

Intellectual Property Rights Management, Riga, May 2012

- A Strategic Approach to a
National IP Policy
Ron Marchant CB FRSA

Overview

- Background
- Objectives
- Process
- Evaluation and maintenance
- Conclusion

Background

- Impact of globalisation
- Perceptions of the IP system
 - Who is it for?
 - Compliance or benefit?
- Perceptions of technical assistance
 - Imposed uniformity
 - Isolates IP from society
- IP Strategies
 - Nationally generated
 - National interest
 - National control and decision making

Objectives

- Grow the national economy
- Facilitate the creation of businesses
- Facilitate technology transfer
- Improve quality of life for all citizens
- Improve national capabilities and skills
 - Technological
 - Creative
 - Legal including enforcement
 - Managerial/Financial
- Bring IP system closer to economic and social objectives
 - Role and nature of IP Office
- Increase influence

Process

- Agree broad aim with government
 - Identify champion
 - Key stakeholders
 - Partners
- Create team
- Determine project methodology
 - Inclusive and accountable
- Establish baselines
 - Identify problems/issues
 - Agree priorities
- Draft Strategy document and action plan
 - What (deliverables)? Who? How? When?
- Consult before finalising
- Implement

Evaluation and Maintenance

- During process
 - Project board
 - Progress reports
 - Change control
- After implementation
 - Did it deliver? If not, why not?
 - What lessons have been learned
 - Keeping it up to date
 - IPO and policy
 - IPO and users

Conclusion

- Strategic approach
 - All stakeholders
 - Coherent
 - Maximises benefits
- A process not an event
- Stay committed
 - Things get worse before they get better
 - Stakeholder disputes