



**Implementation of the National Intellectual Property
Strategy and Intellectual Property Rights Protection for
Small and Medium-Sized Enterprises (SMEs)**

Shaping Business Strategy through Competitive Intelligence

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1 – Introduction

- ▶ What is Competitive Intelligence?:

A systematic and ethical program for gathering, analyzing, and managing **information** that can affect your company's plans, decisions, and operations

It is the gathering and analysis of information from human and published sources about market trends and industry developments that **allows for advanced identification of risks and opportunities** in the competitive arena.

Competitive Intelligence is Information that has been analyzed to the point where you can make a decision.

Competitive Intelligence is not spying (illegal and unethical activities)

Competitive Intelligence is a tool to alert management to early warning of both threats and opportunities.

Competitive Intelligence is not a crystal ball. It does not predict the future but gives good approximations of reality, near- and long-term.

Competitive Intelligence is a means to deliver reasonable assessments. It offers approximations and best views of the market and the competition.

Competitive Intelligence is not database search. Databases are remarkable tools but certainly they do not replace human beings who need to make decisions by examining the data and applying their common sense, experience, analytical tools, and intuition.

▶ Why Competitive Intelligence it is important to us?

Any business or SME, in order to remain in business

- Needs to know

i) the market;

ii) the activities of its competitors;

iii) the activities of related parties: suppliers, licensees, contract, manufacturers, etc.

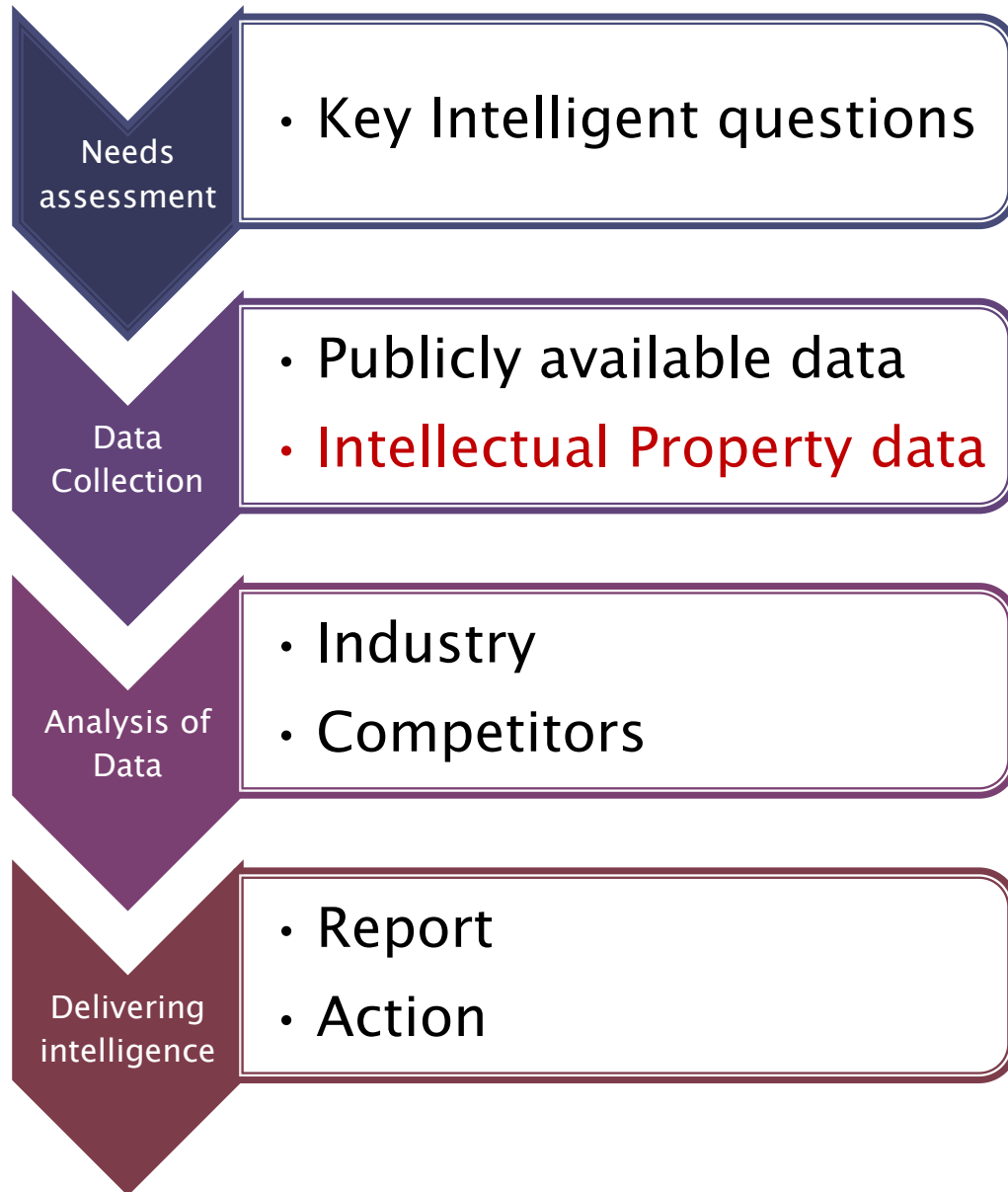
- Needs to know the risks it is exposed to

- ▶ Knowledge economy, global competition, shorter product life cycle, etc. increase **OPPORTUNITIES** and **RISKS** for enterprises.
- ▶ Competitive Intelligence is important because it allows companies to **anticipate market developments** rather than merely react to them.

- ▶ How this is important?
- ▶ Competitive Intelligence allows **three functional categories**:
 - **STRATEGIC DECISIONS AND ACTIONS**, including the development of strategic plans.
 - **EARLY-WARNING SYSTEM**, including competitor initiatives, technological surprise, and governmental actions.
 - **DESCRIPTIONS OF KEY PLAYERS** in the specific marketplace, including competitors, customers, suppliers and potential partners

2– Competitive Intelligence Process

- ▶ CI is a process consisting of phases that are linked
- ▶ The output of each phase is the input to the next phase
- ▶ The overall output of the CI process is an input to the decision–making process
- ▶ Most CI definitions clearly reveal that it is a **process that produces actionable intelligence**



3– The Data Collection

The Sources of information are the published information and the public domain information:

- Websites
- Annual reports
- Media
- Statutory records/reports
- **Intellectual Property databases**

- ▶ In the modern economy intangible assets are becoming more critical than tangible, or physical assets
- ▶ Intangible Assets includes IP Assets owned by a business
- ▶ Information on IP Assets includes
 - Trademarks
 - Patents
 - Industrial Designs

How do we get the information?

1 – On Trademarks:

- Trademarks apply often before the product is launched in the market
 - ➔ Ability to know what is the new product and what competitors are involved in.
- Marks are advertised according to NICE Classification
- Able to know who are new players in your industry/field
- In which countries applied for by competitors
- Able to know marketing strategy of competitors

2– On Industrial Designs

- Law requires Industrial Design application be made before the design is disclosed to public
- Industrial Design Gazette gives information on applicants, goods on which design is applied
- Able to extract intelligence on scope of research by competitors (where does the ID apply)
- Who the designers are (in some countries)

Registration Number : MY 09-01288-0202	Name of Registered Owner : 1) Toyota Jidosha Kabushiki Kaisha 2) Daihatsu Kogyo Kabushiki Kaisha
Date of Registration : 24 November 2009	
Date of Priority : -	
Date of Filing : 24 November 2009	Address of Registered Owner : 1) 1, Toyota-Cho, Toyota-Shi, Aichi-Ken, 471-8571, Japan. 2) 1-1, Daihatsu-Cho, Ikeda-Shi, Osaka-Fu, 563-8651, Japan.
Date of Issuance of Certificate : 18 Ogos 2010	
Classification : 12-08	
Article : AUTOMOBILE	Address for Service : Ramakrishna Damodharan c/o KASS International Sdn. Bhd. Suite 8-7-2, 7 th Floor, Menara Mutiara Bangsar, Jalan Liku Off Jalan Riong, 59100 Kuala Lumpur, Malaysia.



2.1 Front Perspective View

Statement of Novelty

The novelty in the design resides in the features of shape and configuration of the article, as shown in the representation.

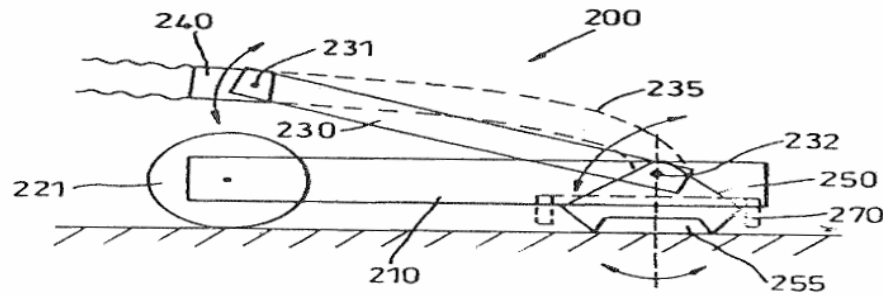
- ▶ 3– On Patents:
- ▶ Most valuable of IP information
- ▶ All granted patents in any country are published
- ▶ Now patent applications filed 18 months from date of application
- ▶ Information contained in published patent is uniform throughout the world

(12) MALAYSIAN PATENT	(11) MY - 135217 - A
<p>(21) Application No.: PI 20024104</p> <p>(22) Filing date : 01 November 2002</p> <p>(47) Date of publication and grant : 29 February 2008</p> <p>(30) Priority data : 0126494.4; 03 Nov. 2001; GB 0209692.3; 27 Apr. 2002; GB</p> <p>(51) Classification, INT CL⁷ : A47L 9/02 A47L 9/24</p>	<p>(56) Prior Art : EP-A-0,353,546 FR-A-2,439,577 DE-A-3,009,648 EP-A-1,136,029 DE-A-4,243,244</p> <p>(72) Inventors : Martin Paul Bagwell Alistair Gordon Anderson</p> <p>(73) Patent Owner : Dyson Technology Limited Tetbury Hill, Malmesbury Wiltshire SN16 0RP United Kingdom.</p> <p>(74) Agent : Lee Tatt Boon Skrine</p>

(54) **Title :** A floor tool.

(57) **Abstract :**

A floor tool (200) for use in vacuum cleaning floor surfaces comprises a sole plate (250) for engaging with a floor surface, a supporting body (210) for the sole plate (250) having means for allowing the body to ride along the floor surface (221) and an outlet conduit (240) for coupling to a wand of a vacuum cleaner. The outlet conduit (240) is mounted to the support platform by a connecting arm (230), a first end of the connecting arm being pivotally connected (231) to the outlet conduit about a first axis and the second end of the connecting arm being pivotally connected (232) to the supporting body about a second axis. The first and second axes are substantially parallel to one another. Fluid flow from the sole plate (250) can be carried by a flexible hose (235) or by the connecting arm (230) itself.



Utility Patent (Not Design Patent)



Country of Grant

(12) **United States Patent**
Kek

Title of Invention

(10) **Patent No.:** US 7,275,887 B2
(45) **Date of Patent:** Oct. 2, 2007

Start of Patent Rights

Details of Inventor

(54) **SECURING MEANS**
(76) **Inventor:** **Chiang See Kek**, 119A Jalan SS 21/37, Damansara Utama, 47400 Petaling Jaya, Selangor (MY)
(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

3,272,952	A *	9/1966	McKeon	200/293
3,306,141	A *	2/1967	Hall et al.	81/177.85
3,728,761	A *	4/1973	Holly	411/80.1
4,012,155	A *	3/1977	Morris	403/290
5,143,500	A *	9/1992	Schuring et al.	411/339
5,775,859	A *	7/1998	Anscher	411/38
6,302,630	B1 *	10/2001	Grant	411/372.6
6,374,455	B1 *	4/2002	Regele et al.	162.1
6,769,849	B2 *	8/2004	Yoneoka	411/45
6,866,455	B2 *	3/2005	Hasler	411/21

First filed in Malaysia

(21) **Appl. No.:** 10/671,733
(22) **Filed:** Sep. 29, 2003

* cited by examiner
Primary Examiner—Gary S. Hartmann
(74) *Attorney, Agent, or Firm*—Birch, Stewart, Kolasch & Birch, LLP

Brief of Description

Classification of field of Technology

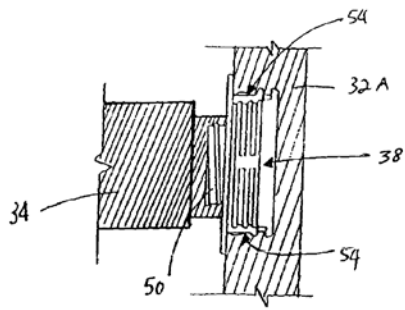
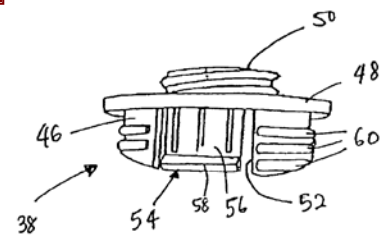
(65) **Prior Publication Data**
US 2005/0031407 A1 Feb. 10, 2005
(30) **Foreign Application Priority Data**
Aug. 8, 2003 (MY) PI 20033018
(51) **Int. Cl.**
F16B 19/00 (2006.01)
(52) **U.S. Cl.** 403/230; 403/289; 411/509
(58) **Field of Classification Search** 403/230, 403/231, 289, 290; 411/508, 509, 510, 913
See application file for complete search history.

(57) **ABSTRACT**
A means used for securing a first structure (32A) and a second structure (34) of a furniture (30) according to the present invention wherein the means comprises of a tubular receptacle (38) consisting of an internal cylindrical member spaced apart from an external cylindrical member and wherein both are integrally connected to a terminal end, and wherein the external cylinder member includes at least one hinged member (54) and at least one groove (60) on its side perimeter wall (46) and wherein the receptacle (38) is introducible and securable into a bore (40) on the first structure (32A) of the furniture (30) in a tight manner by action of the hinged member (54) and groove (60).

Close Prior Art. Same field of Technology

(56) **References Cited**
U.S. PATENT DOCUMENTS
2,956,605 A * 10/1960 Rapata 411/531
3,153,975 A * 10/1964 Rapata 24/295

15 Claims, 5 Drawing Sheets



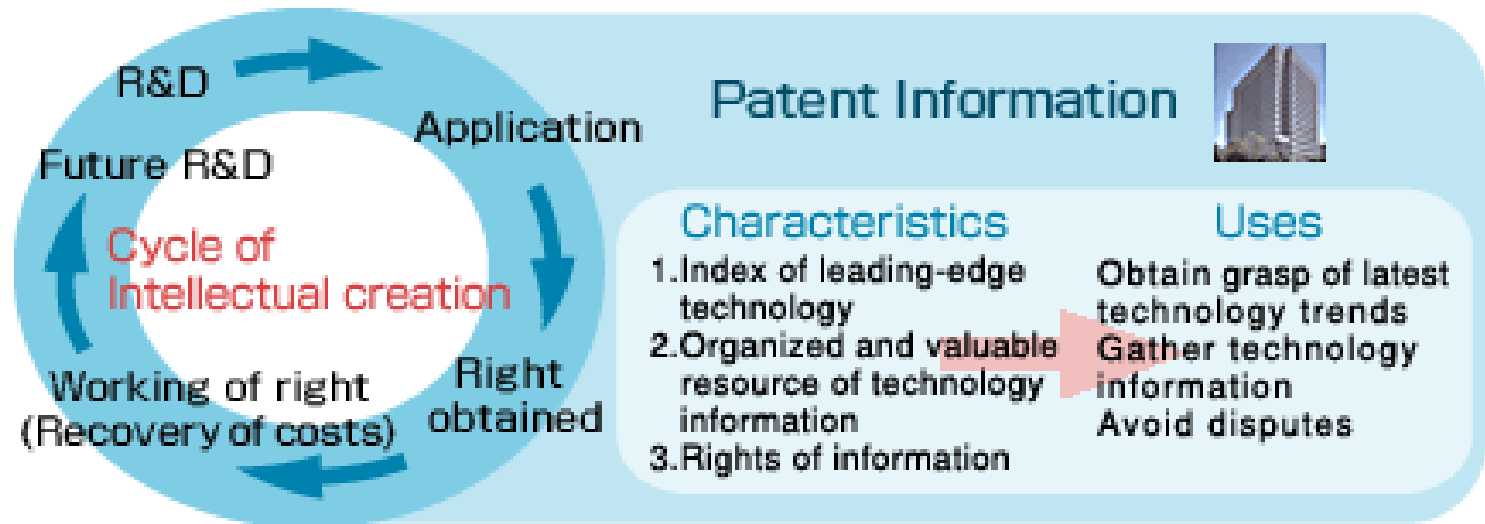
Representative Drawing of Invention

- ▶ Patent Description is detailed enough to enable person skilled in the art to reproduce the invention **WITHOUT** further research
- ▶ Best method / mode of working the invention
- ▶ Patent Claims – Scope of monopoly claimed
- ▶ Duration of Patent – Max 20 years from date of filing

Patent Class Index

- Ability to search for other patents in same / related field of technology
- Universal Classification (WIPO)
- Easier to search in other patent databases

The Role of Patent Information



- Avoid unnecessary R&D expenditure
- Better R&D
- Obtain rights
- Plan future direction

Development of industry

Patent Database s

- Publishes all granted patents in the country since the first granted patent in the country
- Automatic machine translation available in some countries, e.g. JP
- Bibliographic page published in English

- ▶ **Where can information about patents be found ?**
- ▶ <http://www.wipo.int/reference/en/>
- ▶ **PATENTSCOPE** database includes some 32.5 million patent records – including international and major national collections – that users can search for information about new technologies

- ▶ http://www.wipo.int/global_ip/en/activities/branddb.html
- ▶ **WIPO's Global Brand Database** streamlines trademark searches, allowing users to search simultaneously data collections via a single, intuitive interface.

- ▶ http://www.ipdl.inpit.go.jp/homepg_e.ipdl
- ▶ **The Industrial Property Digital Library (IPDL)** offers the public access to 71 million IP Gazettes of the Japanese Patent Office free of charge through the Internet.

- ▶ <http://patft.uspto.gov/>
- ▶ The USPTO data base

Example of Use of Patent Database

“Baking Bread”

- Search on US Patent Database discloses 437 patents
- Search on Baking Bread and Wheat Flour discloses 135 patents
- Search on Baking Bread and Rice Flour discloses 41 patents

- All trademark and patent applications are published before grant of right
- Possible to oppose grant based on valid grounds
E.g. applicant is not true owner, examiner had not considered relevant prior art, prior user (in Trademark matters), etc.
- Easier, cheaper to oppose application at IP offices, rather than through Court proceedings

Domain names have become an important part of a company's brand :

- Use of multiple domain names to represent various products and to serve assorted markets
- Domain give access to product and branding strategies
- Preserve brand integrity and access to information about competitor bad faith, cyber squatting or other offenses
- Track competitors and determine their market strategy by conducting inventory of domain name assets and compare it to trademark databases

Thank you

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