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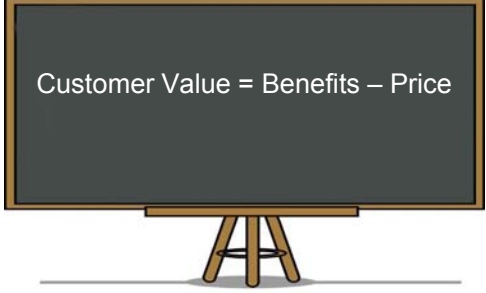
**WIPO TRAINING OF TRAINERS PROGRAM ON EFFECTIVE INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMEs**  
 Istanbul, 13-15 September 2011


**Case Studies: Effective Use of IP Asset by SMEs in Their Business Strategy**


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**Main Equation of Business**


$Customer\ Value = Benefits - Price$




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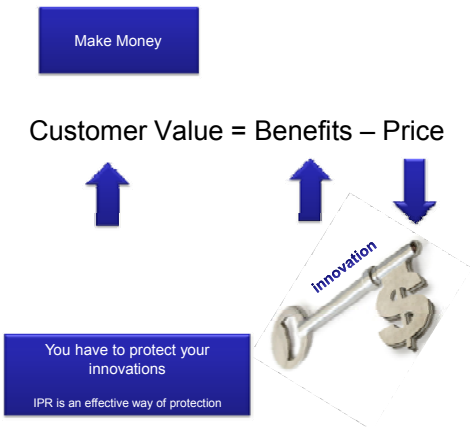
**What is the main target of SMEs ?**





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**Make Money**

$Customer\ Value = Benefits - Price$




**You have to protect your innovations**  
 IPR is an effective way of protection


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**Make Money**    **innovate**    **protect**

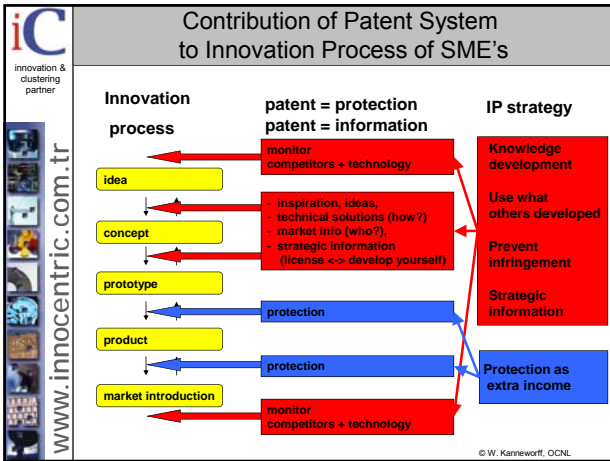
SME have to  
 •innovate  
 •know IPR  
 in order to make money

SME have to  
 •innovate continuously  
 •use IP System effectively  
 for sustainable growth


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**IP strategy works only if it is a part of innovation strategy**





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- manufacturing elektro optical systems for military use
- located in Ankara
- total number of staff =35
- annual endorsement= 20 million USD

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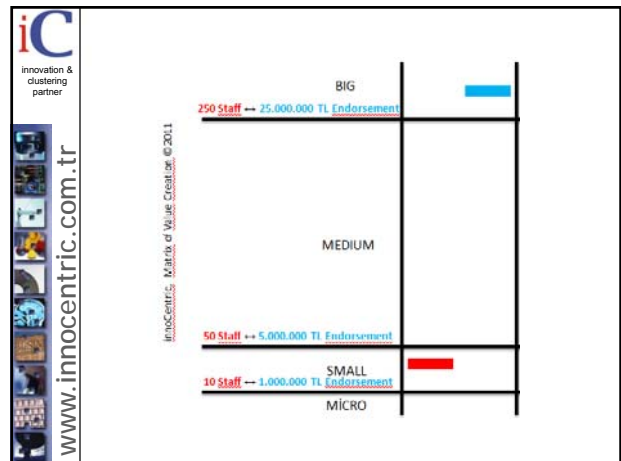
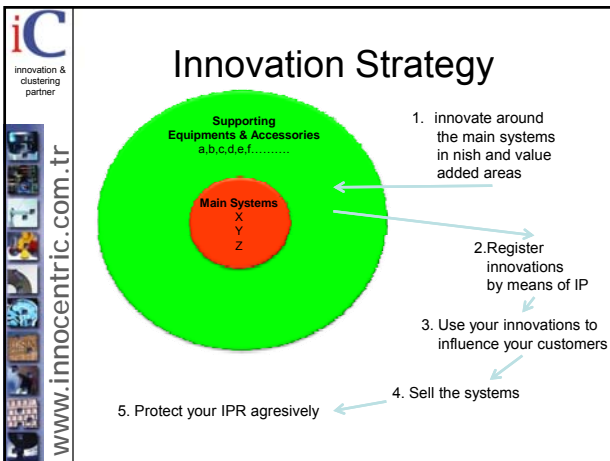
**TÜRK PATENT ENSTİTÜSÜ patent araştırma** Bulunan Kayıt Sayısı: 5 Sayfa Sayısı: 1 Yazdır Yeni Arama

No	Registres No	Bölüm Başlığı
01	2009/07961	Kılıbına mekanizmasına sahip malıye çantası.
02	2009/02423	Turkku adaptörlerinde yenilik
03	2009/01022	Batarya kılıfı.
04	2009/00879	Elahın monte hamalı
05	2007/00098	Turkku adaptör

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Patent Application No: TR 2009 07861  
Latching mechanism for a carrying case

Patent Application No: TR 2009 02423  
Adapter with torque



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Problems with traditional umbrellas  
go inside-out  
break  
poke you in the eye  
limit your visibility  
don't protect your back

problem      solved

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### STRATEGY

- Pumping it's story to the media for free advertisement
- Continuously innovate to diversify the product
- Using every possible way of IPR protection

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## The incredible effect of patent information

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after patent search they realized their long term target

Business plan was saying to double the technical feature of the product in 3 years period

In 15 days they doubled the technical feature of their product with a small effort

**Customer Value = Benefits – Price**

↑                      ↑

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TÜRK PATENT ENSTİTÜSÜ patent araştırma Bulunan Kayıt Sayısı: 3 Sayfa Sayısı: 1 Yazdır Yeni Arama

No	Beyan No	Başlık Başlığı
1	200500604	Yangın söndürme malzemesi ana hortumu bağları adaptörü
2	200504806	Yangınlarda kullanılan su püskürtme larası.
3	200500153	Sıra adimatında kullanılmak üzere yapılan katı yakıtı havasız kazan

1

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### TEKNOMAR®

STERILIZATION EQUIPMENTS FOR SURGICAL TOOLS

Hydrogen Peroxide Plasma Sterilization Equipment

Ethylene Oxide Sterilizers ETO C 1445 Hospital Type

UV Sterilizer STERON UVC-82

Industrial Type EO Sterilizers END ETO C 1445 1-50m3

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after patent search SME finally completed the R&D that costs more than 1 million € and 3 years

R&D Team  
TAEK (Turkish Nuclear Energy Organisation)  
7 Professors

The problem was to control the timing of plasma

Patent search offers an antenna to control the timing in the process

SUCCESS

The competitive advantage of the competitor was discovered

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**LAMASAN®**

Customer Value = Benefits – Price

Customer Value	Benefits	Price
-2,8	7,2	10,0
+0,2	6,4	6,2

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Patent databases is the best way to look forward

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The IP Performance of Automotive Sub-Industry

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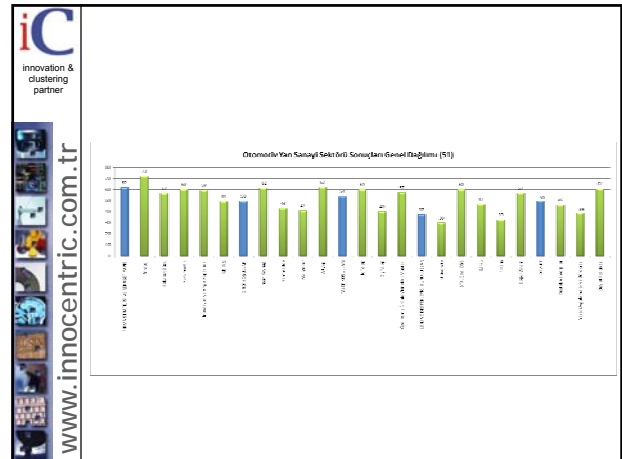
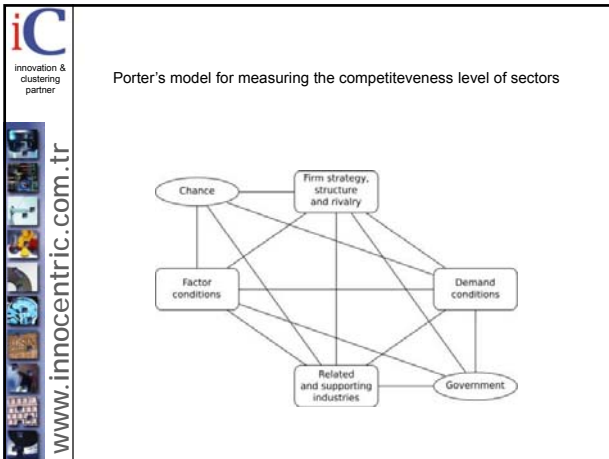
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Country	Patent Count
Belçika	338.200
Romanya	350.044
Güney Afrika	472.049
Slovakya	536.041
Malezya	567.715
Endonezya	704.715
Arjantin	705.940
İtalya	857.250
Polonya	866.376
Cek Cumhuriyeti	1.076.385
Türkiye	1.094.557
Birleşik Krallık	1.393.403
Rusya	1.403.244
İspanya	1.599.494
Tayland	1.644.913
Kanada	2.071.016
Fransa	2.227.742
Meksika	2.345.114
Japonya	2.387.900
Hindistan	3.556.703
Brezilya	3.648.358
Güney Kore	4.271.941
Almanya	5.905.985
ABD	7.761.443
Japonya	9.615.910
Çin	18.264.667

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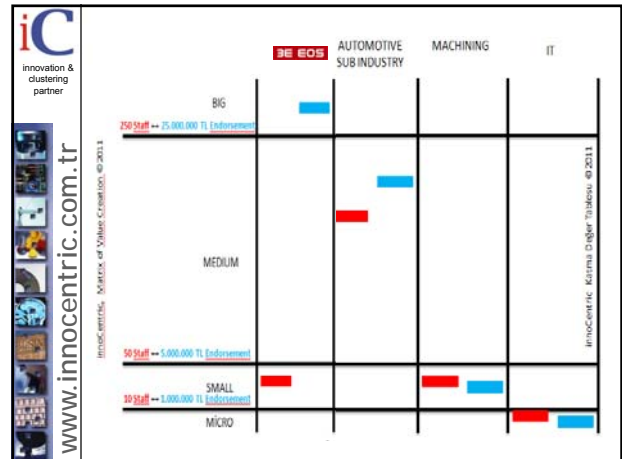
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IP Performance of the Automotive Sub-Industry SMEs

Average Number of Patent/Utility Model Applications per Company	2,625
Average Number of Industrial Design Applications per Company	9,936
Average number of R&Ds financed by public funds per company	0,625



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E-Learning Platform for Turkish SMEs  
[www.patent4sme.com](http://www.patent4sme.com)

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- IP as a part of innovation  
Introductory content for assets, innovation and intellectual property concept
  - Basics of intellectual property  
Different types of intellectual property
  - Trade secret and confidentiality  
Trade secrets concept and ways to protect them
  - Patents  
Patents, benefits and limits, patent strategy and protection procedure
  - Trademarks  
Trademarks, benefits and limits of trademark registration and procedure
  - Designs  
Industrial designs, registration system and types of protection
  - Copyright  
Copyright, authorship and ownership, economic and moral rights and infringement issues
  - Protection of software, databases and internet issues  
Software and database protection and copyright on the internet
  - Ownership  
IP ownership in EU projects, specific rules
  - IP information Sources  
How to access IP information, classification and databases

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10	IP Information Sources How to access IP information, classification and databases	<input type="checkbox"/>
11	Patent information gathering and interpretation Where to find patent information and ways to interpret this information for business	<input type="checkbox"/>
12	Patent information analysis Ways to analyse patent information	<input type="checkbox"/>
13	Patent as competitive intelligence tool Competitive intelligence concept and case studies	<input type="checkbox"/>
14	Why IP has a value? Basis of IP valuation, case studies	<input type="checkbox"/>
15	Accounting for IP How companies account for IP	<input type="checkbox"/>
16	Methodologies for the evaluation of IP Risk and return analysis, economic life and case studies	<input type="checkbox"/>
17	Practical application of valuation methodologies Estimating royalties, IP valuation methods and case studies	<input type="checkbox"/>
18	Exploitation of IP Ways to exploit IP, risk and benefits, IP management	<input type="checkbox"/>
19	Case stories of IP valuation Case studies	<input type="checkbox"/>

**innoCentric**

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innovation & clustering expert

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