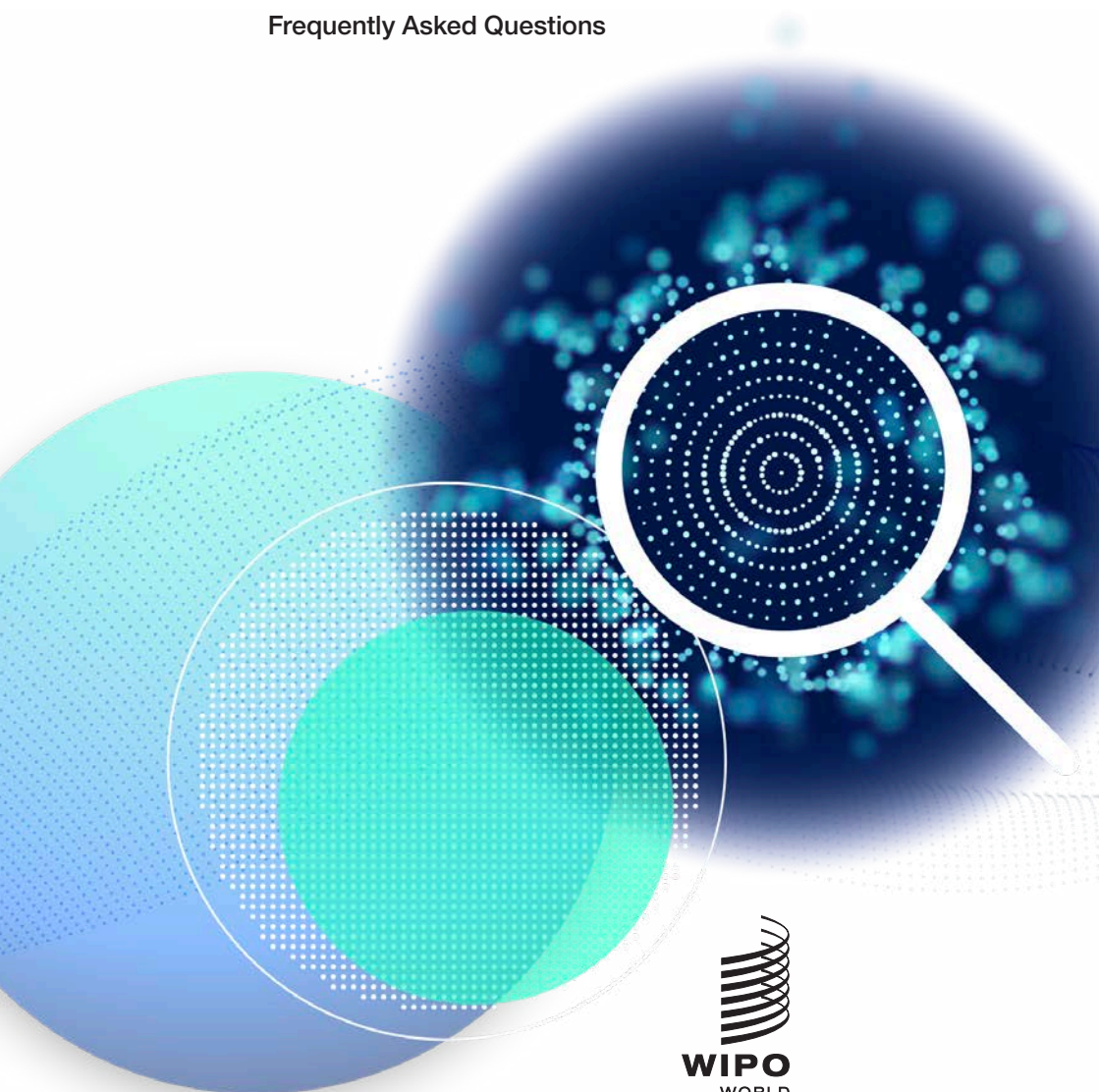


# WIPO IP Diagnostics

Frequently Asked Questions



# General

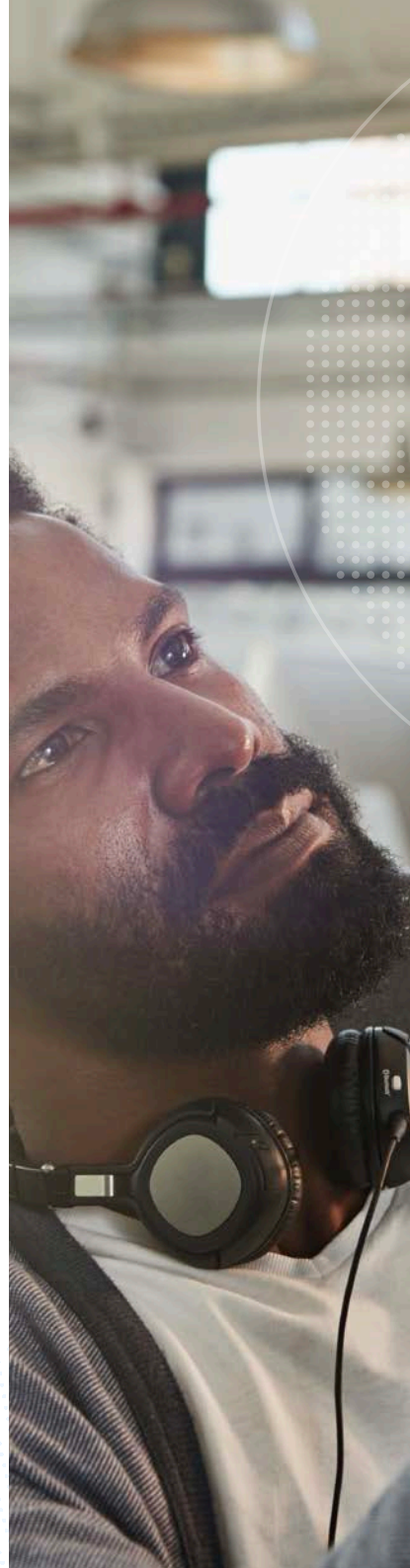
## What is WIPO IP Diagnostics?

WIPO IP Diagnostics is a free, easy-to-use online intellectual property (IP) assessment tool that helps small and medium-sized businesses identify their intellectual property assets. By answering a series of questions about their current business activities, users will immediately receive a report customized specifically to their business context, based on the answers provided.

WIPO IP Diagnostics is a practical and simple way to learn about IP, uncover the IP in your business, and begin planning an IP strategy for increasing the value of your business.

## Who is WIPO IP Diagnostics for?

Anyone can use WIPO IP Diagnostics. It was created specifically to help small businesses identify their IP assets and receive preliminary guidance on how to protect, manage and leverage these assets for increased value. WIPO IP Diagnostics can also be used by small business intermediaries (institutions that provide support to SMEs such as innovation agencies, incubators, accelerators, startup support, chambers of commerce etc.) to guide their interactions with their clients when they're providing IP-related support.





## **I already have a great IP lawyer, why should I use WIPO IP Diagnostics?**

WIPO IP Diagnostics helps you to easily identify the different types of intellectual property assets that may exist in your business. You might have a general idea of your IP assets, but by using WIPO IP Diagnostics, you'll look closely at every aspect of your business to uncover potential IP assets.

The assessment will also identify areas where your business may be at risk if you do not consider IP issues.

By becoming more informed about IP and its relation to your business, you can work more effectively with your IP advisors to use your IP assets in growing your business opportunities.

## **What's so great about WIPO IP Diagnostics?**

- It's developed by WIPO, the global authority on intellectual property. You can trust the quality of the information you get from WIPO IP Diagnostics.
- It's completely free.
- It gives you a preliminary view of potential IP assets in every major aspect of your business.
- It's easy to use: you get a complete report in about one hour.
- The report is tailored to your specific business context.
- You can download your customized reports in PDF format.
- You can complete the WIPO IP Diagnostics assessment as many times as you wish, at no cost.

# Using WIPO IP Diagnostics

## How much does it cost to use WIPO IP Diagnostics?

WIPO IP Diagnostics is completely free.

## How do I access WIPO IP Diagnostics?

Anyone with a computer or a mobile phone and an internet connection can access WIPO IP Diagnostics.

## Do I have to register with WIPO to access WIPO IP Diagnostics?

No, you do not need to register or login to use WIPO IP Diagnostics. Simply access WIPO IP Diagnostics online [www.wipo.int/ipdiagnostics](http://www.wipo.int/ipdiagnostics) and start a session. After you start a session, even if you stop in the middle, the system keeps it “open”. You can access an open session as many times as you want without the need for any login.

A session stays open until you submit all your answers and get the report.

## Can I start a session on one device (say, my desktop computer at home), and complete it later on my tablet?

WIPO IP Diagnostics remembers your session by recognizing the device you used to start the session. You must start and finish each session from the same device.



### **How many times can I use WIPO IP Diagnostics? Will my assessment report change?**

You can use WIPO IP Diagnostics as many times as you like. It remains free, no matter how many times you use it.

Each assessment report is based on the answers you provide. If your business context changes and you want a new assessment, simply start a new WIPO IP Diagnostics session and answer the questions with the new information. You will receive a new assessment report based on the new answers you provided.

### **Are my data and answers protected at all times?**

The data you entered is retained in our files but as we don't ask for any user information from you the data is anonymous.

### **How does the assessment work?**

WIPO IP Diagnostics is structured into 10 sections. The first section is a “pre-assessment” which covers general topics to help identify potential IP assets in each of the major areas of your business.

The system then serves up a series of targeted questionnaires, each in relation to the areas identified as relevant in the pre-assessment phase. As you finish answering each questionnaire served to you, the system immediately delivers a report. The report identifies the IP issues that may be relevant to you, establishing the basis for determining how IP may be useful for your business strategy.

### **Which IP rights are assessed in WIPO IP Diagnostics?**

WIPO IP Diagnostics cover patents, trademarks, designs, copyright and trade secrets. It also covers different business activities, such as launching and maintaining a website, choosing a domain name, engaging in international trade, managing IP with employees, external suppliers, and contractors, as well as licensing and enforcing IP rights.

### **How long does it take to complete the assessment?**

It depends on the areas you identified in the pre-assessment as being relevant. If all areas were identified as relevant then you will be invited to complete all 10 questionnaires. Upon completing each questionnaire you will receive a report. Completing all 10 segments may take a maximum of an hour. You can stop at any given point in the completion of the questionnaires and come back to them later. Your answers are saved and your session remains open at all times (even if your computer is shut down).

### **Can I skip a section, even if it has been served to me based on my pre-assessment answers?**

Yes, you can skip a section. You'll only receive a report for sections you complete.





# Understanding and using my report

## How long does it take to get a WIPO IP Diagnostics Report?

WIPO IP Diagnostics delivers reports immediately after completion of the relevant questionnaire served during a session.

## How do I get the reports generated by WIPO IP Diagnostics?

Each report is generated in two formats: HTML, which you can access on your screen, or PDF, which you can download and save it.

## After I get my first report, will my report be available when I access WIPO IP Diagnostics later?

Reports are not saved in the system. To access your report later, you must select the PDF option, download it and save it.

## Can I use WIPO IP Diagnostics as legal advice?

No, WIPO IP Diagnostics is not a substitute for legal advice. However, WIPO IP Diagnostics is a useful tool to use before seeking legal advice. It gives you a preliminary assessment of your IP assets, and options to identify, protect, manage and leverage these assets. It helps you have a more effective and efficient collaboration with your IP legal advisors.

# WIPO IP Diagnostics

**Easy** to use

Get a customized report

**in minutes**

WIPO IP Diagnostics

is **free of charge**

Online access: [www.wipo.int/ipdiagnostics](http://www.wipo.int/ipdiagnostics)

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[www.wipo.int/about-wipo/en/offices](http://www.wipo.int/about-wipo/en/offices)

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