



'Policies fostering the participation of business in technology transfer'

Peer review

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Committee on Development and
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Challenges for IP

open, collaborative **innovation** asks for

- easy access to IP
- timely, simple procedures
- high presumption of validity of IP rights

new **business** models focus on

- branding
- customer relation
- first-mover-advantage
- lock-in
- combinations of open and proprietary models

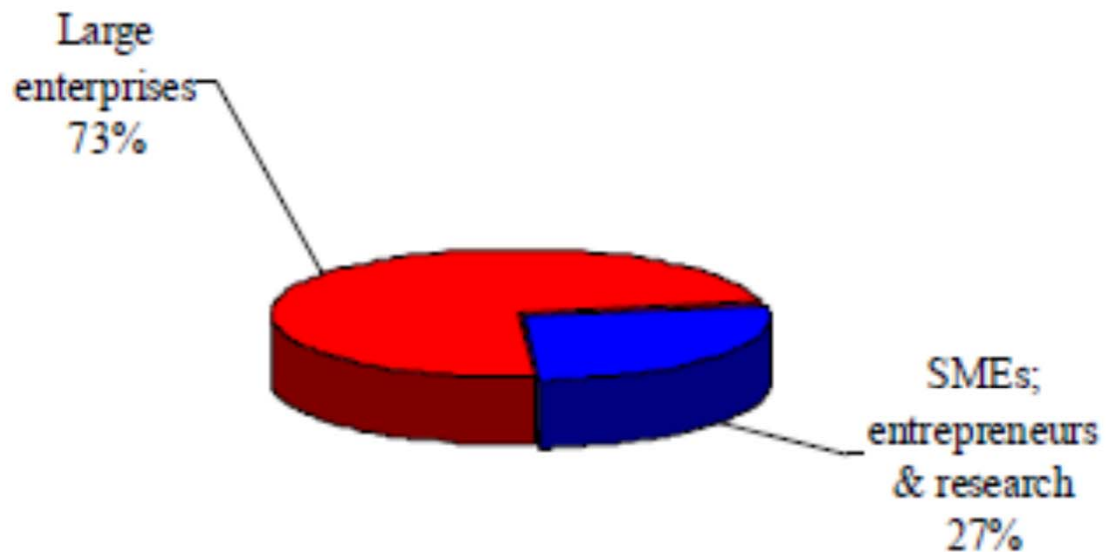
new **technologies**/innovation processes might demand

- alternative forms of protection (license of right, shorter/longer IP terms, *sui generis* systems)
- enlarged public domain: e.g. for basic research tools, interoperability standards

IP Policy Options

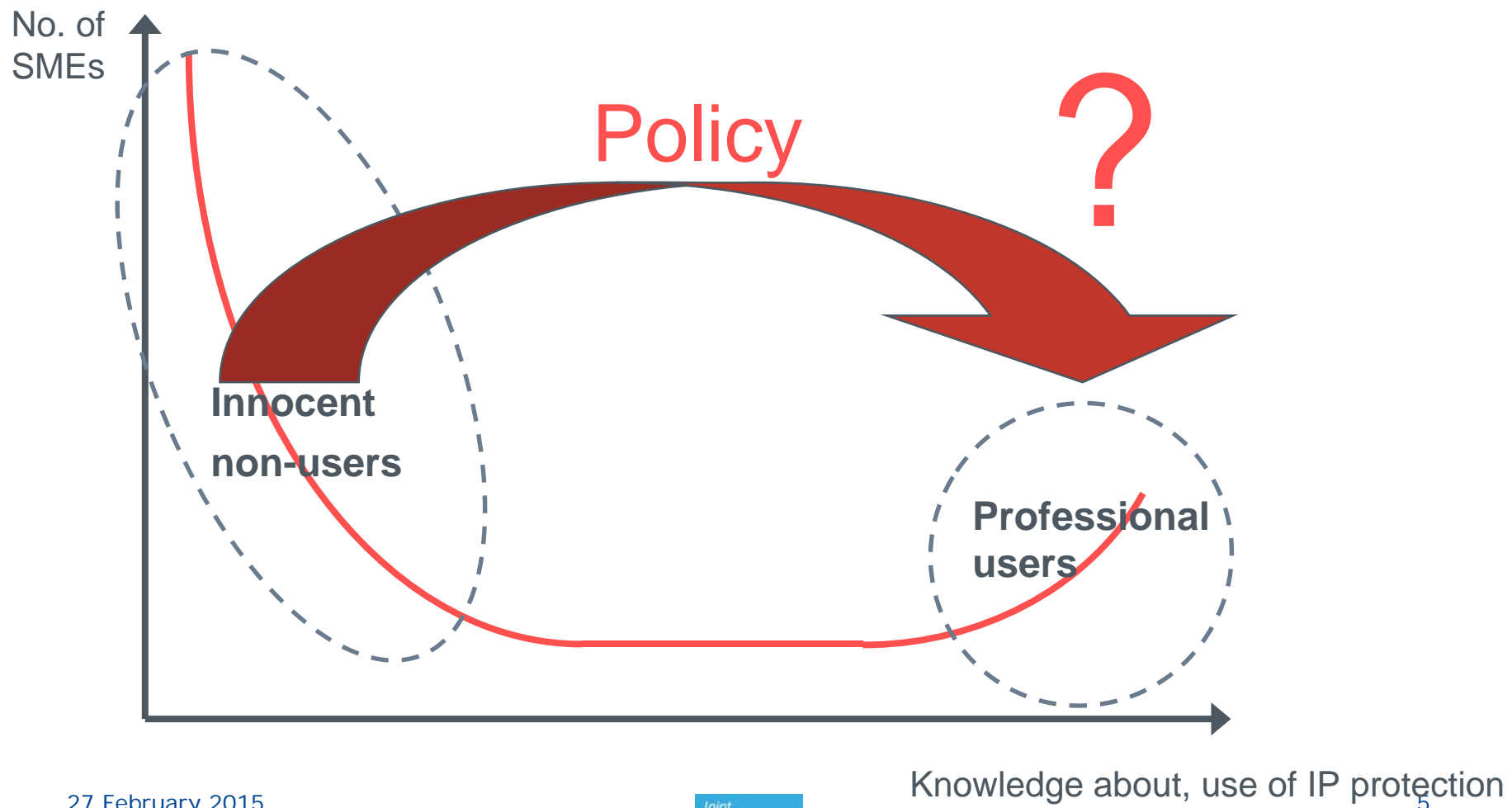
- Increase transparency, reduce complexity and costs
- Ensuring quality/validity of granted patents
- Improving efficiency
- Steering applicant's behaviour
- SME and University support
- Harmonisation of IP systems

Significance of small and medium sized enterprises (SMEs)



Relative share of EPO granted patents - grant period; 3rd quarter 2011

Supporting SMEs and Universities

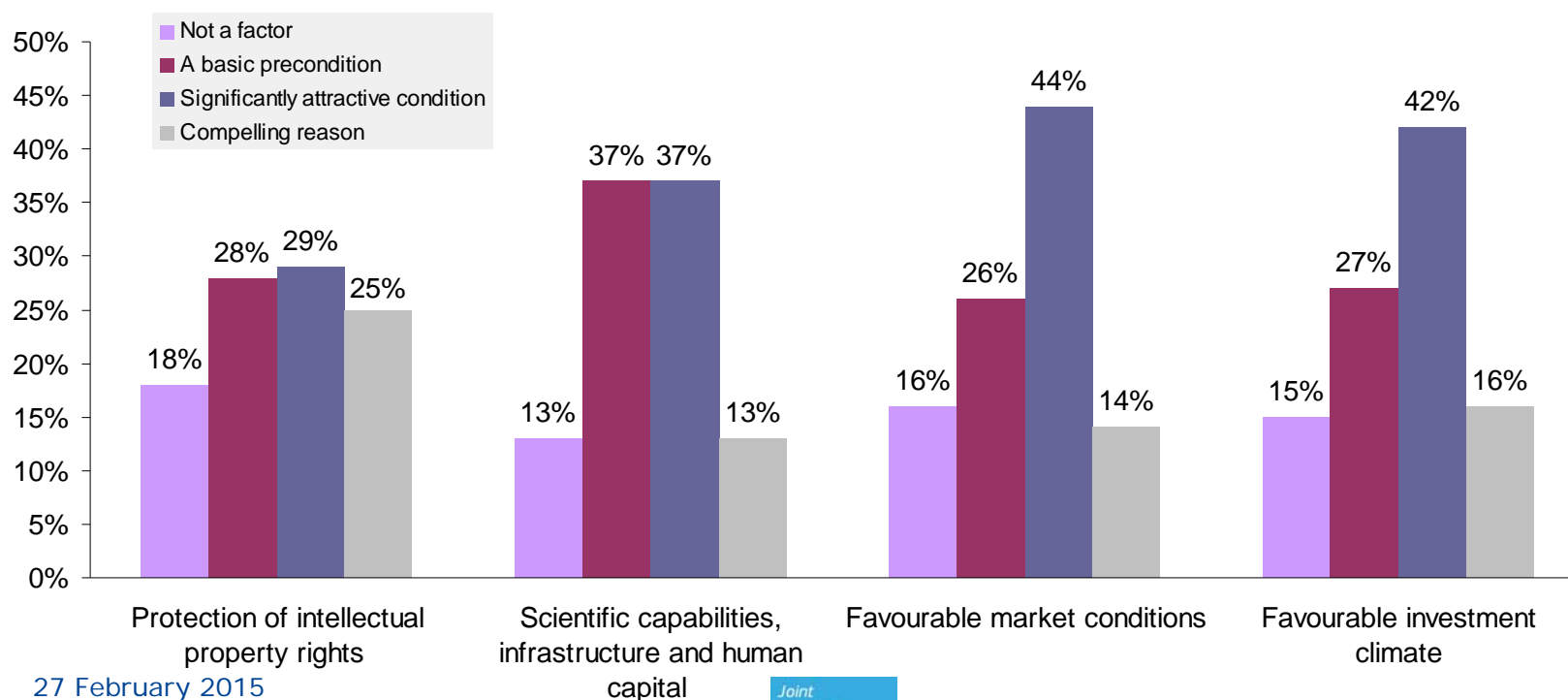


Important factors for technology transfer

- access to real know-how from source companies (often "Trade secrets")
- suitably skilled staff
- scientific infrastructure
- favourable market conditions
- finance

CCMT licensing with DCs (EPO 2011)

'When your organization is making a decision whether or not to enter into a licensing or cooperative development agreement with a party in a developing country, to what extent would the following factors positively affect your assessment?'



Licensing

(EPO/OECD survey 2007)

20% of European patent owners license out

Firm size: licensing activity U-shaped

Companies from Nordic countries and UK license out more

Motives for licensing out patents:

1. Earning revenue
2. Entering into cross licensing deals
3. Stop others from infringing your patents
4. Sharing technology with other companies

Obstacles to licensing:

24% of patenting firms are willing to but not able to license

Difficulty in finding licensing partners



THANK YOU FOR YOUR ATTENTION

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