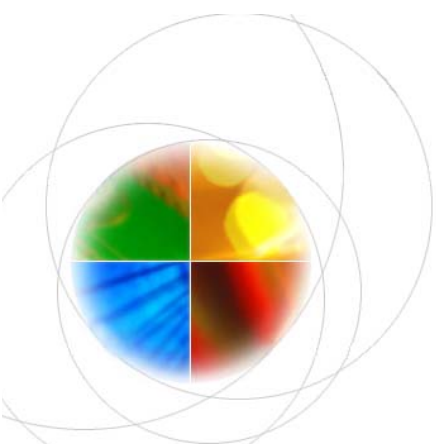
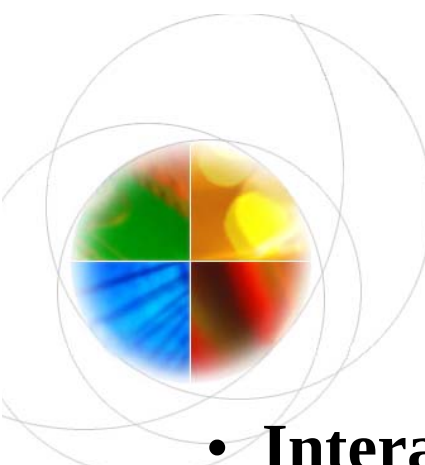




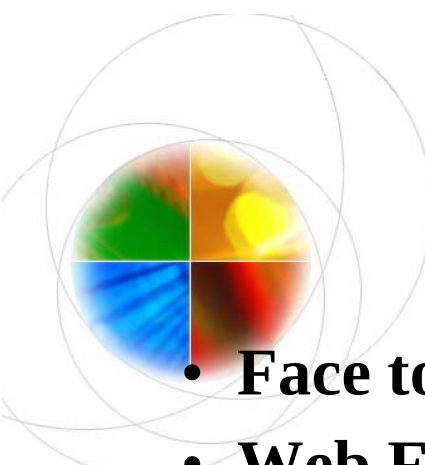
Forum on IP and SMEs for IP Offices in OECD Countries: Organization, Objectives and Expectations

**Federico Guicciardini C. S.
Deputy Director
SMEs Division of WIPO**



OBJECTIVES

- **Interactive platform for sharing experiences**
- **Discuss IP-related key issues relevant to SMEs**
- **Sharing experiences on outreach activities, special programs, services, products, etc**
- **Collecting Best Practices on IP for SMEs**
- **Stimulate cooperation and partnership among IP Offices of the OECD countries**



STRATEGY

- **Face to face FORUM: Periodicity**
- **Web FORUM: Continuous**
- **Working Groups (Guides, Content Creation)**
- **E-learning**
- **Common Web site: IP for SMEs portal**
- **Best Practices**
- **Case Studies**
- **Benchmarking**

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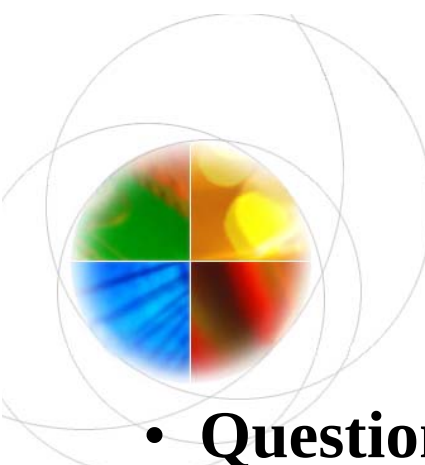
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Tree View		Topics				New Topic	
Subject		New	Replies	Views	Started By	Last Reply	
	Questionnaire	0	0	45	Federico Guicciardini 05.10.03 06:07am	05.17.03 12:20am	
	Presentations	0	0	94	Federico Guicciardini 05.10.03 04:15am	05.19.03 09:03pm	
	Provisional Program	0	0	90	Federico Guicciardini 05.10.03 03:26am	05.17.03 03:47am	
						New Topic	

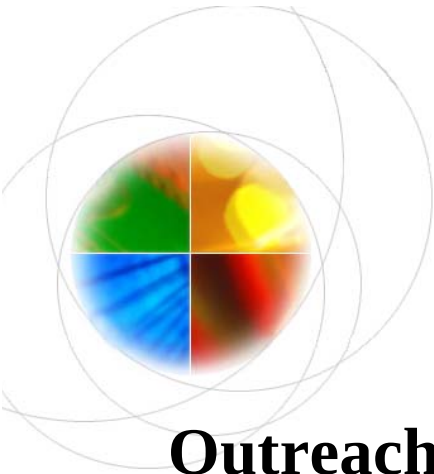
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BACKGROUND

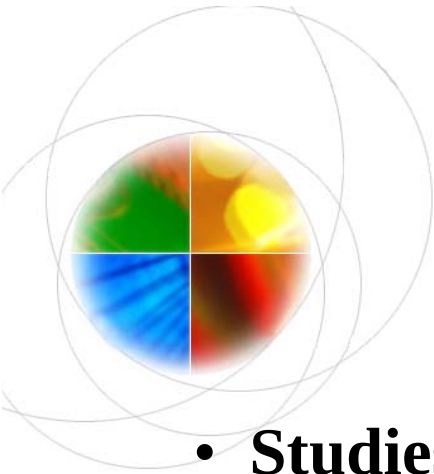
- **Questionnaire (I) sent in January 2003 and Questionnaire (II) sent in early May 2003**
- **IP Offices in all the 30 OECD countries as well as the EPO and the OHIM were contacted, including the relevant missions in Geneva.**
- **15 countries are represented today, along with the OHIM**



QUESTIONNAIRE (I)

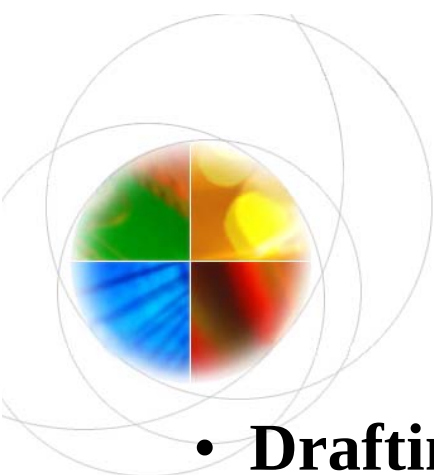
Outreach and Support Programs:

- **For consumer/general public**
- **For independent inventors**
- **For universities and incubators**
- **For entrepreneurs and SMEs**
- **For banks, venture capitalists, investors and other financial institutions**
- **For kids/schools**



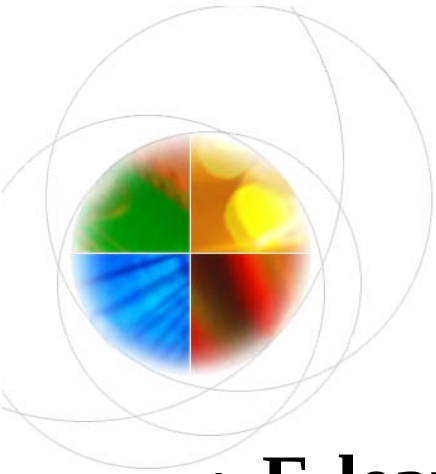
QUESTIONNAIRE (I)

- **Studies and research on use of IP system by SMEs**
- **Enforcement of IPRs**
- **Valuation of IP assets: patents, copyright and trademarks**
- **Training of patent and trademark agents and attorneys**



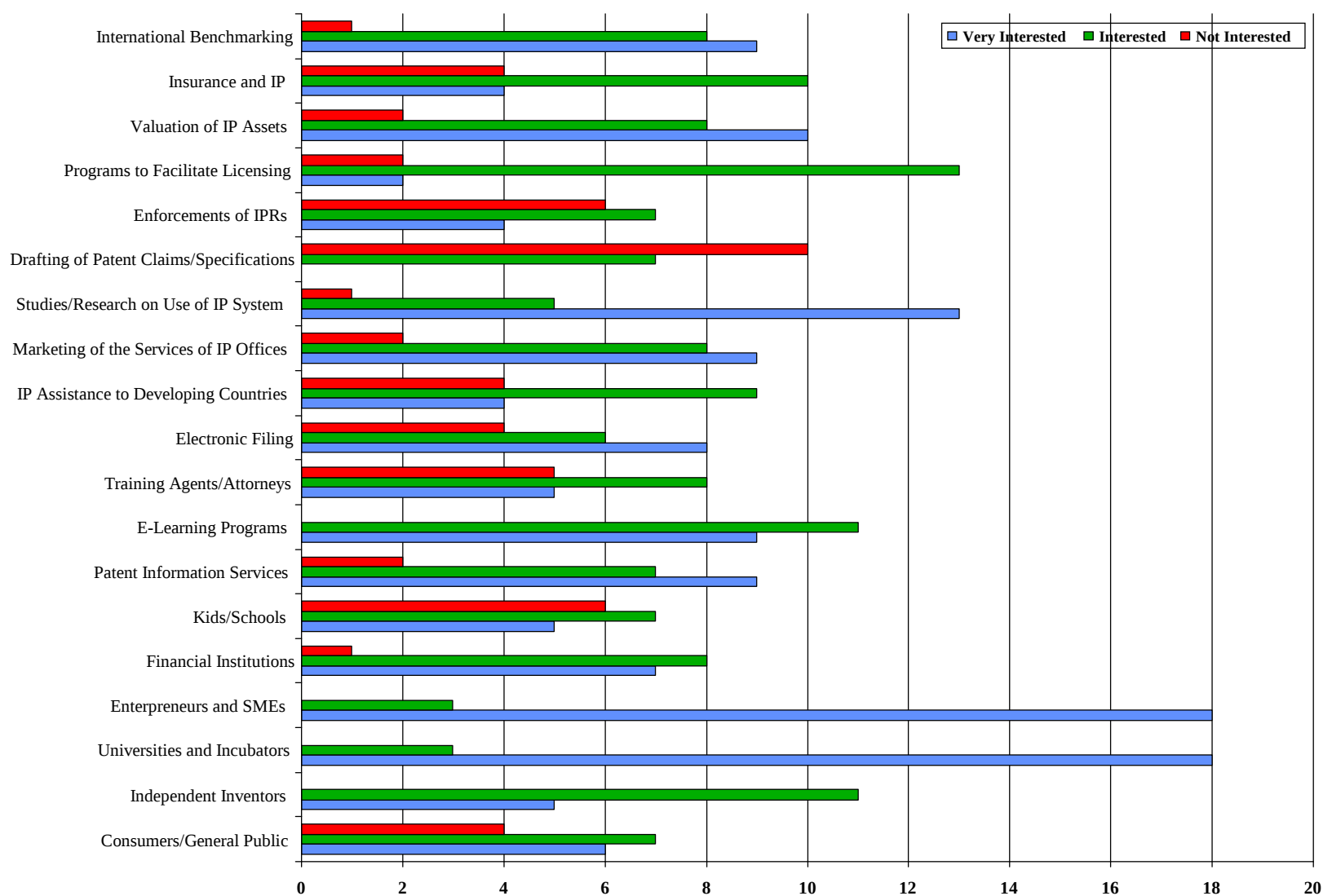
QUESTIONNAIRE (I)

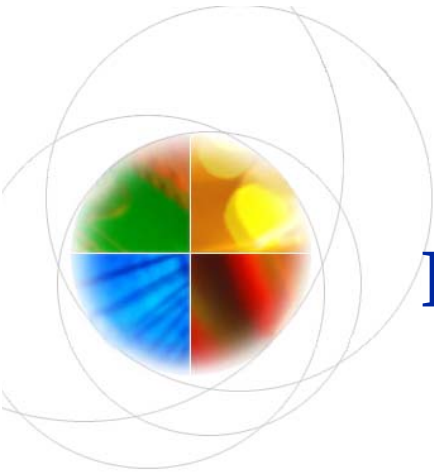
- **Drafting of patent claims and specifications**
- **Marketing of the services of IP offices**
- **Programs to facilitate licensing (technology markets)**
- **Insurance and IP**
- **International benchmarking and evaluation of outreach activities of the IP offices**



QUESTIONNAIRE (I)

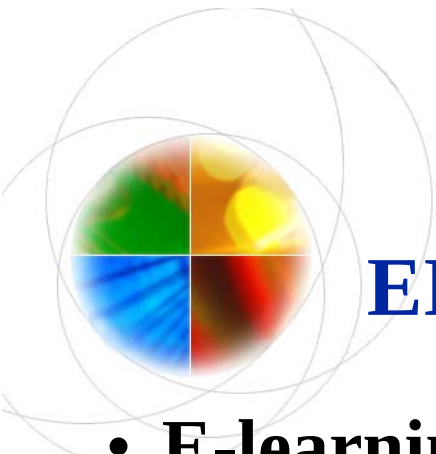
- **E-learning programs on IP for entrepreneurs, engineers, managers, etc**
- **Electronic filing (patent, trademarks, industrial designs)**
- **Patent information services**
- **IP assistance to developing countries**





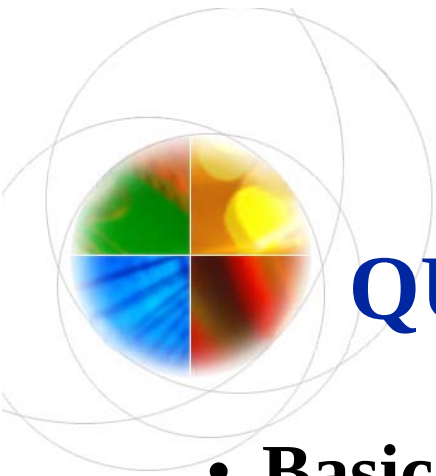
EIGHT THEMES SELECTED

- **Outreach and support programs for universities and incubators**
- **Outreach and support programs for entrepreneurs and SMEs**
- **Studies/research on use of IP system by SMEs**
- **Marketing of the services of IP offices**



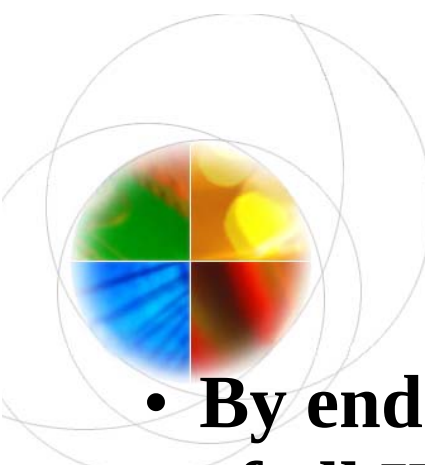
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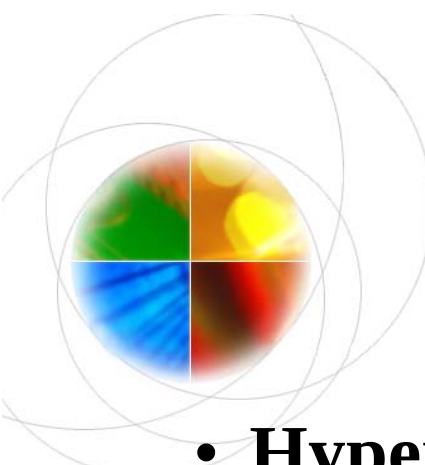
QUESTIONNAIRE (II)

- **Basic facts and figures about SMEs**
- **Legal and organizational framework to support SMEs**
- **Programs and activities for supporting SMEs**
- **Evaluation of marketing, outreach and support activities**



EXPECTATIONS (1)

- **By end of June 2003, collect Best Practices of all IP Offices**
- **By end of September 2003, collect five Case Studies from each IP Office**
- **Receive comments on Guides on IP for SMEs (e.g., Trademarks and Industrial Designs)**
- **National Customization of Guides**



EXPECTATIONS (2)

- **Hyperlink (IPOs and SMEs Web Site)**
- **Collaborative research/studies**
- **Dynamic use of the Web Forum**
- **Publication of the proceedings and/or recommendations of this Forum**
- **Working Groups (on various themes)**