

IP Commercialization & Technology Transfer

IP and Innovation Ecosystems Sector

- Part I - IP for Innovators Department
- Part II - IP for Business Division

IP & Innovation Ecosystems Sector



Department of Economics & Data Analytics

- Data analytics
- GII, WIPR, WIPI
- Economic research (Creative and Innovation Economy)



WIPO Judicial Institute

- Judicial Institute
- Case law databases
- WIPO Lex

Office of the ADG

Admin

IP Strategies

IT Focal

Business



IP for Business Division

- IP commercialization
- SME benchmark and support
- Industry outreach
- Ecosystem amplifiers



Arbitration and Mediation Center

- IP Disputes
- Internet IP Disputes
- ADR Collaborations
- ADR Business development



IP for Innovators Department

- TISCs
- Academic support
- Tech Transfer
- Patent Analytics
- Selected CDIP/Regional projects

Technology Transfer: Overview

- Access to technological information and knowledge
- Technology Transfer
- Technology and Innovation Support Centers (TISCs) & Technology Transfer Offices (TTOs)
 - Training
 - Resources
- Commercialization

Video about Technology Transfer on IP and TT
webpage



Technology and Innovation Support Centers (TISCs)

- TISCs help connect local innovators and entrepreneurs with technologies from across the world by:
 - helping identify inventions, local and from around the world, that could be applied to addressing local technology needs
 - providing advice on how these inventions can be successfully applied to new products and services
 - helping to bring local innovations to the global marketplace
 - providing advice and support in patent filing, management, and licensing

Technology Transfer Offices (TTOs)

- TTOs facilitate IPR management in academic institutions through:
 - Management of IP from disclosure to commercialization – evaluation, IP protection, marketing, TT contract negotiation – collaboration, licensing, material transfer agreement
 - Maintenance of IP
 - Enforcement of IP
 - Manage return on investment and benefit sharing
 - Creation of spin-offs

TISCs and TTOs

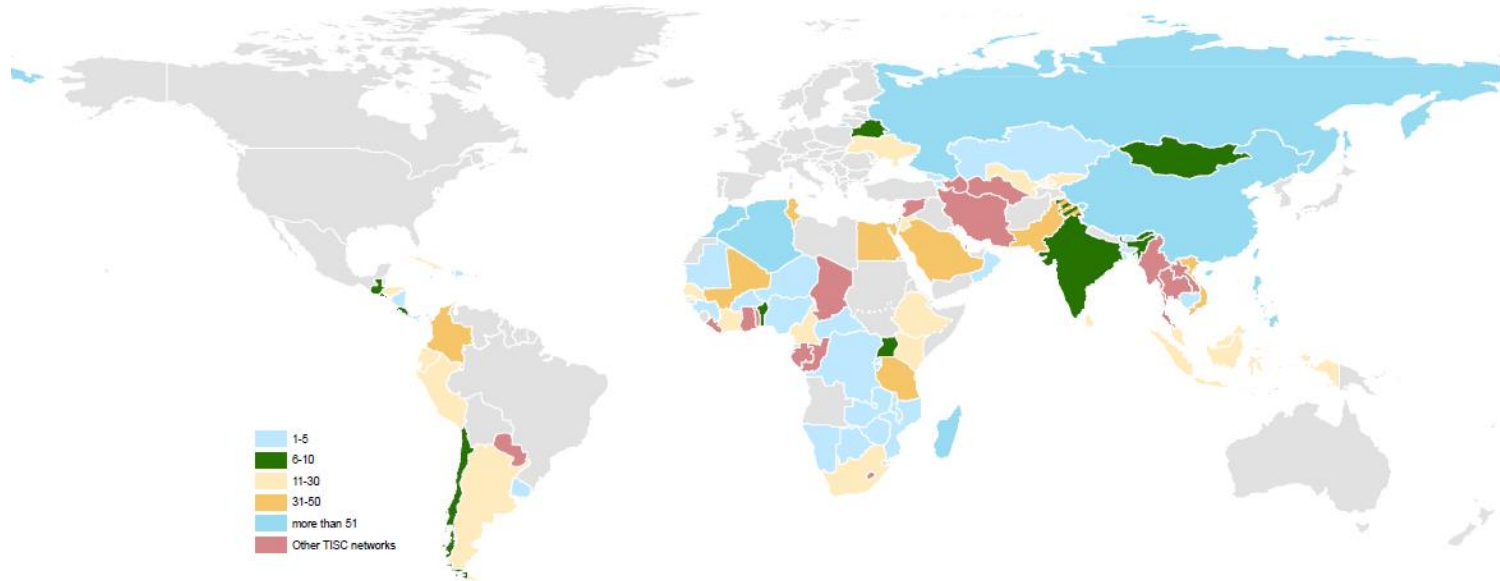
- Specialized resources in the area of technology transfer added to the TISC program in 2021
- Enabling assistance to local innovators and further develop a complete innovation ecosystem from research to product commercialization

TISCs – What do they do?



TISC Annual Report 2021

TISCs – Where are they?



TISC Annual Report 2021

90 national projects and **>1,400 TISCs** worldwide (*October 2022*)

>1.7 million inquiries supported annually (*January 2022*)

TISC Directory

WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

IP Services Policy Cooperation Knowledge About IP About WIPO

[Home](#) > [Cooperation](#) > [TISCs](#) > [Directory](#)

Directory of Technology and Innovation Support Centers

Search for Technology and Innovation Support Centers near you: [List all](#)

[Simple Search](#) [Advanced Search](#)

Country / territory

Service(s)

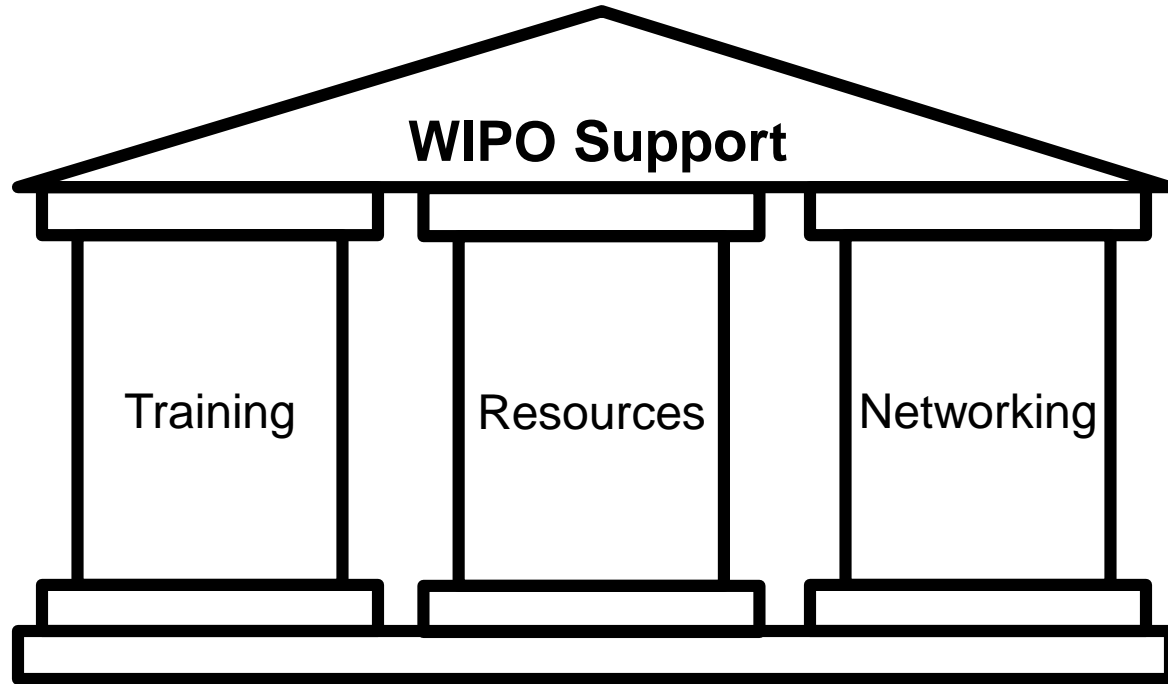
Technology Specialization(s)

Language(s)

Keyword

<https://www.wipo.int/tisc/en/search/>

How does WIPO help?



Training



Knowledge and skills



TISC/TTO services

Training

- Patent documentation
 - Basic concepts and skills / databases
- Patent search
 - State of the art / Novelty / Freedom to operate
- Patent analysis

Training

- Expanded training and learning materials, including modular blended-learning courses for digital delivery
 - New Product Development:
 - Voice of the Customer
 - Competitive Advantage
 - Freedom to Operate
 - Value Chain Analysis
 - NPD Project Charter
 - NPD Action Plan
 - IP Audit
 - SWOT Analysis
 - Business Model Canvas (BMC)
 - Gate Progress Review
 - NPD Portfolio Construction
 - Technology Forecasting
 - Life Cycle Risk Reduction
 - TRIZ
 - Net Present Value Calculator

TISC Staff Certification Pilot Scheme

- Two initial elements
 - TISC staff foundation certification (“certified TISC staff”)
 - TISC staff specialization certification (“certified TISC specialist”)
 - Patentability search

Patent Landscape Reports (PLRs)

- Support tool for policy-makers (governments, R&D, academia) and industry
- Innovation patterns
- Patenting trends

→ Specific technological field/geographical area



WIPO Patent Landscape Reports



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Patent Landscape Reports

Patent landscape reports (PLRs) provide a snapshot of the patent situation of a specific technology, either within a given country or region, or globally. They can inform policy discussions, strategic research planning or technology transfer. They may also be used to analyze the validity of patents based on data about their legal status.

A PLR begins with a state-of-the-art search for the relevant technology in selected patent databases. The search results are then analyzed to answer specific questions about, for example, patterns of patenting activity or of innovation. The results are presented visually to assist understanding and conclusions or recommendations based on the empirical evidence are provided.

FEATURED



Patent
Landscape
Report -
Hydrogen fuel
cells in
transportation

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WIPO Technology Trends

This series of reports tracks technology trends through the analysis of patent and other data to provide solid, factual evidence on innovation in specific fields.

Expert contributors from different sectors of the innovation ecosystem enrich the reports with their valuable comments and insights.

The resulting knowledge base informs and supports business leaders, researchers and policy-makers in their decision-making.

We are dedicated to creating knowledge products that support a global economic environment where individuals and enterprises of all sizes can more easily bring exciting new products to market.

FEATURED



Technology Trends – Assistive Technology

The WIPO Technology Trends 2021 report is the first large-scale landscaping and analysis of patenting and technology trends in AT.

[Download](#)

[Find out more](#)

Public-Private Partnerships: ASPI and ARDI

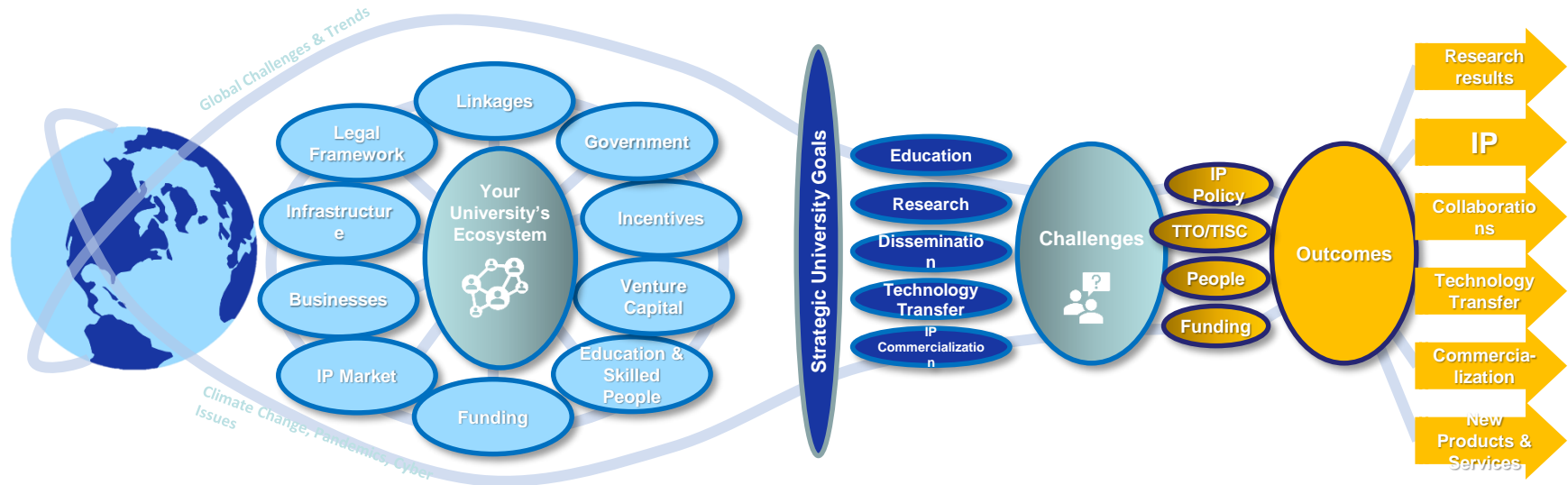


- Free or low-cost access for eligible patent offices, academic and research institutions to:
 - patent databases and analysis tools (ASPI)
 - scientific and technical journals, books and reference works (ARDI)
 - Part of Research4Life (FAO, ILO, UNEP, WHO, WIPO) → access to 194,000+ resources in the fields of agriculture, environment, health, law and applied sciences

<https://www.wipo.int/aspi>

<https://www.wipo.int/ardi>

Support Academic Institutions to create an Ecosystem and interconnect to broader Technology Transfer Ecosystems



WIPO - Assisting TISCs/TTOs to Create an Institutional Ecosystem

- Legal Framework - Institutional IP Policy
- TT Structures
- Professional Human Capital
- Funding for technology transfer services

Technology Transfer Legal Framework

National Level

- Support for development and improvement of national legislation with focus on specific technology transfer regulations and guidelines
- Contribution to the national IP Strategy – technology transfer regulations;
- National Projects on the Assessment of Technology Transfer Systems with Recommendations for Improvements – in order to facilitate development of enabling innovation eco system.
- **Launching in 2023 - Technology Transfer Provisions database**

Institutional Level

- Assistance for Development of the National Model of IP Policy for academic institutions – National IP Policy Template;
- Expert coaching services for professionals working on definition of Institutional IP Policies based on WIPO IP Toolkit for Universities and R&D Institutions.

IP Policy Resources

IP Policy Database

- Over 740 IP Policies worldwide;
- Presented by the nature of institution and by topics (IP ownership);
- Regularly updated, in particular by policies developed as outcome of WIPO IP Policy Projects;
- Inclusion of new items – “Use of Copyright Works Policies”, “Open Access Policies”.

<https://www.wipo.int/technology-transfer/en/database-ip-policies-universities-research-institutions.html>

Coming NEW – Database of Technology Transfer Provisions



Technology Transfer Structures

- Technology Transfer Offices
- Incubators
- Technology Parks
- Clusters
- Networks

<https://www.wipo.int/technology-transfer/en/organizations.html>



Establishment and Enhancement of Technology Transfer Structure's IP Commercialization Capacity



Establishment and Enhancement of Technology Transfer Structure's IP Commercialization Capacity

- Projects and programs contain:
 - Assessment of the country context and current TT situation in the beneficiary institution;
 - Identification of strong points and improvement needs – with the objective to upgrade capacity of beneficiary to deliver specific IP support in a form of new or upgraded services;
- Customized Project Proposal, focused on identified needs:
 - Development of Institutional IP Policies;
 - Capacity building and coaching in the areas such as
 - IPR management
 - IP marketing
 - IP valuation
 - Negotiation of contracts
 - Coaching in situ on a real cases.

WIPO Technology Transfer and IP Commercialization Capacity Building Programs

- **Based on the specialized resources**, such as IP and TT web site, containing information, tools, databases and case studies related to TT: <https://www.wipo.int/technology-transfer/en/index.html>
- Following programs are offered to innovation stakeholders:
 - Fundamentals of TT
 - IPR Management:
<https://www.wipo.int/technology-transfer/en/academic-assets-management.html>
 - Institutional IP Policy training: <https://www.wipo.int/technology-transfer/en/ip-policies.html>
 - WIPO IP Marketing Program
 - Successful Technology Licensing:
<https://www.wipo.int/publications/en/details.jsp?id=296>.
NEW (2022 – 2023): STL02 and Licensing of GR
 - WIPO Model Technology Transfer Agreements (<https://www.wipo.int/technology-transfer/en/agreements.html>) and Negotiation Skills
 - IP Valuation – Training Program, Guides and video Webinar: A Practical Guide
for Valuing Intangible Assets in Research and Development Institutions
(https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=331542) and Intellectual Property Valuation Manual for Academic Institutions
(https://www.wipo.int/meetings/en/doc_details.jsp?doc_id=332588).
NEW (2022 – 2023): IP Valuation Guide and separate publications on IP Valuation in Biotechnology Sector, SMEs, Litigation and Valuing Equities
 - **NEW (2022 – 2023):** WIPO Incentive Guide



Capacity Building – Technology Transfer Contracts

WIPO provides **related resources** [WIPO Model Technology Transfer Agreements](https://www.wipo.int/technology-transfer/en/agreements.html)

<https://www.wipo.int/technology-transfer/en/agreements.html>

Training on the following contracts:

- Licensing – most frequently used form of technology transfer;
- Collaboration Agreement
- Material Transfer Agreement
- Sponsored Research
- Contractual Research
- Confidentiality Agreement

Training assist participants to understand:

1. Content of the agreement
2. Business objective
3. Potential partners
4. Opportunities and risks
5. Implications on IP ownership related to the type of the contract
6. Negotiation guidelines – from the perspective of academic institutions
7. Expected outcome – “win –win” approach.



Successful Technology Licensing (STL)



Standardized Training Kit

- Program
 - Understanding key terms of licensing agreement
 - Preparation for negotiations
 - Simulation of licensing negotiation
 - Practical application of knowledge acquired on a real cases – coaching sessions

- Standard presentations – to be used by stakeholders and experts
- Translated in 10 languages
- Hypothetical stories
- Adaptable program – on line and in situ
- Basic and Advanced
- Often in combination with IP valuation program for advanced audience
- Outcome – capacity of participants to identify risk and opportunities in licensing negotiation

NEW:

1. STL02
2. Licensing of Genetic Resources.

Transferring Technology from Lab to Market

- WIPO IP Marketing Program
 - How to develop technology brief in a collaboration with researchers
 - Using patent information - Patent landscape - as a source of information regarding potential partners and competitors
 - Approaching “big companies” – practical advises – “do” and “don’t do”.
 - IP Valuation – Training Program, Guides and video Webinars
 - [A Practical Guide for Valuing Intangible Assets in Research and Development Institutions;](#)
 - [Intellectual Property Valuation Manual for Academic Institutions;](#)
- NEW (2022 – 2023) – IP Valuation Guide and separate publications on IP Valuation in Biotechnology Sector, SMEs, Litigation and Valuing Equities


<https://www.wipo.int/technology-transfer/en/access-market.html>



IP Valuation Capacity Buildings

- Main approach – theoretical part and practical application, if possible on a real case study from beneficiaries;
- Basic and Advanced, addressing:
 - What is IP valuation and its relation with the context;
 - Why IP valuation is not - determination of the price, simple accounting, objective etc.;
 - Main IP valuation methods and approaches;
 - Application of methods on the case studies;
- Trainings for specific sectors – biotechnology, pharma, agro industry etc;
- Practical exercises in small teams – application of acquired knowledge on the real / hypothetical cases;
- Overview of the lessons learned.


New IP and Technology Transfer webpage – Reference on the Google



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Intellectual Property and Technology Transfer

Technology transfer supports the life cycle of technology, from inception to market diffusion and commercialization.


Intellectual property (IP) is an important instrument at the research and development level. It helps assure the ownership over intellectual findings and the capacity to control the use of IP in line with an institution's mission and core values.

IP is also a powerful business tool to gain position on the market and exclusivity over a new product or process. This makes it an important instrument to attract partners and potentially obtain return on research investment through development collaboration or licensing deals.


Understanding how IP serves technology transfer is the first step towards managing your technology transfer processes effectively.

What is technology transfer?

Technology transfer (TT) is a collaborative process that allows scientific findings, knowledge and intellectual property to flow from creators, such as universities and research institutions, to public and private users. Its goal is to transform inventions and scientific outcomes into new products and services that benefit society. Technology transfer is closely related to knowledge transfer.



Video: Learn more about technology transfer and its relation to intellectual property.



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WIPO – AUTM International Knowledge and Technology Transfer Leadership Summit 2022



- The first WIPO / AUTM International Knowledge and Technology Transfer Leadership Summit;
- WIPO vision to facilitate global technology transfer inclusive dialogue;
- TT leaders worldwide discussed future of TT system and discussed “hot topics”, diversity and inclusion in innovation eco systems and government funding.

Digital Support Tools and Platforms

- WIPO INSPIRE Platform
 - Database Reports
 - Patent Register Portal
 - eTISC Platform
- TISC Project and Performance Management Platform (TPPM)

WIPO INSPIRE

WIPO

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- Patent Analytics ▶
- Technology Transfer ▶
- eTISC ▶

WIPO INSPIRE

WIPO INSPIRE is a global reference for innovation, helping innovators and entrepreneurs make informed decisions at critical junctures throughout the innovation cycle.

WIPO INSPIRE integrates expert and [social content](#) on patent databases, patent registers, patent analytics, technology transfer, and institutional IP policies, providing a unique blend of information and knowledge on resources, tools, and good practices in these areas.

Innovators

Innovators must take into account [prior research and patenting activity](#) in their area of work to ensure that they allocate their resources efficiently and can benefit from a [birds-eye view of developments and trends](#) in these areas. Their work can generate value for themselves and society if [supportive institutional frameworks](#) are in place.

Entrepreneurs

Entrepreneurs must have a clear picture of the [technology and competitive landscape](#) in which they intend to launch new products and services and [minimize the risk of infringing patent rights](#) of others. They are essential partners in [technology transfer](#), transforming intellectual property into tangible benefits for the public.

TISCs

Technology and Innovation Support Centers (TISCs) provide a wide range of services to innovators and entrepreneurs, including in [patent search, freedom-to-operate analysis, patent analytics, and technology transfer and IP rights management](#).

<https://inspire.wipo.int/>

TISC Project and Performance Management Platform (TPPM)

TPPM is designed to facilitate collection, management, and analysis of data from the national TISC projects to help establish and develop networks



<https://tppm.wipo.int/>

TPPM benefits

- Enable WIPO to effectively follow up on the progress of national TISC projects and have better assessment of their needs for assistance and capacity building
- Assist national TISC focal points in managing and monitoring their respective networks
- Assist TISC managers and staff in handling their day to day activities and sharing data with their national focal points

Any comments or questions?

IP for Business



IP Commercialization

Value creation through intellectual property

IP Commercialization

Value creation through intellectual property



introduce innovation
to the market

*choose who uses
your brand, design,
software
technology, etc.*



use IP in exchange
for a benefit

*e.g. cash, market
access, technology
access, partnership*



use IP to
secure capital

*support lending
and investment*

Maximizing your potential through IP



Commercialization takes many forms



introduce innovation
to the market



use IP in exchange
for a benefit



use IP to
secure capital

establish a brand, a product
or service
in-license IP
encourage a standard to
adopt your IP

sell or license IP you don't use
license IP in a specific field
provide IP as part of a package
cross license

enter into a partnership
create a new company
create a franchise
use as collateral

Commercialization as a process

relevant to individuals, researchers, scientists, governments and NGOs, etc.

Create



Create or invent

Has something similar
been tried?

Establish your
value proposition

Protect



Map the IP you already
have or use

Build an IP strategy that
matches your objectives

Protect key IP assets
and their ownership

Secure IP you need
IP from others

Exploit



Determine the value of
your IP and products

Launch to the market

Partner with other
businesses or institutions

License / sell your IP and
products to grow

Commercialization as a process

PRE-COMMERCIALIZATION

Create



Create or invent

Has something similar
been tried?

Establish your
value proposition

Protect



Map the IP you already
have or use

Build an IP strategy that
matches your objectives

Protect key IP assets
and their ownership

Secure IP you need
IP from others

Exploit



Determine the value of
your IP and products

Launch to the market

Partner with other
businesses or institutions

License / sell your IP and
products to grow

WIPO portfolio supporting IP Commercialization

Create



Protect



Exploit



IP for Business Guides / Toolkits

Hands on Finance

IP Business Moments

TISCs

Entrepreneurial Online Network

Landscape reports

National IP Offices Business Support Units

WIPO IP Diagnostics

IP Management Clinics

Brand Management

Inventor Assistance Program

International Patent Drafting Program

Policies are evolving to support IP Commercialization



- Business awareness offerings on IP
- Discounts on IP fees for SMEs and universities
- Funding to conduct IP Audits and landscaping
- IP valuation for tech transfer
- IP legal clinics for businesses
- Tax breaks on IP
- Support for IP registration in overseas markets

WIPO IP Diagnostics

An on-line IP self-assessment tool for small businesses

It provides a customized report on the IP assets of the business and how they may be protected, managed and exploited based on the answers provided by the user to a series of questions.

It is free, easy to use and requires no registration.

It is available in English, French, Spanish, Arabic, Chinese, Russian and Japanese.



IP for Business Moments

Speaking to businesses about how strategic use of IP can maximize their potential to grow and thrive.

Launching in
2023



Short and to the point



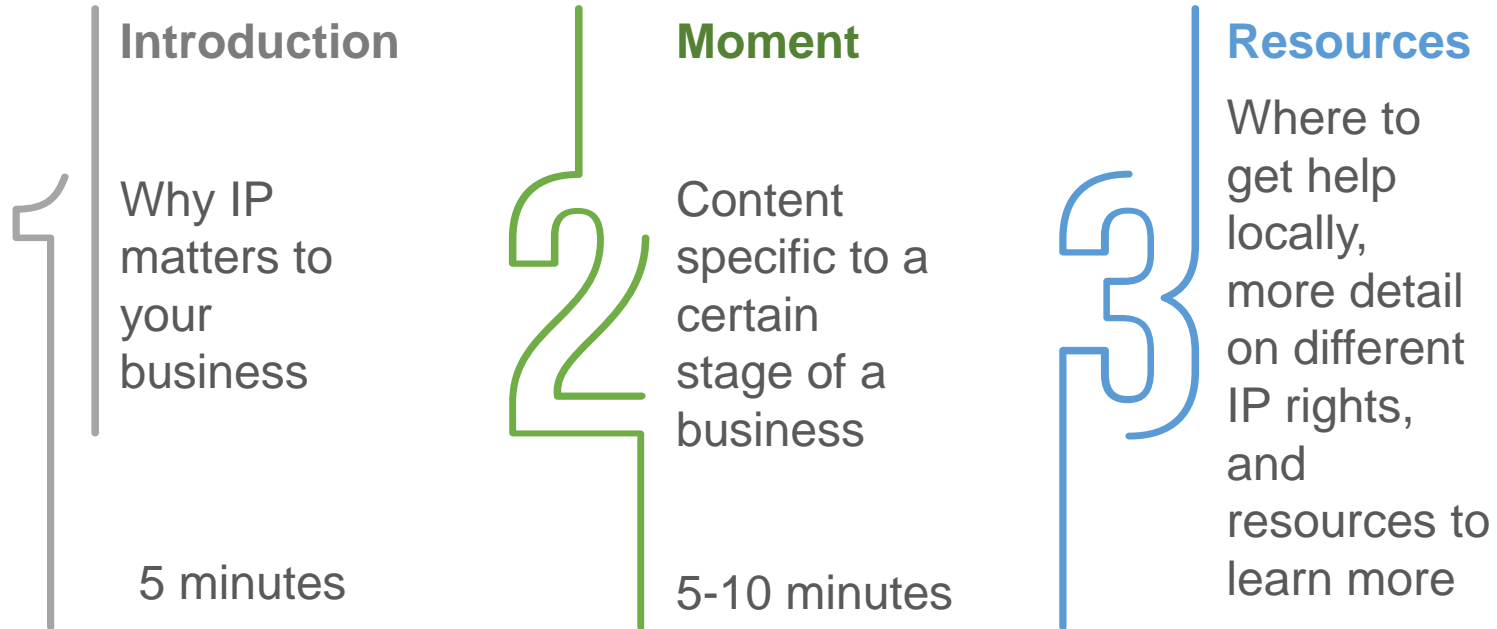
Business terminology



Customized to local needs



The parts of IP Business Moments (beta)

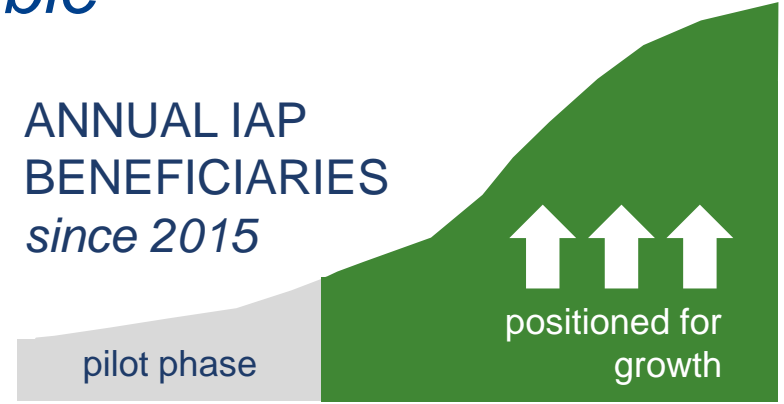


At the end of each “moment” users are encouraged to review another

The Inventor Assistance Program (IAP) *making patents more accessible*



ANNUAL IAP
BENEFICIARIES
since 2015



operates in
7 countries



160
inventors
selected

34
patents
granted

150+
global
volunteers

THE RIGHT ECOSYSTEM FOR THE IAP

established culture of innovation



low success rate of local innovators



established patent profession



local partner & supportive institutions

THE COUNTRY'S ROLE



national authority

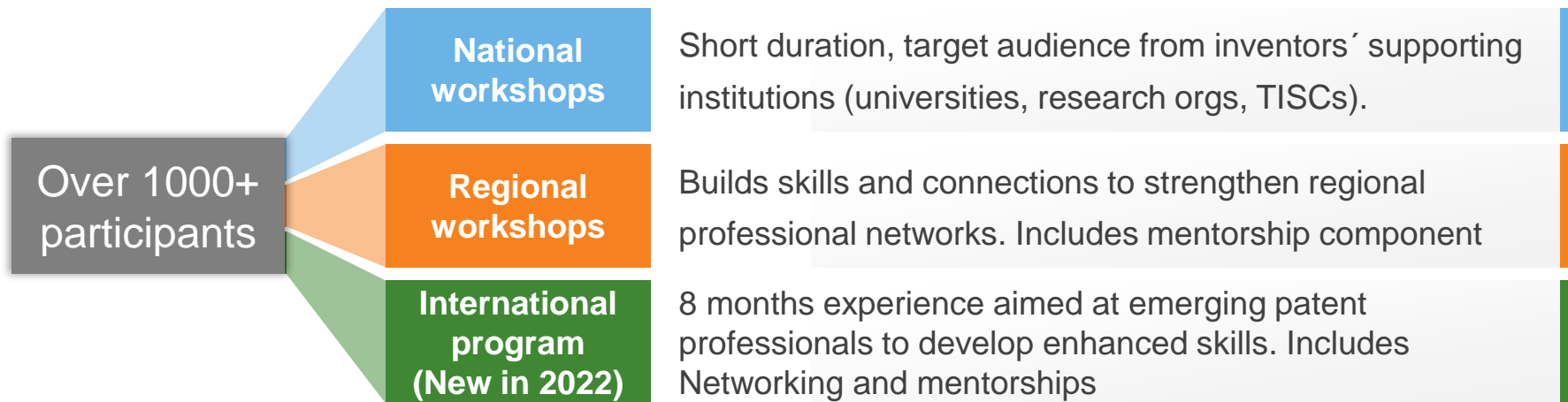
serves as the focal point for the program in the country coordinating promotion, answering questions from inventors and volunteers, and interfacing with WIPO



screening board

selects IAP applications and gets early notification of promising inventions. Composed of various stakeholders from the patent office, R&D, and government

WIPO Patent Drafting Programs: Powering innovation Ecosystems



Patent Drafting Manual (2nd ed)

claims and specifications
drafting in multiple jurisdictions

**Coming
soon**

Exercise Book

Practice in different technical areas.

Learn how to
transform ideas
into assets

Registration Opens Late 2022

https://www.wipo.int/patents/en/drafting/training_program.html

What is it?

8 month, experiential patent drafting course with in person and online components

Who should attend?

- Early career patent drafting professionals
- Patent agent candidates
- Staff of institutions dealing with technology support, e.g. TTOs, R&D centers, TISCs

Prerequisites

- General knowledge of patent law (equivalent of DL-301)
- Educational background in science/technology OR 1 year professional experience related to patent application



SAVE THE DATE

November 1, 2022

A dialogue between senior leadership of institutions with a role in intangible asset finance, hosted by WIPO's Director General

To register for the event, visit:

<https://www.wipo.int/sme/en/events/high-level-conversation.html>

or:



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ORGANIZATION

High Level
Conversation on
**Unlocking
Intangible
Asset Finance**

WIPO

Thank you!