEs need a **coherent business strategy** to constantly improve their efficiency, reduce production costs and enhance the reputation of their products by:

- Investing in research and development
- Acquiring new technology
- Improving management practices
- Developing creative and appealing designs
- Effectively marketing their products

Competitiveness of SMEs

For this, SMEs must make significant investments of time and resources

Without **intellectual property protection** there is a strong risk that investments in R&D, product differentiation and marketing may be stolen/copied

Intellectual property rights enable SMEs to have **exclusivity** over the exploitation of their innovative new or original products, their creative designs and their brands. The exclusivity creates an appropriate incentive for investing in improving their competitiveness

Propensity of SMEs to patent their innovations

- Small firms are **less likely to use patents** as a means of protecting their investment than other means such as **confidentiality, secrecy or time to market**
- SMEs are also **less likely than larger firms to use others' patents as a source of information for their own innovation activities**, preferring customers, suppliers and trade fairs.
- Conversely, smaller firms are more likely than larger firms to put their patents to productive use or to license out their technology, a pattern that is likely to reflect relatively higher cost and capacity pressures.
- Among the emerging trends, of particular interest for high tech SMEs is the role of patents as an increasingly important factor in obtaining **financial backing** by venture capitalists.

UK INTELLECTUAL PROPERTY AWARENESS SURVEY 2010

- Larger companies are more IP aware and have greater resources to both find out about IP and do something about it
- SMEs and the mass of micro-enterprises which form the cradle of IP and future large companies are in the main **effectively unaware of the IP system**
- Gradual and small increases in IP awareness amongst smaller companies (despite the awareness creation efforts of the UK IPO)
- **Continued effort is required to increase IP awareness amongst SMEs** which are the source of new business growth
- Attention to **cost effective means of promoting and disseminating IP related advice** is therefore essential
- This message could be generalized to the rest of the world

IP and SMEs: ground reality

- Most studies on IP and SMEs conclude that SMEs, especially those in developing economies:
 - Are generally unaware about IP and its role in enhancing competitiveness
 - Find the cost of obtaining and maintaining IP rights daunting
 - Find the cost associated with defending their IP rights beyond their means
 - Find the IP system complex
 - Lack of confidence in enforcement mechanisms
 - Unique set of challenges when operating internationally (cost, regulatory and technical differences)
 - Lack the competencies required to effectively manage IP assets
 - Find IP rights a barrier to acquisition of technology

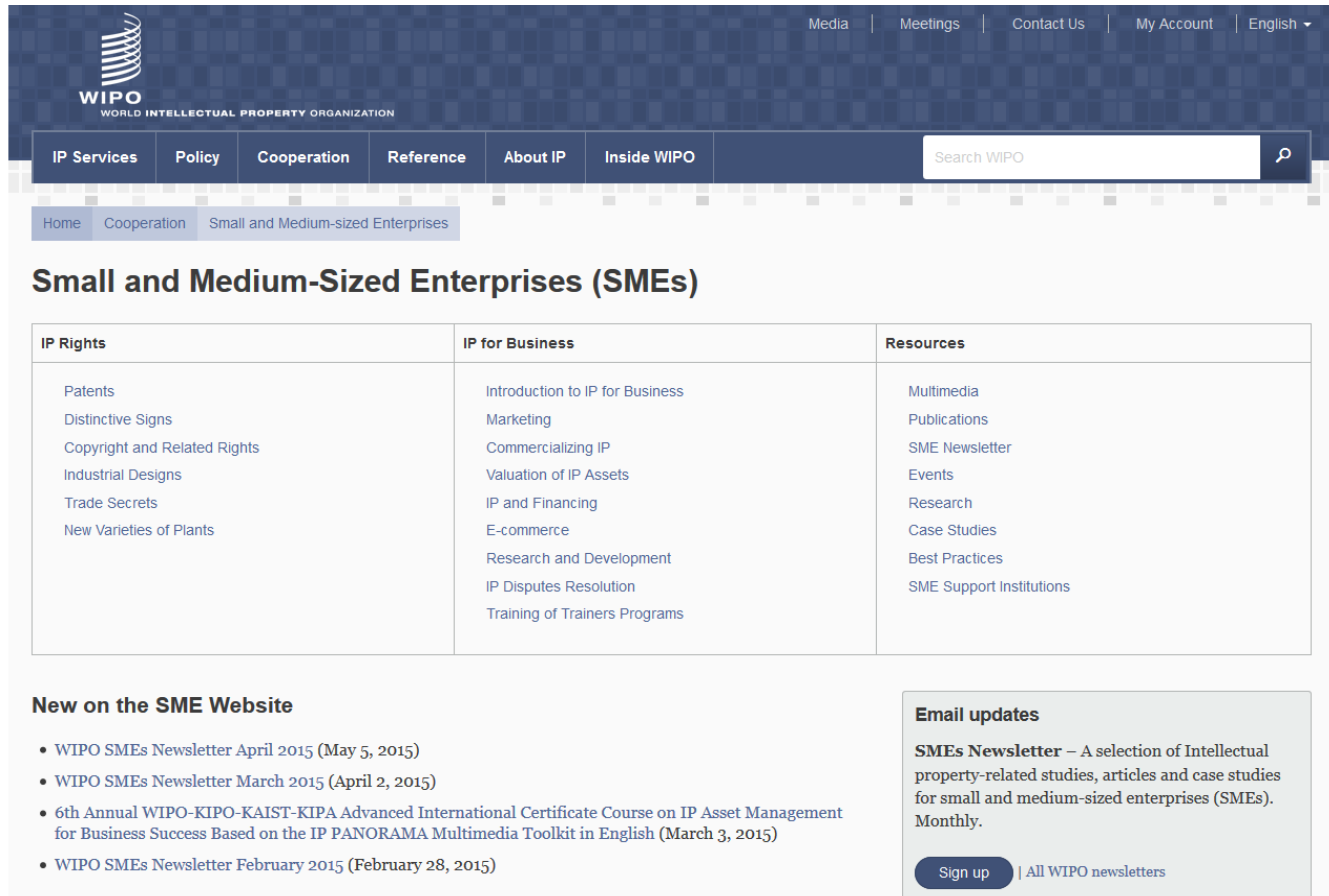
Overcoming challenges faced by SMEs

- Raise **awareness** about strategic opportunities offered by IPRs
- **Diffuse knowledge** about the variety of IP instruments and the strategic objectives they serve
- Foster **IP education and training**, bringing services and expertise closer to SMEs
- Address SME' s **financial constraints** in the access to IPRs
- Make IPR system overall more “SME-friendly”
- Improve cross-border IP information, coordination and enforcement for SMEs operating internationally
- Improve **metrics for measuring** SMEs intellectual assets

WIPO's SMEs Initiative

- Promote a more active and effective use of the intellectual property system by SMEs
- Strengthen the capacity of national governments to develop strategies, policies and programs to meet the intellectual property needs of SMEs
- Improve the capacity of relevant public, private and civil society institutions, such as business and industry associations, to provide IP-related information and training to SMEs
- Provide comprehensive web-based information and basic advice on IP issues to SME support institutions worldwide.

WIPO's SMEs Website



The screenshot shows the WIPO SMEs website interface. At the top, there is a dark blue header with the WIPO logo and navigation links for Media, Meetings, Contact Us, My Account, and English. Below the header is a secondary navigation bar with categories like IP Services, Policy, Cooperation, Reference, About IP, and Inside WIPO, along with a search bar. The main content area features a breadcrumb trail (Home > Cooperation > Small and Medium-sized Enterprises) and a title 'Small and Medium-Sized Enterprises (SMEs)'. A table with three columns (IP Rights, IP for Business, Resources) lists various topics. Below the table, there are sections for 'New on the SME Website' with a list of recent newsletters and courses, and an 'Email updates' section with a sign-up button and a link to all newsletters.

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Small and Medium-Sized Enterprises (SMEs)

IP Rights	IP for Business	Resources
<ul style="list-style-type: none">PatentsDistinctive SignsCopyright and Related RightsIndustrial DesignsTrade SecretsNew Varieties of Plants	<ul style="list-style-type: none">Introduction to IP for BusinessMarketingCommercializing IPValuation of IP AssetsIP and FinancingE-commerceResearch and DevelopmentIP Disputes ResolutionTraining of Trainers Programs	<ul style="list-style-type: none">MultimediaPublicationsSME NewsletterEventsResearchCase StudiesBest PracticesSME Support Institutions

New on the SME Website

- WIPO SMEs Newsletter April 2015 (May 5, 2015)
- WIPO SMEs Newsletter March 2015 (April 2, 2015)
- 6th Annual WIPO-KIPO-KAIST-KIPA Advanced International Certificate Course on IP Asset Management for Business Success Based on the IP PANORAMA Multimedia Toolkit in English (March 3, 2015)
- WIPO SMEs Newsletter February 2015 (February 28, 2015)

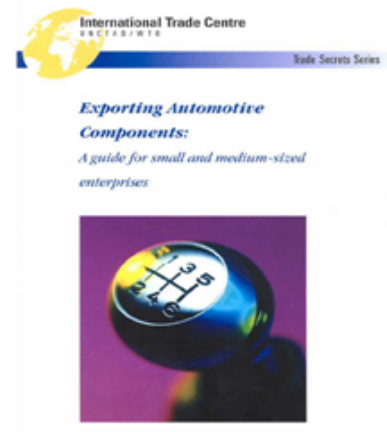
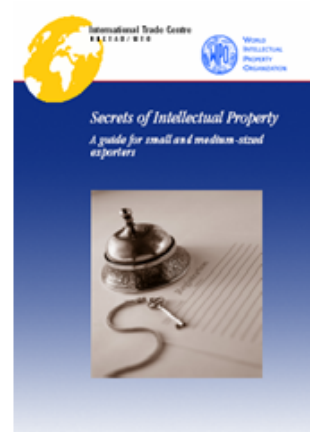
Email updates

SMEs Newsletter – A selection of Intellectual property-related studies, articles and case studies for small and medium-sized enterprises (SMEs). Monthly.

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Easy to read, practical, business friendly guides


















































Easy to read, practical, business friendly guides

Translation/Customization of SME IP for Business Guides

Nationally customized versions of short guides in the "IP for Business Series" of WIPO

In a wide range of countries, a number of our partners have completed or taken up the national customization (for example, by translation into one or more local languages and/or national adaptation, based on relevant national IP laws and examples) of the first three short guides in the "IP for Business Series" of WIPO. The following table reflects the current status of work, including access to PDF versions of the nationally customized guides that have been created at the entire responsibility of the partner institution concerned.

COUNTRY	LANGUAGE	MAKING A MARK		LOOKING GOOD		INVENTING THE FUTURE		CREATIVE EXPRESSION	
		TRANSLATION	CUSTOMIZATION	TRANSLATION	CUSTOMIZATION	TRANSLATION	CUSTOMIZATION	TRANSLATION	CUSTOMIZATION
Algeria	French	--		--		--	--		
Argentina	Spanish	--		--		--			
Armenia	Armenian								
Bangladesh	Bengali								
Bosnia	Bosnian								
Bosnia	Croatian								
Bosnia	Serbian								
Bulgaria	Bulgarian								
Czech Republic	Czech								
Dominican Republic	Spanish								
Ecuador	Spanish								
Hungary	Hungarian	--		--		--	--		
India	English								
Indonesia	Indonesian								

IP Panorama

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IP PANORAMA™ The Most Advanced E-learning Content on Intellectual Property for your Business

- IP PANORAMA was developed jointly by the Korean Intellectual Property Office (KIPO), the Korea Invention Promotion Association (KIPA), and the World Intellectual Property Organization (WIPO) under a project entitled, "The Joint Development of E-learning Content" from 2004 to 2007.
- IP PANORAMA was designed to help SMEs utilize and manage Intellectual Property (IP) in their business strategy. In the past, most of the IP education materials had a legal orientation, even though businesses had a real need for a business-oriented IP education. IP PANORAMA increases IP-awareness among enterprise sector and a wide range of university students by providing practical knowledge about using IP for business success.
- IP PANORAMA relies on a brand new instructional design strategy based on 'Storytelling' along with educational technology. The learning content of each module was designed with a practical story regarding intellectual property. It is informative as well as interesting.
- IP PANORAMA deals with IP issues from a business perspective, especially focusing on the situation of SMEs.

The topics covered in the 13 modules are as follows:

NATIONAL VERSIONS

- Thai Version
- Hungarian Version
- Vietnamese Version

UN Language Versions

- Arabic Version
- French Version
- Russian Version
- Spanish Version

<http://www.wipo.int/sme/en/multimedia/>

WIPO National Studies on Intellectual Property and SMEs

Thank you for your attention

Anil Sinha

anil.sinha@wipo.int