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Using IP to Increase Entrepreneurial Competitiveness

Ron Marchant CB FRSA

Outline

- The Context
- Creating Value
- Realising Potential
- What this means for Government
- What this means for the Business Sector
- Lessons

The Context - 1

- Global factors
  - Traditional
    - Access to resources
    - Labour costs
    - Trade controls
  - Current
    - Investment
    - Education
    - Innovation

The Context – 2

- National
  - Educational resources
  - Business environment
  - Financial structures
  - Infrastructure
  - Legal framework
  - Economic framework
  - Government structures

Creating Value - 1

- Purpose
  - To gain and retain customers
    - The product or service of choice
  - To provide sustainable business growth
    - Skilled workforce
  - To improve national economy
    - Higher employment
    - Higher Government revenue
    - Improved life for citizens

Creating Value – 2

- How
  - Better products/services
    - Function
    - Design
  - Better customer base
    - Reputation
    - Loyalty
  - Better business method
  - Better knowledge

Creating Value – 3

- Which means
  - Quality
  - Innovation
  - Support
- Intellectual Property essential for turning these into competitive advantage, that is –
- **REALISING POTENTIAL**

Realising Potential - 1

- Formal Intellectual Property
  - Protect and exploit technical innovation by Patents (or Utility models if available) nationally, regionally, internationally
  - Protect and exploit “eye appeal” by Registered or Unregistered Design
  - Protect and exploit identity and reputation by Trade Marks, perhaps leading to Branding
  - Protect and exploit agricultural and cultural goods by Geographic Indications, turning commodities into Brands
  - Protect manuals, guides, music, film and art through Copyright

Realising Potential – 2

- Informal Intellectual Property
  - Know how
  - In-house skills
  - Customer intelligence
  - Customer service
- Exploitation
  - In house
  - Partnering
    - Licensing in
    - Licensing out

What this means for Government - 1

- Intellectual Property System is accessible and inexpensive
  - Process for acquisition of rights
  - Fee structures
- Modern IP structure
  - National office and regional cooperation
  - Harmonisation with international systems
- Government financial support for innovation
  - Loans
  - Grants
  - Tax allowances

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

What this means for Government - 2

- Open legal structure
  - Enforcement
    - Criminal
    - Civil
  - Dispute resolution
    - Court
    - Alternatives (mediation or arbitration)
- Attractive investment climate
- Support for Businesses especially Small and Medium Enterprises
- Support for university/business cooperation

What this means for the Business Sector

- Active cooperation with Government to develop regulatory environment
- Willingness to invest in staff training/education
- Willingness to partner with universities
- Willingness to partner with other businesses
- Adopt innovative spirit
  - Take risks!
- Develop a commercial finance and investment capability

Lessons

- More than modernising IP laws
- More than applying for IP rights
- Not something Government can do alone
- It is about changing behaviours and cultures in Government and Business
- A strategic approach is required