



WIPO Training of Trainers Program on Effective IP Asset Management by SMEs

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Mrs. Lien Verbauwhede Koglin
Senior Program Officer, Innovation Division, SMEs Section, WIPO



Introduction to WIPO

Overview of IP and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

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Presentation Outline

- The increasing importance of IP in its context
 - Knowledge Economy and rise in importance of intangible assets
 - Importance of differentiation and adding value to be competitive
 - The IP system
 - Use and exploitation of IP assets
- The World Intellectual Property Organization

Part 1

Overview of IP

and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

New Economy

- Global market place
- Demanding and fickle consumers
- Shorter product cycles
- Working through relationships, networks and outsourcing
- Increased competition
- Pressure to do more with less

Being Competitive in the New Economy



Specialized, Stumpjumper

Being Competitive in the New Economy

- **Low cost** and the ability to produce **efficiently** is not enough. The competition is also able to produce as efficiently and at lower cost
- Customers are looking for added value, a **DIFFERENTIATION** from the competition other than on price
 - Unique product (design, technical features)
 - Quality + Guarantees and warranties
 - Brand name recognition
 - Customer experience
 - Value added products/services
- Firms use **intangible assets** to create a competitive strategic advantage to **differentiate** themselves from other firms

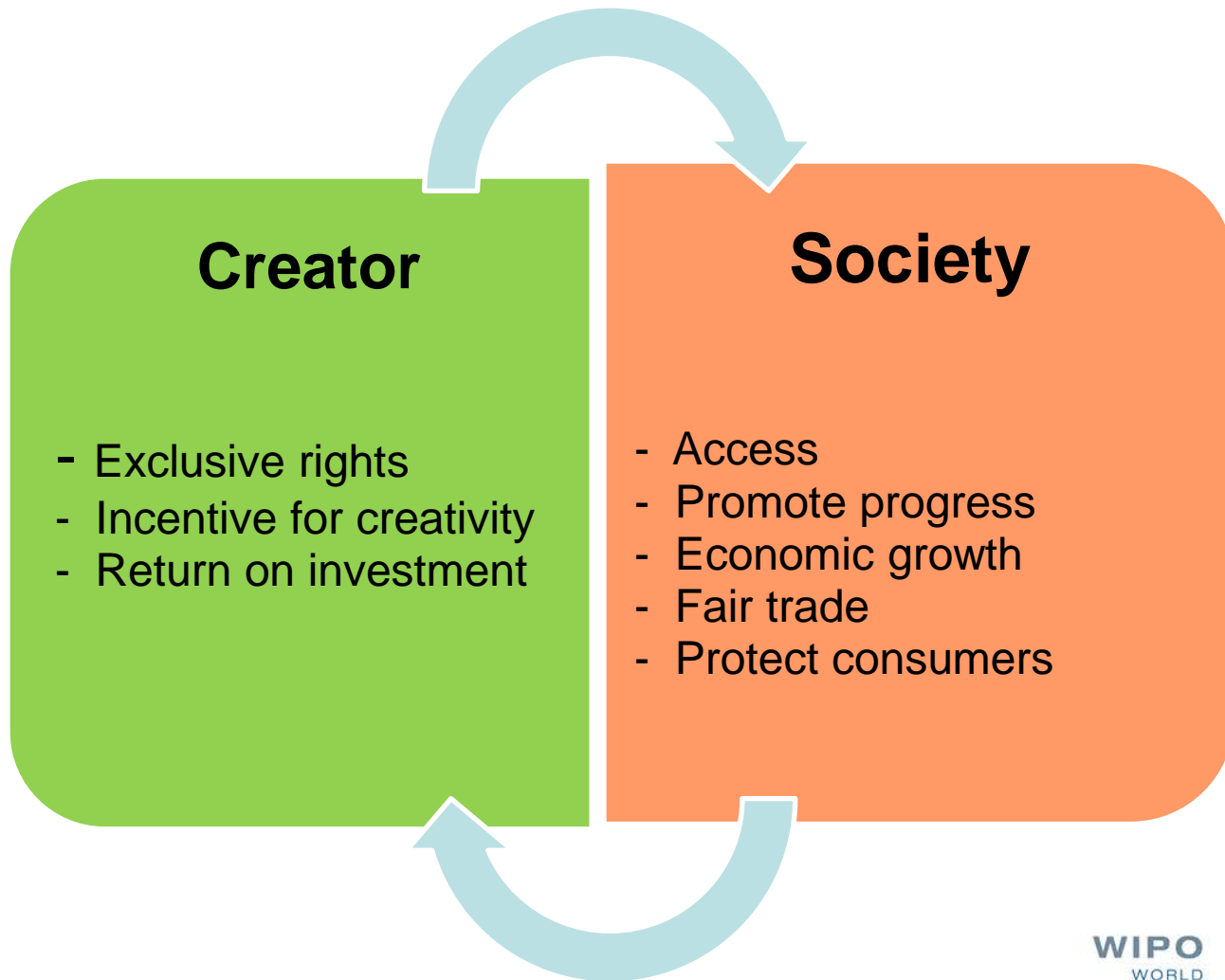
Intellectual Property

- Intellectual property (IP) refers to **creations of the mind**.
- IP is protected in laws, which enable people to earn **recognition** or **financial benefit** from what they invent or create.
- By striking the right **balance** between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

Intellectual Property Assets

- Innovative products/ processes
- Cultural, artistic and literary works
- Goods that have a certain quality or reputation due to where it comes from
- Creative designs
- Distinctive signs
- Confidential business information
- Patents or utility models
- Copyright and related rights
- Geographical Indications
- Design rights
- Trademarks
- Trade secrets

It's all About Finding a Balance ...



Patents

- Exclusive right granted for an **invention**
 - A product or process providing a new way of doing something
 - A new technical solution to a problem

Ktrak

Trademarks

- **Sign that distinguishes** the goods and services of one enterprise from that of another
 - Words, letters, numerals, pictures, logos, colors
 - 3D Shapes
 - Sounds, smells
 - Advertising slogans

KTRAK

Number TMA713999

2008-05-09



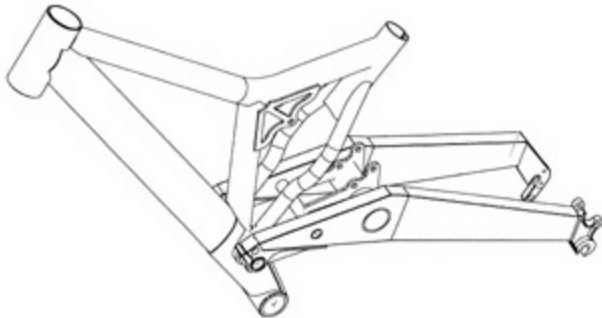
SPECIALIZED

Design Rights

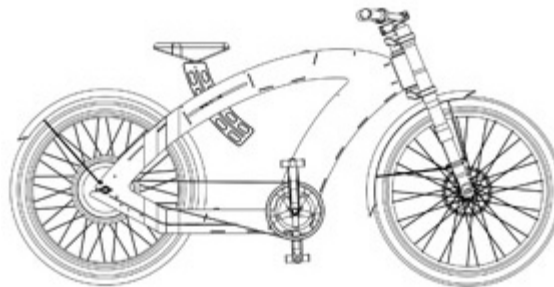
- The **ornamental** or **aesthetic** aspects of a product
 - that which *distinguishes* that product from the competition and
 - makes the product *appealing* to a consumer
 - 2D or 3D

Volkswagen

1.3



1.1



HMK 561

Copyright

- From a business point of view:
 - computer programs or software
 - content on websites
 - catalogs
 - newsletters
 - manuals
 - artwork and text on product literature
 - labels or packaging
 - posters etc

www.specialized.com/za

Trade Secrets

■ Confidential business information

- Manufacture info
- Quality control methods
- Product information
- Drawings
- Pending patents
- Know how
- Consumer lists
- Supplier lists
- Sales data

Part 2

The World Intellectual Property Organization





The World Intellectual Property Organization (WIPO), a United Nations (UN) specialized agency, is dedicated to the promotion of **innovation and creativity** for the economic, social and cultural **development** of all

countries through a balanced and effective international intellectual property (IP) system.

Basic Facts about WIPO



WIPO's Mission:

promote innovation and creativity for the economic, social and cultural development of all countries, through a balanced and effective international IP system

Status: An int'l intergovernmental organization

Member States: 186

Observers: 250 +

Staff: 1'300 from >100 countries

Treaties Administered: 25

Funds: 90% international registration; 10% Member States. Annual income > 300 million Swiss francs

Core Activities

- **Services** - We run systems which make it easier to obtain protection internationally for patents, trademarks, designs and appellations of origin; and to resolve IP disputes.
- **Law** - We help develop the international legal IP framework in line with society's evolving needs.
- **Infrastructure** - We build collaborative networks and technical platforms to share knowledge and simplify IP transactions, including free databases and tools for exchanging information.
- **Development** - We build capacity in the use of IP to support economic development.

Useful Resources for SMEs

- **SMEs website:** www.wipo.int/sme
- **SME Newsletter**
- **Case studies (IP Advantage):** www.wipo.int/ipadvantage
- **IP Databases:**
www.wipo.int/reference/en/index.html#databases
 - Patentscope
 - Global Brand Database
 - Romarin
 - Hague Express
 - Lisbon Express
- **Laws and Treaties (WIPO Lex):** www.wipo.int/wipolex
- **Publications:** www.wipo.int/freepublications;

IP and SMEs: ground reality

- Most studies on IP and SMEs conclude that SMEs, especially those in developing economies:
 - Are generally **unaware** about IP and its role in enhancing competitiveness
 - Find the **cost of obtaining** and maintaining IP rights daunting
 - Find the **cost of defending** their IP rights beyond their means
 - Find the IP system **complex**
 - Lack of confidence in enforcement mechanisms
 - Face challenges when operating **internationally**
(cost, regulatory and technical differences)
 - Lack the competencies required to effectively **manage** IP assets
 - Find IP rights a barrier to acquisition of technology

Overcoming challenges faced by SMEs

- Raise **awareness** about strategic opportunities offered by IPRs
- **Diffuse knowledge** about the variety of IP instruments and the strategic objectives they serve
- Foster **IP education and training**, bringing services and expertise closer to SMEs
- Address SME's **financial constraints** in the access to IPRs
- Make IPR system overall more “SME-friendly”
- Improve cross-border IP information, coordination and enforcement for SMEs operating internationally
- Improve **metrics for measuring** SMEs intellectual assets

WIPO's SMEs Initiative

- Small and medium-sized enterprises (SMEs) represent over 90% of enterprises in most countries, worldwide.
- They are the driving force behind a large number of innovations and contribute to the growth of the national economy through employment creation, investments and exports.
- Despite the importance of SMEs for the vitality of the economy and the potential offered by the IP system for enhancing SMEs competitiveness, SMEs often underutilize the IP system.
- In October 2000, WIPO Member States endorsed a proposal to establish a substantial new program of activities, focusing on the intellectual property-related needs of SMEs worldwide.

WIPO's SMEs Initiative: main objectives

- Promote a more active and effective use of the intellectual property system by SMEs;
- Strengthen the capacity of national governments to develop strategies, policies and programs to meet the intellectual property needs of SMEs;
- Improve the capacity of relevant public, private and civil society institutions, such as business and industry associations, to provide IP-related to SMEs;
- Provide comprehensive web-based information and basic advice on IP issues to SME support institutions worldwide.

WIPO's SMEs Initiative: key activities

- Development of comprehensive and user-friendly promotional **information materials**, guides and training packages;
- Organization of **training seminars** for specific target audiences (in partnership with relevant international or national institutions);
- Research **studies** on issues relating to the business use of IP in various countries;
- **Assistance to SME support institutions**, such as innovation centers, incubators, chambers of commerce, R&D institutions and others to establish IP-related support services to their members and clients;
- SME **website** with articles, case studies and best practices targeted to entrepreneurs and SME support institutions; and
- Circulation of a monthly electronic **newsletter** on intellectual property for SMEs.
- Activities are conducted largely in partnership with organizations working to **promote** SME development at local, national and international levels in order to integrate intellectual property within a broader framework that addresses the multi-faceted business challenges faced by SMEs.

WIPO's SMEs Initiative: practical concerns

- WIPO's activities for SMEs are guided by the need to look at practical concerns and challenges faced by companies in this sector.
- The role of IP rights in the overall business strategy of an enterprise is presented from a managerial perspective.
- The relevance of patents and utility models is highlighted within the context of the R&D and product development strategy of an enterprise.
- Similarly, trademarks, industrial designs and geographical indications are portrayed as tools to enhance an enterprise's marketing strategy, including the need for market access, market segmentation and product differentiation.
- Copyright and related rights are seen as key tools in the development of a knowledge-based service-oriented economy.


**SMALL AND MEDIUM-SIZED
ENTERPRISES**

- Overview
- About SMEs Division
- IP for Business
- IP Rights
- Case Studies
- Multimedia
- Publications
- Events
- Links
- Feedback
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E-NEWSLETTER

Enter your e-mail address to receive our monthly e-newsletter:



Small and Medium-Sized Enterprises (SMEs)

IP RIGHTS

- » [Patents](#)
- » [Distinctive Signs](#)
- » [Copyright and Related Rights](#)
- » [Industrial Designs](#)
- » [Trade Secrets](#)
- » [New Varieties of Plants](#)

IP FOR BUSINESS

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- » [Commercializing IP](#)
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RESOURCES

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- » [Partners](#)
- » [Helpline](#)

New on the SME Website

- » [Junkk.com®: Filing an International Patent for Maximum Protection and Commercial Gain \(UK\)](#) (Nov 20, 2008) New
- » [Mak Marine: Building a Strong and Defensible Worldwide Brand \(UK\)](#) (Nov 5, 2008)
- » [SPL: International Patent and Trademark Protection to Secure Licenses \(UK\)](#) (Nov 5, 2008)
- » [FAVEO Limited: An Innovative Bra Design and Development Company set up by a Female Cancer Research Scientist in the UK \(O\)](#) (Nov 15, 2008)

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Management in Enhancing the Competitiveness of
SMEs

Thank you

www.wipo.int/sme