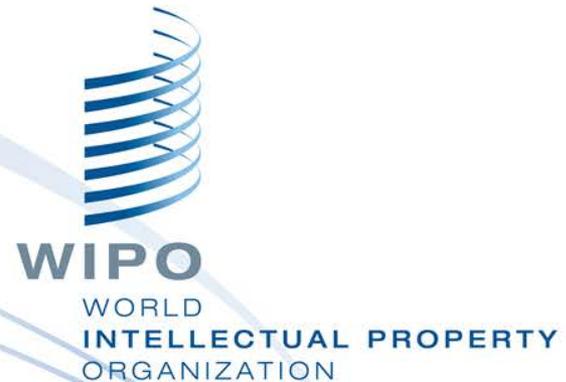




WIPO Training of Trainers Program on Effective IP Asset Management by SMEs

Amman
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Introduction to WIPO

Overview of IP and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

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Presentation Outline

- The increasing importance of IP in its context
 - Knowledge Economy and rise in importance of intangible assets
 - Importance of differentiation and adding value to be competitive
 - The IP system
 - Use and exploitation of IP assets

- The World Intellectual Property Organization

Part 1

Overview of IP

and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

New Economy

- Global market place
- Demanding and fickle consumers
- Shorter product cycles
- Working through relationships, networks and outsourcing
- Increased competition
- Pressure to do more with less

Being Competitive in the New Economy



Specialized, Stumpjumper

Being Competitive in the New Economy

- **Low cost** and the ability to produce **efficiently** is not enough. The competition is also able to produce as efficiently and at lower cost
- Customers are looking for added value, a **DIFFERENTIATION** from the competition other than on price
 - Unique product (design, technical features)
 - Quality + Guarantees and warranties
 - Brand name recognition
 - Customer experience
 - Value added products/services
- Firms use **intangible assets** to create a competitive strategic advantage to **differentiate** themselves from other firms

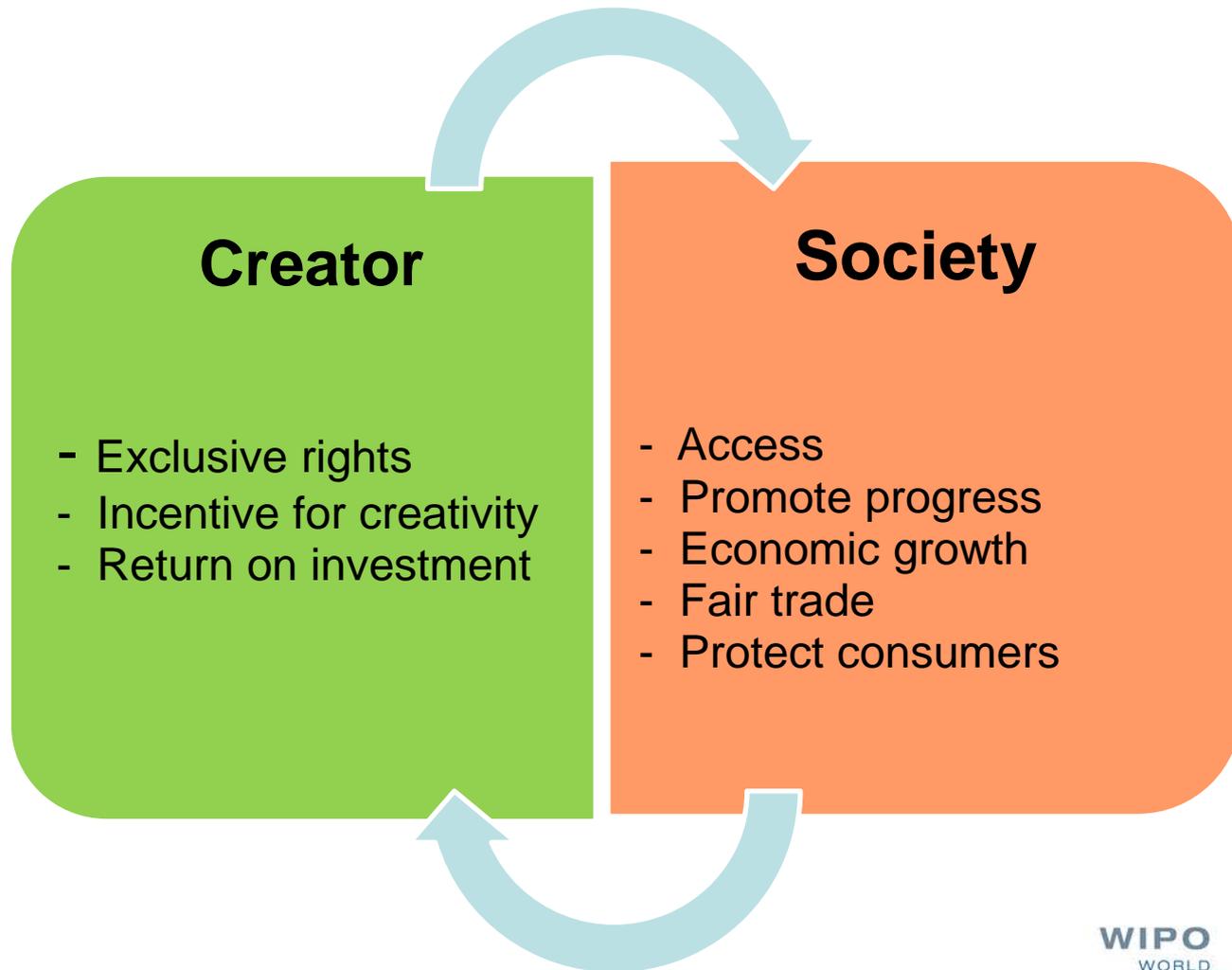
Intellectual Property

- Intellectual property (IP) refers to **creations of the mind**.
- IP is protected in laws, which enable people to earn **recognition** or **financial benefit** from what they invent or create.
- By striking the right **balance** between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

Intellectual Property Assets

- Innovative products/ processes
- Cultural, artistic and literary works
- Goods that have a certain quality or reputation due to where it comes from
- Creative designs
- Distinctive signs
- Confidential business information
- Patents or utility models
- Copyright and related rights
- Geographical Indications
- Design rights
- Trademarks
- Trade secrets

It's all About Finding a Balance ...



Patents

- Exclusive right granted for an **invention**
 - A product or process providing a new way of doing something
 - A new technical solution to a problem

Ktrak

Trademarks

- **Sign that distinguishes** the goods and services of one enterprise from that of another
 - Words, letters, numerals, pictures, logos, colors
 - 3D Shapes
 - Sounds, smells
 - Advertising slogans

KTRAK

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2008-05-09



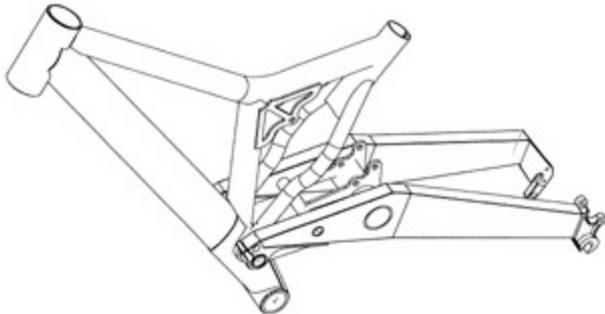
SPECIALIZED

Design Rights

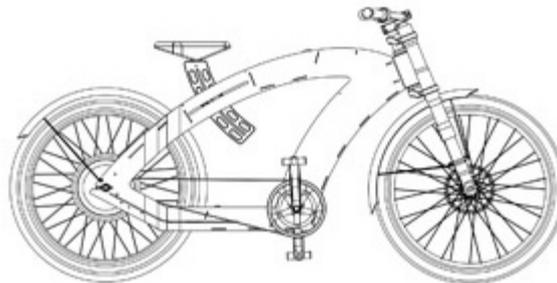
- The **ornamental** or **aesthetic** aspects of a product
 - that which *distinguishes* that product from the competition and
 - makes the product *appealing* to a consumer
 - 2D or 3D

Volkswagen

1.3



1.1



HMK 561

Copyright

- From a business point of view:
 - computer programs or software
 - content on websites
 - catalogs
 - newsletters
 - manuals
 - artwork and text on product literature
 - labels or packaging
 - posters etc

www.specialized.com/za

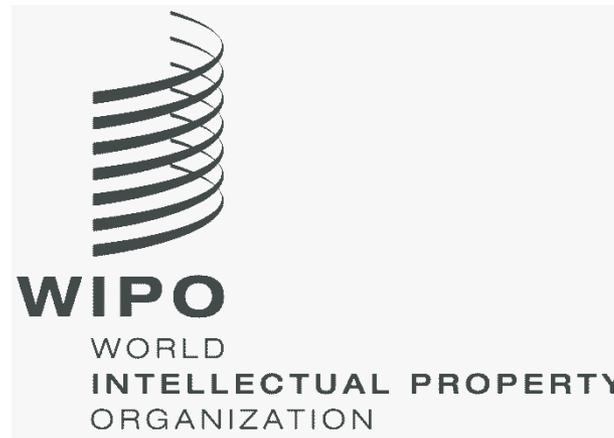
Trade Secrets

■ Confidential business information

- Manufacture info
- Quality control methods
- Product information
- Drawings
- Pending patents
- Know how
- Consumer lists
- Supplier lists
- Sales data

Part 2

The World Intellectual Property Organization





The World Intellectual Property Organization (WIPO), a United Nations (UN) specialized agency, is dedicated to the promotion of **innovation and creativity** for the economic, social and cultural **development** of all

countries through a balanced and effective international intellectual property (IP) system.

Basic Facts about WIPO



WIPO's Mission:

promote innovation and creativity for the economic, social and cultural development of all countries, through a balanced and effective international IP system

Status: An int'l intergovernmental organization

Member States: 186

Observers: 250 +

Staff: 1'300 from >100 countries

Treaties Administered: 25

Funds: 90% international registration; 10% Member States. Annual income > 300 million Swiss francs

Core Activities

- **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.

Useful Resources for SMEs

- **SMEs website:** www.wipo.int/sme
- **SME Newsletter**
- **Case studies (IP Advantage):** www.wipo.int/ipadvantage
- **IP Databases:**
www.wipo.int/reference/en/index.html#databases
 - Patentscope
 - Global Brand Database
 - Romarin
 - Hague Express
 - Lisbon Express
- **Laws and Treaties (WIPO Lex):** www.wipo.int/wipolex
- **Publications:** www.wipo.int/freepublications;

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 of defending** their IP rights beyond their means
 - Find the IP system **complex**
 - Lack of confidence in enforcement mechanisms
 - Face 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

- Small and medium-sized enterprises (SMEs) represent over 90% of enterprises in most countries, worldwide.
- They are the driving force behind a large number of innovations and contribute to the growth of the national economy through employment creation, investments and exports.
- Despite the importance of SMEs for the vitality of the economy and the potential offered by the IP system for enhancing SMEs competitiveness, SMEs often underutilize the IP system.
- In October 2000, WIPO Member States endorsed a proposal to establish a substantial new program of activities, focusing on the intellectual property-related needs of SMEs worldwide.

WIPO's SMEs Initiative: main objectives

- 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 to SMEs;
- Provide comprehensive web-based information and basic advice on IP issues to SME support institutions worldwide.

WIPO's SMEs Initiative: key activities

- Development of comprehensive and user-friendly promotional **information materials**, guides and training packages;
- Organization of **training seminars** for specific target audiences (in partnership with relevant international or national institutions);
- Research **studies** on issues relating to the business use of IP in various countries;
- **Assistance to SME support institutions**, such as innovation centers, incubators, chambers of commerce, R&D institutions and others to establish IP-related support services to their members and clients;
- SME **website** with articles, case studies and best practices targeted to entrepreneurs and SME support institutions; and
- Circulation of a monthly electronic **newsletter** on intellectual property for SMEs.
- Activities are conducted largely in partnership with organizations working to **promote** SME development at local, national and international levels in order to integrate intellectual property within a broader framework that addresses the multi-faceted business challenges faced by SMEs.

WIPO's SMEs Initiative: practical concerns

- WIPO's activities for SMEs are guided by the need to look at practical concerns and challenges faced by companies in this sector.
- The role of IP rights in the overall business strategy of an enterprise is presented from a managerial perspective.
- The relevance of patents and utility models is highlighted within the context of the R&D and product development strategy of an enterprise.
- Similarly, trademarks, industrial designs and geographical indications are portrayed as tools to enhance an enterprise's marketing strategy, including the need for market access, market segmentation and product differentiation.
- Copyright and related rights are seen as key tools in the development of a knowledge-based service-oriented economy.


**SMALL AND MEDIUM-SIZED
ENTERPRISES**
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New on the SME Website

- » [Junkk.com®: Filing an International Patent for Maximum Protection and Commercial Gain \(UK\)](#) (Nov 20, 2008) New
- » [Mak Marine: Building a Strong and Defensible Worldwide Brand \(UK\)](#) (Nov 5, 2008)
- » [SPL: International Patent and Trademark Protection to Secure Licenses \(UK\)](#) (Nov 5, 2008)
- » [FAVEO Limited: An Innovative Bra Design and Development Company set up by a Female Cancer Research Scientist in the UK \(O\)](#) (Nov 15, 2008)

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Overview of IP and the Role of Effective IP Asset
Management in Enhancing the Competitiveness of
SMEs

Thank you

www.wipo.int/sme