Using IP Assets Management to Maximize Return in R&D Investment

LIFE SCIENCES SYMPOSIUM:
PATENT LANDSCAPING AND TRANSFER OF TECHNOLOGY UNDER MULTILATERAL ENVIRONMENTAL AGREEMENTS

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Challenges Facing R&D in Developing Countries

- Under-investment in R&D
- Lack of returns on investment made
- Low awareness of IP
- Sponsored research - Lack of IP policies
- Low IP management capacity
- “Brain drain” to developed countries
- Isolation - difficulties in interdisciplinary R&D
Start Stage (Network Creation)

**INCOME FLOWS**
- Development Banks/Agencies Loans/Grants
- Government Support/Taxation
- Charitable/Non-Profit Foundation
- Private Funding
- Venture Capital Fund
- Internet Transaction Fund

**R&D NETWORKS**
- R&D Institutions
- University
- Private R&D
Growth Stage (IP Hub Supporting the R&D Network)

IP Office
- Registration
- Outreach
- Search and examination
- Training coordination

INCOME FLOWS

IP HUB
- Legal support
- Technical information
- Marketing services
- Licensing
Growth Stage (IP Hub Supporting the R&D Network)

**IP Hub**

**IP Office**

**Licensing Royalties**
- Patents
- Trademarks
- Industrial Designs
- Geographical Indications
- Works (Schematics, Technical Documentation)
- Know-How

**Consultant Fees**

**Income Flows**
Benefits of an IP-R&D Network

- Leveraging cost of IP management
- Sharing resources, e.g., professors, IT, data, pre-existing IP
- Solution of needs
- Research acceleration/ increased level of innovation
- Critical mass in IP portfolio for licensing and joint ventures
- “Brain Drain” reduction/cure
- Creation of expertise and human capital development
- Job creation
- Public (IP) awareness & Cultural identity
- Creation of IP markets
Steps for an IP-R&D Network

Creation of the R&D Network
Steps for an IP-R&D Network

Establishment of IP-related frameworks and policies
Steps for an IP-R&D Network

Creation of an IP Hub: Training human resources
Why IP/R&D/Economic Development Work Together

Without IP
- risk of loss of economic value of R&D
- difficult to commercialize R&D results
- investment in commercial application is discouraged

With IP
- amortization of and return on R&D investment
- developing countries become asset owners
- partnerships/agreements that facilitate technology transfer
- human capital development and jobs
- gives science professionals incentives
- entry into local manufacturing to provide needed goods
- competition and innovation