WIPO forum on IP and SMEs
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LIIP
Linking Innovation and Intellectual Property

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Create awareness in SMEs about the importance of a better use of IP-rights

Objectives of the program:

- Develop tools and make activities with SMEs
- Reinforce assistance for SMEs and innovation actors
- Reinforce link between national IP-offices and actors in close contact with SMEs
- Exchange of experience and good practice between countries
LIIP-partnership

National IP-offices

Institutions in close contact with enterprises

Enterprises

Communication agency
LIIP-partnership

- Initiative: 5 national offices

- 13 partners
- 5 countries
Activities of the project

1. Develop tools:
   - Good practice guide
     ➔ 10 concrete recommendations
     ➔ Case studies of SMEs
   - IP-multimediatoollbox
     ➔ Evaluation of IP-practices
     ➔ County specific information
     ➔ E-version of the GPG, linked with the audit-tool, case studies

2. Activities with SMEs:
   - Network of national assistance platforms for IP-questions
   - Local contact points for IP-questions:
     ➔ Exchange of activities
     ➔ Exchange of experience
Good practice guide

- Objectives:
  - Help with the integration of IP-aspects into innovation projects
  - Help with the recognition of the importance:
    - To protect intangible assets
    - To use IP-information
    - To valorise IP-rights

- 5 languages:
  - English 🇬🇧
  - French 🇫🇷
  - Spanish 🇪🇸
  - Italian 🇮🇹
  - geek 🇬🇷

- 10 recommendations:
  - Be aware of your intellectual capital!
  - Know what IP is!
  - Protect your intangible assets
  - Choose the best protection for your intellectual assets
  - Obtain protection
  - Integrate IP in your strategy
  - Use IP information
  - Create value with IP rights
  - Enforce your IP rights
  - Consult experts

- 5 case studies showing:
  - Benefits from the use of IP
  - What can happen in case of ignorance of IP
IP-multimediatooolbox

- Multilingual CD-ROM
- 3 parts:
  - Good-practice guide with 10 recommendations in electronic version and 19 case studies
  - Specific information about the ip-systems in the countries participating in the project
- Tool for the evaluation of ip-practices in a company
  - Helps to identify strong and weak points in a company with respect to their:
    - knowledge of IP-system
    - awareness about the importance of IP
  - Linked to the recommendations of the good practice guide
National assistance platforms-NAP

- **Aim:** Help local innovation actors with a better integration of IP in innovation activities or a company’s strategy
- **Activities:**
  - Create awareness
  - Assist in integration of IP issues in innovation projects
  - Services: IP-information search, technology watch ...
  - Link with local professionals
- **Exchange of practices:**
  - Inventory of activities existing in countries participating in the project (published on the Internet)

- **Quality guide:** Defines functional framework of NAPs:
  - Resources
  - Competencies
  - Activities
- **Pilot actions with SMEs**