



IP Services to be Provided by SME Support Institutions

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SMEs and IP

- Enterprises worldwide largely under-utilize the intellectual property system due to
 - Perceived lack of relevance of the IP system
 - Perceived high costs and complexity of IP system
 - Limited awareness of the IP system and its usefulness
 - Lack of qualified human resources to use the IP system

What Support can SME Support Institutions Provide

- Sign Posting
- Communication tools
- Awareness-raising and Training Activities
- IP Consultancy Services
- Information gathering
- Business assistance services
- Policy advocacy
- Innovation promotion initiatives
- Financial Assistance or Subsidies

Sign Posting to other IP service providers

- IP office
- Institutions providing financial assistance
- Patent and trademark agents and attorneys
- Business consultants
- IP database providers
- Other institutions or services of relevance

Communication Tools

- On-line e.g. Official website
- Hard copy publications (e.g. guides, newsletters)
- Catalogues of products resulting from patents of nationals
- Road shows
- Advertising

Training Programs

- Awareness raising workshops on basic IP rights, its benefits and risks of not using them, other means of protecting these assets (secrecy, lead time, strong links with suppliers/customers), systems for protecting TS
- Training on searching third party rights
 - Patent, trademark and design information
- IP management
- E- learning

IP Consultancy Services

- A helpline
- Legal services
- Financial advice
- Advise on commercialization of IP assets
- Advise on IP management
- Advise on branding
- Assisted search services
- Under take a IP Pre-diagnosis
- Assistance on enforcement
- Coaching

Information gathering

- Surveys
- Case Studies

Business Assistance Services

- IP business matchmaking
- Marketplaces
- Licensing partners
- Investors (VCs BAs)

Innovation promotion initiatives

- Awards
- Competitions
- Technology showcases

Financial Assistance or Subsidies

- Search services
- Patent filings
- Commercialization

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Awareness-raising and Training

IP Australia:

- Establishment of a Marketing Department
- Intellectual Property Guides: over 35,000 information kits are distributed every year
- Multimedia products (e.g., IP Toolbox)
- Case studies
- Practical information (e.g., IP Access, IP Manager) on the Web site www.ipaustralia.gov.au
- SME Seminars

Awareness-raising and Training

■ Korean IP Office:

- Patent information centers were established in 18 chambers of commerce all over the country;
- 50% fee reduction for SMEs and 70% for micro-enterprises;
- Free education on patent search systems;
- Patent technology market for potential licensors and licensees to meet;
- SME IPR acquisition campaign

Technological Information Services

Industry Canada: Program BIX <http://strategis.gc.ca>

- Business Intelligence Express program provides:
 - Technological information to specific sectors (metals and minerals processing industries, biotechnology, forestry)
 - On-line interactive guides on IP for enterprises in those sectors
 - News bulletin with latest patents and marks by sector

Financial Assistance

The Patent Application Fund (Singapore)

- Finances 50% of the legal, administrative and translation costs)
- Up to a maximum of US\$15,000
- Requirements:
 - 30% of the shareholders are nationals of Singapore
 - Research was developed in Singapore
 - The application has not yet been made or only two years have gone by since application

Customized IP Advice

Cuban Industrial Property Office (OCPI)

- Specialised service for the entrepreneurial sector co-ordinated by the Information Department of OCPI
- The services include:
 - Diagnosis of the IP needs of the enterprise (IP Audit)
 - State-of-the Art searches
 - Training and advice
 - Proposals on the selection of marks
 - Marks and distinctive signs searches

Customized IP Advice

- Enterprise Ireland:
 - Ireland's enterprise development agency
 - Irish companies seeking assistance are assigned a Development advisor, who acts as mediator with the various services offered by EI
 - The **Intellectual Property Assistance Scheme** provides advice on the protection, development and commercialization of patentable technology, including the use of IP, the drafting of confidentiality agreements; assistance with licensing negotiations and technology transfer, etc.

Assistance on IP Exploitation

Hong Kong Productivity Council

- Techmart: marketplace to facilitate technology commercialisation
- 600 m² for thematic events on licensable technologies
- On-line network with four groups of partners:
a) technology providers b) industrialists c) market buyers d) investors
- Services for valuation of IP assets
- The Technology & Business Intelligence Centre offers the latest technology and marketing information

Diagnosis - INPI France

- a diagnosis of the current state of the company regarding its needs in relation to industrial property
- a prospective view based on an understanding of the development prospects of the company and an understanding of the competitive advantages which can be created by industrial property;
- recommendations and avenues for action