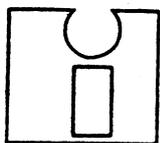


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INTERNATIONAL FEDERATION OF
INVENTORS' ASSOCIATIONS
(IFIA)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

INVENTORS AT THE DAWN OF THE NEW MILLENNIUM: WIPO-IFIA INTERNATIONAL SYMPOSIUM

organized by
the World Intellectual Property Organization (WIPO)
and
the International Federation of Inventors' Associations (IFIA)
in cooperation with
the Government of Argentina
and
the Argentine Association of Inventors (AAI)

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HOW THE INTERNET AND NEW INFORMATION TECHNOLOGIES INFLUENCE THE
WORK OF INVENTORS, INNOVATORS AND INNOVATIVE SMALL AND MEDIUM
ENTERPRISES (SMES) (MULTIMEDIA, WEBPAGES, MODELING,
PROTOTYPING, COMMUNICATION)

*Document prepared by Dr. András Vedres, Secretary General, Association of Hungarian
Inventors, Budapest, Hungary*

INTRODUCTION: SOCIETY OF THE INTELLECTUAL PROPERTY

1. In the history of humanity the basic determinant elements of economic and political relations are the property forms. In the beginning the possession of animals led to the development of the pastoral society. Later, the characteristics of slavery were based on the fact that human beings became the objects of property. The possession of land was the basis of a feudal society. The basis of capitalism was the possession of capital.
2. The introduction of the "Decree of Venice" (1474) is the birth date of the newest property form, intellectual property. The rights (patent, copyright, trade mark, etc.) that are related to intellectual property have been introduced into the legal system of countries only during our lifetime.
3. The population of Earth is growing exponentially, while the available resources of our globe are decreasing continuously. Provision can only be assured by production. Consequently, intellectual property will be the determinant property form of the future.
4. Creative people are inventors and artists. Their creations are the inventions and the work of art that become the objects of intellectual property. The society of the intellectual property will be the new social system in the next millennium that grows up from capitalism.
5. One of the most important characters of intellectual property is that it is the alloy of private and collective properties. Namely, inventors' personal rights are related to a patented invention and the utilisation rights of the patent holder (dominion) are the ones of private property character. On the other hand, the obligatory and published technical information about it is common property. In the case of a copyrighted work of art, its multiplication is subject to private property, while its intellectual substance is common property. This way, in the coming era, the social system of intellectual property, will be a determinant property character containing a priori, common property.
6. It is worth while noting three short remarks:

First, the Utopians, like Owen, the Dictators like Lenin, Stalin and their followers, intended to implement the collective society (communism, socialism) by means of appropriation and by taking properties into public ownership. Each of these tries failed, one after another, because the characteristic property forms did not contain many collective elements. By taking the properties into public ownership these did not become collective property. Such social systems cannot be introduced, but they develop themselves in cases where proper conditions exist.

With the increase of the significance of intellectual property in the future, society becomes an even more collective one.

Second, the media continuously emphasises that humanity is on the way towards the society of informatics. This is not true. The "society of informatics" exists in the same sense as that of the "book printing society" and the "motorised society", etc. Information, the computer, the Internet, etc., are not society generation concepts but very important instruments, only.

And, thirdly, there are promoting and impeding factors working in favour and against the development of the society of intellectual property. The most efficient promotion factor is the need, itself, for new technical solutions and new intellectual products. With the establishment and maintenance of the unified legal system related to intellectual properties, the World Intellectual Property Organization (WIPO) is one of the most significant organisations, which prepares the future of humanity. The performance of the International Federation of Inventors' Associations (IFIA) is also worthwhile emphasising. The fact that inventors are organising world-wide shows it is widening the social role of creative people.

7. The most impeding factor is backwardness. "Innovation" activity in the case of most of the big monopolies strangles the independent inventors and, basically, these global creatures are conservatives. Most countries do not recognise that their creative people, the inventor and the creative artist must be supported with public resources in the interest of our future.

8. I hope that my reasons have resulted in convincing you and you agree that humanity is on its way towards a developing society of intellectual property. Then, we must answer the question: what is the most important step to work on or do next?

9. The answer is only one word: information.

INFORMATION AND INVENTIONS

10. A comprehensive information is to be spread in relation to intellectual property. An efficient and fast information is to be given worldwide about inventions that are under patenting procedures. This is a major part of the tasks of the state administration. It is necessary to spread the information about the inventions that are before the realisation or just after the finishing phases. This information can only be given by the interested parties, the inventors, the patent holders or their associations.

11. Orientation is required by the inventors and the potential ones, with regard to the invention process, to the steps to be taken to obtain the legal protection and the realisation. This orientation can only be done reliably by the inventors' associations.

12. All the means are to be used to lend them this orientation. Personal consultations, printed materials, exhibitions, advertisements, press, TV and the newest media, the Internet, are to be used.

13. Now, let us turn our attention towards the use of the Internet.

INITIAL USE OF THE INTERNET FOR INVENTORS

14. Following the WIPO-IFIA Symposium and IFIA General Assembly in Budapest in 1998, which discussed extensively the importance of the Internet for inventors, several inventor associations including MAFE and their world-wide organisation IFIA, started to create home pages on the Internet. It was on November 15, 1999, after several meetings with the IFIA Executive Committee and consultations among IFIA members, that IFIA, with the assistance of MAFE, launched the IFIA Internet Inventions Store (IFIS).

15. Now, I should like to give a detailed report on the Internet -related activity of MAFE, that promotes the marketing of inventions and provides orientation for inventor too. I do it to serve as a model to be followed.

16. Our first experiences of the use of Internet : GENIUS98.

ORGANISING OF GENIUS '98'

17. MAFE arranged the Inventors' World Meeting in Budapest, in 1998, to celebrate the 30th anniversary of the creation of IFIA. Within this meeting took place the WIPO -IFIA Symposium, the IFIA General Meeting and the First Inventors' Olympiad -the GENIUS98' International Exposition of Inventions. The MAFE launched their home -page in November 1997, using the advice and with the active co -operation of Mr. Vladimir Yossifov. MAFE published, through its home -page (www.inventor.hu), the information about the events. Through the interest of the success of these events, we sent out more than two thousand e -mails during a period of five months and were received nearly six hundred answers.

PRESS CONFERENCE ON INTERNET

18. On January 27, 1998, we held a simultaneous, international video -press conference through the Internet, from the Inventors' World Meeting between the Budapest (MSZH - Hungarian Patent Office) and the Geneva (WIPO) press conferences spots. In the ceremonial hall of the MSZH, and with the presence of nearly fifty press correspondents, this special event took place where the Presidents of the WIPO, the IFIA and the MSZH delivered their welcome greetings. In Hungary, seventeen press reports appeared with relation to this special video press conference.

WIPO-IFIA SYMPOSIUM 1998

19. The main topic of the WIPO -IFIA Symposium (March 16 to 19, 1998) was: "Inventors and Informatics".

20. In the foreground of the lecture -hall was a local area network established, composed of six computers and connected to the Internet through an ISDN phone line, to give a demonstration for the 221 participants coming from 39 countries.

FIRST INVENTORS' OLYMPIAD AND THE INTERNET

21. Now in short, I would like to talk about the correlation between the First Inventors' Olympiad and the Internet.

22. The MAFE, the organisers, insisted on creating a competition forum for the inventors of the world, that turned the attention on the importance of invention activity, encouraged the creativity and the use of the Internet and, that could promote the establishment of the business relations.

23. In order to ease the achievement of the previous aims, the participating teams and the inventors' and innovation associations of the countries were entitled to have free-of-charge exposition areas together with the necessary installations. Inventions invented after 1991 were required to enable the inventor to take part in the exposition, independently of the legal protection form.
24. Additionally, the submission of an English description of the invention and an optional photo was also required.
25. The inventors' associations of 31 countries submitted their applications which related to 396 inventions and data sheets of 262 inventions (62%) and arrived and were published through the Internet home page.
26. The first phase of the evaluation of the inventions took place on the basis of the submitted data entered into the Internet home page.
27. These submitted data (description of 262 inventions) were entered into our home page that could be accessed using a password. This password was sent to more than four hundred persons (patent attorneys, heads of industrial parks of inventors' associations, university experts, businessmen) in nearly one hundred countries having an e-mail facility, asking them to take part in the jury. On the basis of the ingeniousness and future usefulness the inventions could be awarded on a score of 1 to 5 points. The awarded scores were received automatically. We had the possibility to screen out their irregularities, say, the multiple evaluation of the same invention coming from the same jury member. We got 814 evaluations related to 262 inventions. The average of the awarded scores of each invention was calculated and the inventions ranked within the corresponding technical field section. This ranking was taken as the basis of the pricing.
28. After the evaluation of all the data was accessible to everybody on the home page. The descriptions and the photos could be seen on our home page through the end of 1998. During this time we took notice of the establishment of twenty business relations through the Internet.
29. In summary, it can be stated that the use of the Internet resulted to be an efficient instrument for the organisation work and the evaluation.
30. The Internet database of inventions shown during the First Inventors' Olympiad produced a moderate business achievement. The composition of the descriptions were impractical. Many of the inventors were unable to determine and describe the substance of their inventions. Nor the home page of the MAFE was well known in a wide circle and, there were only a few links included.

THE SECOND EXPERIMENT: THE IFIS

31. The Executive Committee of the IFIA decided to open a virtual "Department Store of Inventions" through their home page. The President, Mr. Farag Moussa, has developed the form of business offer to be used by taking into consideration the experiences acquired

by experiences acquired by the MAFE and some other inventor associations. This system has been approved by the Executive Committee. The first 16 businesses of offers appeared in the home-page on November 15, 1999. Actually (on August 1), 88 inventions from 34 countries can be found in the list of offers.

Table 1
IFIS Offers

	COUNTRY	NUMBER OF INVENTIONS PER SECTIONS (31.07 .00)								Total
		A	B	C	D	E	F	G	H	
1	Argentina	1	2				1	1		5
2	Australia	1								1
3	Benin	1				1		1		3
4	Bosnia-Herzegovina	2	1				2		1	6
5	Bulgaria						2			2
6	Cameroon	1					1			2
7	China(Taiwan)	1								1
8	China(HK)	2						1		3
9	Coted'Ivoire	1								1
10	Croatia			1						1
11	Finland	1								1
12	France						1			1
13	Germany					1				1
14	Hungary	5	5	3	3	1	3	2	3	25
15	Italy	1								1
16	Korea, Republic of	2					1		1	4
17	Malaysia	1								1
18	Moldova			1						1
19	New Zealand	1								1
20	Niger	2							1	3
21	Philippines	2						1		3
22	Poland	1								1
23	Romania	3								3
24	Russian Federation							3		3
25	Senegal	1								1
26	Slovenia		1							1
27	Spain	1								1
28	Syria						1		1	2
29	Sweden					1				1
30	Switzerland	1								1
31	Tunisia		1						1	2
32	Ukraine							1	1	2
33	USA		1							1
34	Yugoslavia					2				2
Total		32	11	5	3	6	12	11	9	88

32. There were 8 member associations whose application offer to be published on IFIS: Argentina(5), Benin(3), Bosnia(6), Bulgaria(2), Cameroon(2), Finland(1), Hungary(25), Niger(3). The other offers were made by the inventors directly.

THE THIRD EXPERIMENT : THE GENIUS 2000

33. MAFE has organised the Second Inventors' Olympic Games in Budapest, this May. As usual, MAFE has provided the exhibition booths free of charge to IFIA members and MAFE individual members.

34. We have made use of the Internet in organising this event. The information for participants and visitors and the registration forms were published on the MAFE website. We have sent two thousand and received one thousand e-mail messages during the organisation phase. In the Olympic Hall, in Budapest, we have displayed 439 inventions from 32 countries. Fifty percent of these were from Hungary, the other half from foreign countries.

Table 2
Participating Countries

Country	Invention
Hungary	222
Foreigner total	217
Romania	102
Korea, Republic of	16
Croatia	14
Russian Federation	10
Yugoslavia	9
Slovakia	8
Poland	7
Other 24 countries	50

35. The exhibition had 10,650 visitors, 5% of them were foreigners. Keeping in mind that the economic growth in Hungary is double that of the European growth rate, it is not a surprise that there were many business transactions at the exhibition.

36. The competition was organised in sections of the International Patent Classification. The inventions were reevaluated on the spot by the international jury, because half of the inventors did not complete the materials for the Internet presentation. You can see the list of placed winners on our website.

IFIS PRESENTATION IN BUDAPEST

37. IFIA itself had displayed 5 big posters on IFIS (the IFIA Internet Inventions Store). IFIA also presented 57 inventions, which were already published on IFIS through the availability of two computers. This latter virtual presentation of inventions inside a real exhibition of inventions attracted many inventors and visitors. It was a positive experience.

MAFE'S VIRTUAL EXHIBITION

38. We have provided an opportunity for the participants of the Olympicsto present their inventions on the Internet at the GENIUS2000 virtual exhibition. The presentation materials were requested to be made in the system of IFIS in English. Mainly MAFE member exhibitors utilised this opportunity. There were 189 inventions acceptable (86%). The section distribution of these inventions is almost the same as in IFIS.

Table 3
Inventions by IPC Sections

GENIUS2000	NUMBER OF INVENTIONS PER SECTION S(31.07.00)								
	A1,2	B	C	D	E	F	G1,2	H	Total
Hungary(100years)in%	26	13	33	1	5	7	8	7	100
IFIS	32	11	5	3	6	12	11	9	89
in%	36	12	6	3	7	14	12	10	100
MAFE virtual exhibition	66	28	7	3	12	37	24	12	189
in%	36	15	4	2	6	20	14	6	100

39. This table shows the activity of independent inventors too. Their activity is smaller in the chemical field and higher in Section A (Human Necessities), F (Mechanical Engineering) and G (Physics) than the averages of 100 years in Hungary.

40. The most difficult in the organisation was to obtain a valid presentation material from each inventor. Most of the inventors needed long explanations and several rejections to have an acceptable presentation. Most of the definitions the inventor had sent sound like this: "My invention is much better, cheaper and environmental friendly". But what is the essence of your invention? The answer again was: "The essence is that my invention is much better, cheaper and environmental friendly".

41. We insisted on having the materials sent in an electronic format. This was difficult to several inventors. However, we succeeded in making many inventors buy a computer and connect to the Internet.

42. In the beginning we had asked inventors to send images and illustrations in an electronic format. This was a mistake: many inventors have sent image files with a gigantic size that had paralysed our Internet connection for hours at a time. (This was even in spite of given exact directions regarding the format and resolution of the image files we accept.) So we asked the inventor to send images on paper, and we did the scanning. We did not change anything in the submitted texts:

- To reach a wider public;
- To publish something on the Internet is as easy as putting a needle in the haystack;
- It is quite difficult to find something on the Internet.

43. We knew that the only way to make GENIUS2000 a successful event in commercialisation was if we could reach a wider public. It was the Prime Minister of Hungary, H.E. Viktor Orbán who helped us do this. The Prime Minister himself is a regular user of Internet, so he accepted our invitation to open the virtual exhibition. The virtual

opening ceremony was held at 11 hours GMT 30 in June on our website. This was the time when we had published the opening e-mail message of our Prime Minister. The opening had near 600 Hungarian and 600 foreign virtual guests (according to the counter statistics).

44. The virtual GENIUS 2000 had a wide coverage in the Hungarian press. The number one Hungarian TV channel had a report on the opening in the main news program. Many radio channels had a report on it too (for example in the weekly computer and Internet magazine, cultural and business program etc.). According to this publicity many Internet news sites had an article on it with a link, some of them had put a permanent link on their portals. We had some foreign publicity also. The Patent Café magazine had it on the cover with the message of the Prime Minister and his photo. Several business sites had put a link to GENIUS 2000.

45. And now let me summarise the data on the number of visitors to the virtual exhibition. The counters have been operating on the MAFE sites since the fourth of February 2000. We had 4,632 visitors up to the beginning of August. That means 27 visitors a day on the average. One quarter of our visitors have read the English version.

46. The number of visitors has increased significantly after the opening of the virtual GENIUS 2000.

Table 4
Number of Visitors on MAFE's Web

Date	14.02	28.02	31.03	30.04	31.05	30.06	03.07.	31.07
Days	0	14	45	75	106	136	139	170
Hungarian version	0	112	366	608	1380	1502	2495	3502
English version	0	66	87	192	318	410	1008	1130

47. In July, we started to count the visitors by category. We have only a short period of time in this operation, but the data are enough to show the proportions in each category. We can see, that most visitors are interested in category G2 (computers, advertising), while categories C (chemistry), D (textile, paper), E (construction) have quite a few visitors, below the average certainly.

Table 5
Visitors by Category

Categories	A1	A2	B	C	D	E	F	G1	G2	H	Total
Visitors	94	101	125	42	42	42	72	48	146	104	816
in% of total	12	12	15	5	5	5	9	6	19	12	100
in% of G2	64	69	85	28	28	28	49	32	100	71	-

48. It is quite difficult to increase the number of visitors. Let me summarise some tools, or ideas to increase the traffic to a website – according to our experiences.

49. If you have something unusual or interesting on the website, that generate traffic. For instance, the presence of the Hungarian Prime Minister on our site was such an interesting point. We have three reactions coming up in Hungary to increase the traffic.

50. There will be a meeting called "Hungarian World 2000" in the Budapest Expo centre from September 15 - 24 2000. In this fair we will introduce the virtual GENIUS 2000 and IFIS. For this occasion we will include the Hungarian versions of the offers also. We will organise a meeting with the associations of foreign Hungarians to collect ideas.

51. Another action is aimed at students. There is a school network in Hungary called "ledsuli - net". We will participate in this program with a page about inventions, connecting our site to the school network.

52. We will display GENIUS 2000 and IFIS (beyond 10 - 10 "real" inventions) in Poland, in Libya, on the IENA and EUREKA exhibitions.

53. A website must provide updated information. We usually update the news section each day, the other sections twice a week. There is a tendency that the written materials sent out to our members are becoming shorter, and we refer more and more to information on our site. The variety of these information are wider and wider each month. We would like to put pressure on inventors to use the Internet more.

54. A website must contain useful links, so that users come back again and again to the site that serves as a centre for gathering everything an inventor needs. We are improving our site to become such a centre. We develop this section to have all the links to patent attorneys, Hungarian laws, taxation regulations, etc.

55. I am sure that the role of Internet is becoming more and more important in inventing. I hope that our experience will be useful to our partner associations and organisations as well.

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