



# Outreach and Support Programs on Trade Marks and Industrial Designs

Andrew Beale, Director, IP Wales<sup>®</sup> United Kingdom



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET  
(TRADE MARKS AND DESIGNS)

# Wales in Context



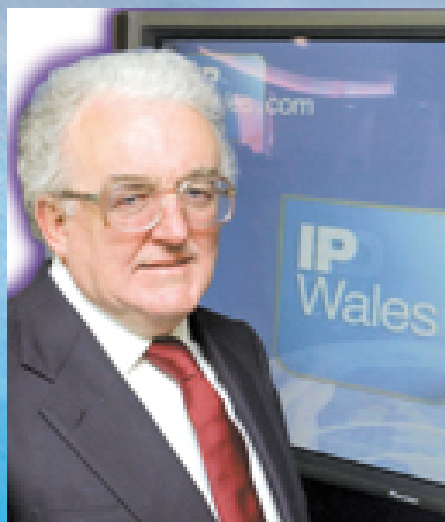
**Wales has an International reputation for the Arts & Sport**

- Film: Richard Burton, Sir Anthony Hopkins,  
Catherine Zeta Jones
- Music: *Opera* - Sir Geraint Evans, Bryn Terfyl  
*Entertainers* - Tom Jones, Shirley Bassey  
*Pop* - Manic Street Preachers, Stereophonics
- Poetry: Dylan Thomas
- Rugby: Gareth Edwards, Barry John
- Football: John Charles, Ryan Giggs



# Wales in Context

**But what is the picture of success for the Welsh National Economy?**



“While the Welsh economy has done well in adjusting to the momentous changes of the 1980’s, it has regrettably not succeeded in solving its serious long-term problems, which still haunt it in the knowledge driven economy of the new century.”

**Our Chairman – Lord Griffiths**  
*(Vice Chairman Goldman Sachs International)*

# Wales in Context



- Prosperity in Wales (measured by GDP per capita) is nearly 20% below the UK average and has been for some time
- Investment in Research and Development is only a third of the UK rate
- The growth rate of new business is at least 30% behind the UK and the corresponding failure rate of companies in the 1990's was greater than anywhere else in the UK
- 2/3rds of the 3 million population live in an area where the GDP is below 75% of the average for the European Union



# Dragon Economy

**The aim of Intellectual Property Wales is to provide Welsh SMEs with the knowledge and financial means to sustain and grow their business through the commercial use of IP assets**



The Objectives of IP Wales are threefold:

1. Raise an awareness of IP amongst the Welsh SME community
2. Help Welsh SMEs protect their IP assets
3. Help Welsh SMEs commercialise their IP assets

**Andrew Davies AM**

*(Minister for Economic Development & Transport,  
Welsh Assembly Government)*



# Awareness

## Online IP Guide for SMEs



Over 700 Welsh SMEs have accessed our on-line IP Guide

# Awareness



## eNewsletter & PR activities



Our monthly newsletter IP Wales®.com has a readership of over 1,200



# Awareness

## PATLIB Centre



"We are delighted that IP Wales has opened the first centre of its kind in Wales. The initiative provides businesses in Wales with the opportunity to make better use of the IP rights system, an area which is becoming increasingly important in our daily business lives."

*European Patent Office*



# Awareness



## Trade Mark Awareness Project



Julie Allan  
(IP Librarian)

In Autumn 2003 our PATLIB Centre undertook a trade mark search of the trading name for the 1,456 IP Wales membership:

- 99 owned trade marks protecting their trading names and brands
- 125 owned trade marks protecting their trading name only
- The remainder had no formal trade mark protection with 265 members alerted to the fact that their trading name may be in breach of somebody else's trade mark

# Awareness



## Talks



“The IP Wales staff were extremely knowledgeable and very helpful. Hands on tests were useful.”

“A subject that people know very little about, the possibility of finding new networking possibilities are excellent as a result of these patent searches.”

“Everyone from IP Wales were a combination of professionalism and friendliness.”

*Welsh SMEs who attended the seminars*

# Awareness



## Research



Emanating from the Law Department at the University of Swansea, IP Wales has a vibrant interdisciplinary research agenda



# Protecting IP

IP Wales has supported a total of 162 SME projects helping to acquire the following assets for Welsh SMEs:

	Projects	Patents	Trade Marks	Designs
Total	162	205	60	12



# Protecting IP - Patents

UK	53	New Zealand	2
PCT	45	Norway	2
EP	34	Poland	2
USA	31	Spain	2
Canada	10	Brazil	1
Australia	5	Hong Kong	1
Germany	4	India	1
China	2	Ireland	1
France	2	Israel	1
Italy	2	Singapore	1
Japan	2	South Africa	1
		<b>Total</b>	<b>205</b>



# Protecting IP - Trade Marks

UK	23
CTM	20
USA	13
Canada	2
Australia	1
New Zealand	1
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<b>Total</b>	<b>60</b>
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# Protecting IP - Design

UK	3
USA	3
CDR	2
Australia	1
Canada	1
France	1
Germany	1
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<b>Total</b>	<b>12</b>
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# Commercialising IP

IP Wales has supported 25 licensing agreements, both licensing in technology to Welsh SMEs and licensing out Welsh technologies around the World

In	12
Out	13

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<b>Total</b>	<b>25</b>
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# Commercialising IP



**Case Studies under our Commercialisation Project**



# Commercialising IP



## **Aber Instruments**

On-line yeast monitor used by such companies as -Anheuser Busch, Miller Brewing, Bass, Whitbread, Guinness, Heineken, Labatts



# Commercialising IP



## Biocatalysts

Hydrogen peroxide monitor  
for use in the paper pulp  
process & chemical plants



# Commercialising IP



## Carling Point

Loss prevention and tamperproof packaging concept used by the Blockbuster video chain



# Commercialising IP



## **Celtic Electro Medical**

Testing pulse oximeter sensors to give accurate data for clinical decision-making



# Commercialising IP



## **Xetal**

Rubber acoustic membrane  
sold as part of the E-Cousti  
Product Range by SIG plc



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