

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

IP-Academy:

Challenges, Risks, Potentials, Models, Structures and Administration

The experience of the Swiss IPO

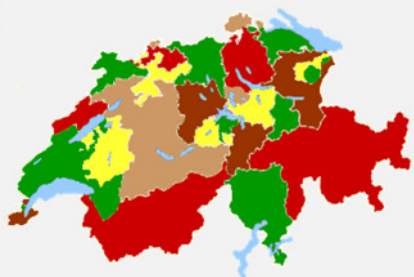
from
Roland Jean Tschudin
Senior IP-Training
WIPO Workshop 2011

Geistiges Eigentum

 **Competences of Confederation**

	Defense	
	Money	
	Foreign affairs	
IPO ?	Customs	

Competences of Cantons



Public health

Education

Justice

[\[more\]](#)

IPO ?



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The Swiss Confederation



CONFEDERATIO HELVETICA

PARLIAMENT
Legislative

Council of States
(46 members)

[Cantons]

National Council
(200 members)

[Population]

FEDERAL COUNCIL
Executive

7 Federal
„Ministers“

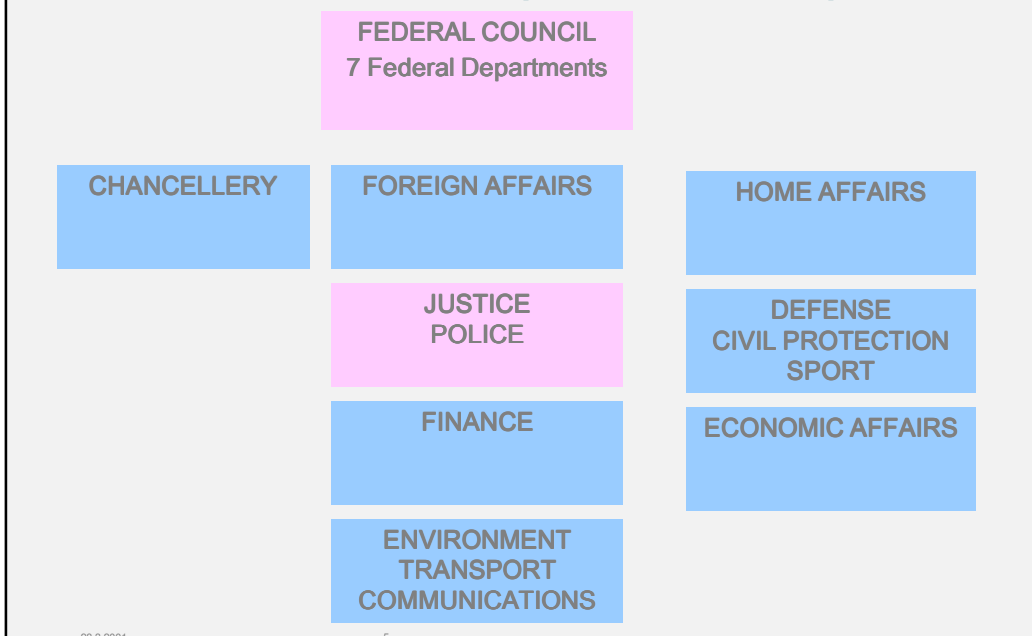
1 Chancellor

**FEDERAL SUPREME
COURT**
Judiciary

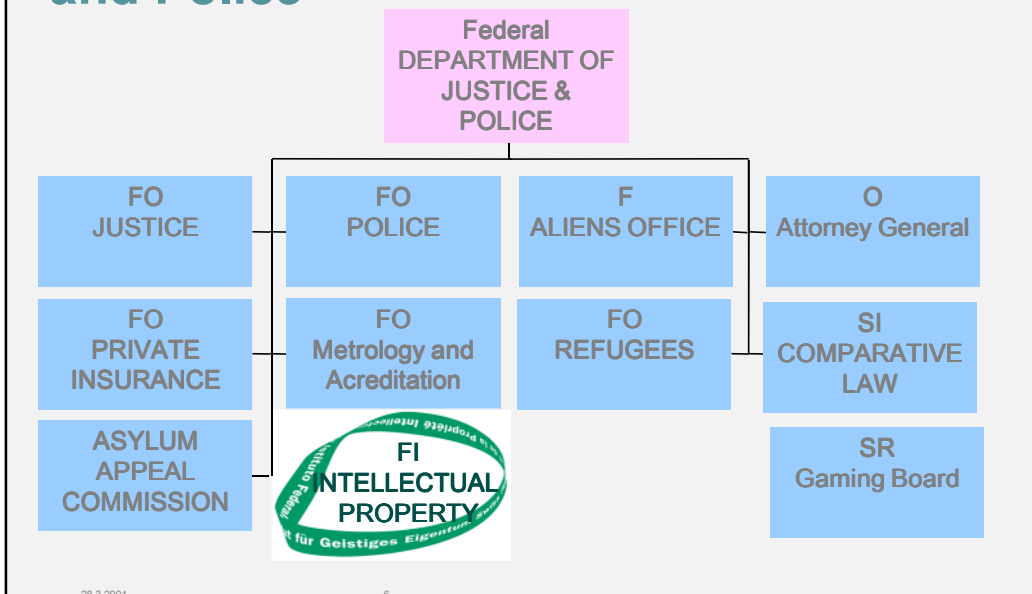
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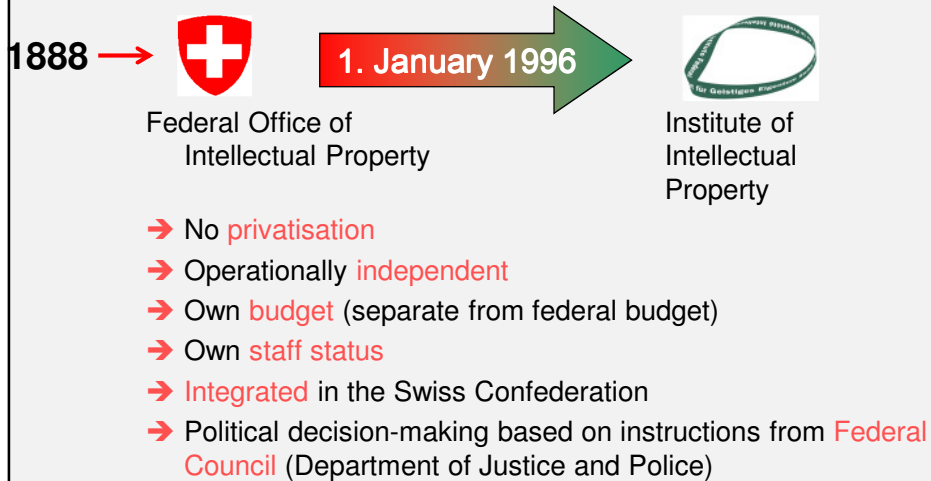
The Federal Council (Government)



Federal Department of Justice and Police



From the Federal Office to the Institute 1996



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Art. 29 §1 Organization Ordinance of the Ministry of Justice and Police

The Federal Institute of Intellectual Property is [...] the **competence centre** of the Confederation for intellectual property questions. It fulfills its duties according to authoritative laws and international agreements.



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Tasks and duties of SFIPI

Art 2 FLST of the IPI:

- a) Prepare IP legislation
- b) The Institute fulfills the tasks:
- c) Implement the legal framework and international agreements
- d) Advice federal bodies in IP
- e) Represents CH in international IP bodies
- f) Cooperates in other bodies (e.g. WTO, UN)
- g) Technical cooperation
- h) Information and training → IP, IP management and enforcement



Legal bases II f [172.010.31]

Art. 2 (1)

The Institute shall carry out the following tasks:

(f) to participate in **technical co-operation**



Implementation:

Direct training:

- SPC Vietnam
 - Technology- and Patentinformation
 - Copyright
 - Enforcement
 - Writing laws
 - IP and research
- Stagiaires from WIPO and EPA

Steps in Curricula of

- WIPO worldwide Academy
- EPO Academy

Teachers at various programs (WIPO/EPO)

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Legal bases II g [172.010.31]

Art. 2 (1)

The Institute shall carry out the following tasks:

- (g) to provide services on a **private law basis** in its field of competence; to provide information, in particular, on the systems of protection for intellectual property rights, on titles of protection and on the state of the art.



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Implementation:

Teaching:

- Poly's, Universities, Universities of Applied Sciences
 - Down to ~ High Schools
- Firms, Associations
 - Swissmem
 - coMedia

Organisation and realization of events concerning IP

- Seminars in Bern and abroad

Speakers at IP events

- E-starter
- Venturelab
- Business tools
- Création d'entreprise

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More than 200 training days per year!

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Our new identity: Autonomous!

- Founded in 1888 as the Federal Office of Intellectual Property



- Autonomous since 1.1.1996

- the federal NPM pilot company
- strict separation between commercial and governmental activities
- independent legal status
- independent accountability
- independent statutes for personnel (MbO => performance reward)

- NPM: Focus on innovation, employees and customers.

Adaptation of internal structures

1999

Industry like

- Process oriented
- „effect oriented“ (NPM)

Internal training

- „Great context“ (Macro- and Microeconomics)
- environment (Marketing)
- Customer orientation (Needs of Industry)
- sales
 - Choice of products and services
 - Appearance
 - Bargaining
 - Phone sale
 - Contracting techniques
 - Dynamism



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Basic distinction: « sovereign » / « Free service »

Sovereign»:

- Information mission (can be larger than basics);
- Promotion of innovation

➤ Cost-covering not necessary



«Free service»

- Existence of a market
 - Users willing to pay
 - Indicator: presence of other offers (commercial) on the market
- ➔ cost-covering is compulsory
- ➔ VAT (MWSt)

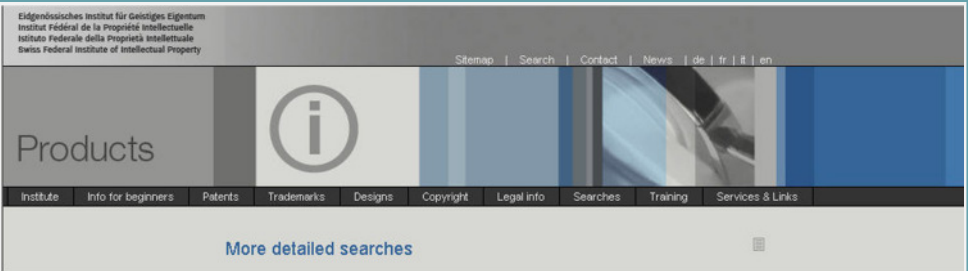


ip-search


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Searches for Industry



Sovereign, duty, taxfree



Free market, VAT

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www.ipi.ch

4 languages!



Welcome of Intellectual Property

You can file a trademark, or a national application, the official Swiss Patent Office.

We are also collecting social information on intellectual property in Switzerland about patents, trademarks, designs, and copyrights.

Finally, we offer workshops in intellectual property.

A Guide for Innovative and Creative Minds

Invent, Produce, Market

Have you had an idea, pursued it doggedly, developed a product and now, after huge effort, are successfully introducing it onto the market? Read about the roles patents, trademarks, designs, and copyrights can play in our [Guide for Innovative and Creative Minds](#).

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www.swissreg.ch



The screenshot shows the swissreg.ch website. At the top, there's a navigation bar with 'Home', 'ige.ch', and 'Schutzrechte'. Below this, there's a 'Willkommen bei Swissreg' section with a welcome message and a brief description of the database. To the right, there's a search interface with various filters and a search button. Below the search interface, there's a section for 'Rechtliches' (Legal) with information about the data's accuracy and usage. On the far right, there are images of a watch, a cow, and a Maggi product.

all protection titles in force in CH

legal status (updated nightly)

secure connection

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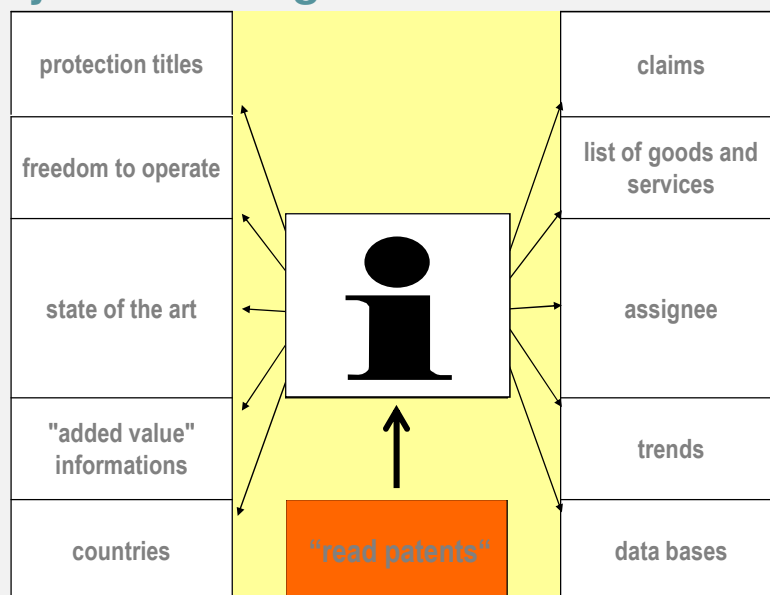
It's time to rethink IP education

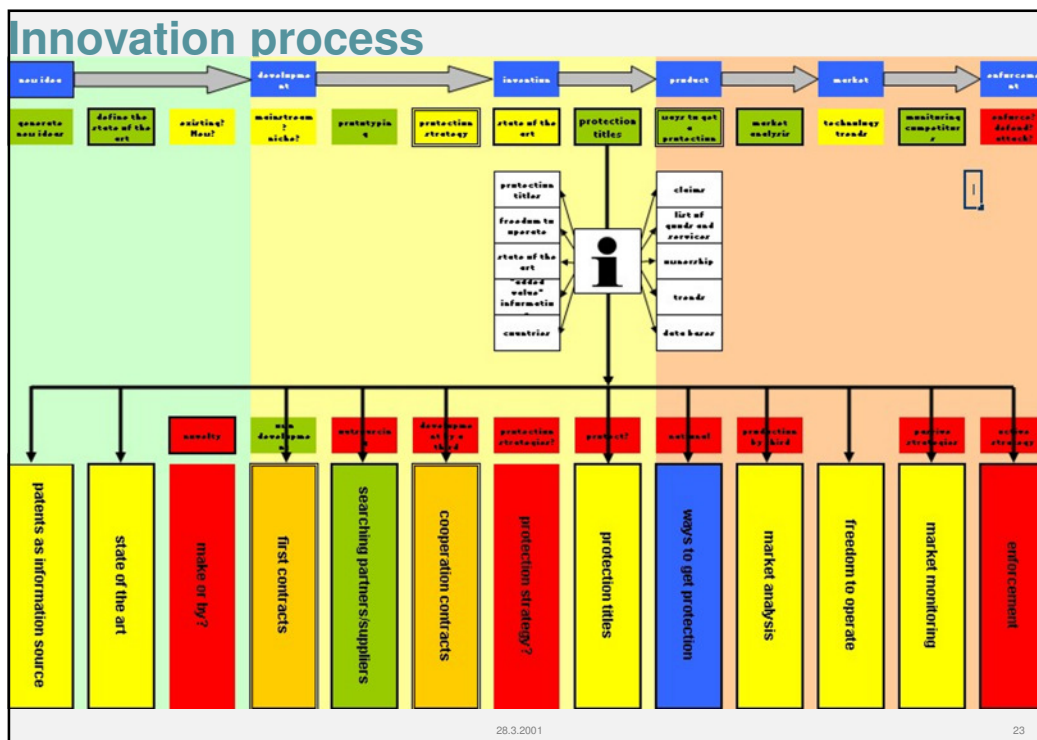
Alexander Wurzer et al.:

Teaching should be based on case studies and teamwork.
Classes should be as interactive as possible. The classic lecture format – where one person speaks and the rest of the crowd tries to pay attention (or has a surreptitious nap) – should be avoided.

Intellectual Asset Management December/January 2007

Analysis: Existing skills of a “SMO”





Our Job...



No (too) specific language
 Avoid complex relations
 Create confidence
 IP as tool
 Grass-roots
 Service oriented

«Avoid advocates teaching IP»

[Mihály Ficsor, 2005]

No resources? „Virtual“ training Centre



Tr

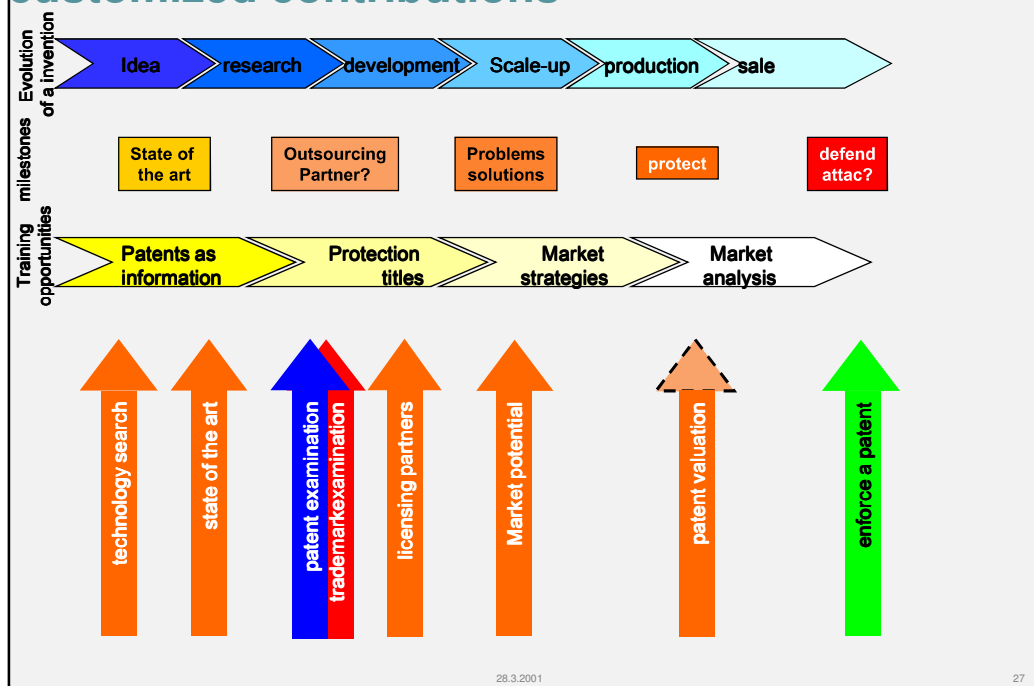
19.04.2011

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Cornerstone data: Growth!

- 250 employees; 40 at management level.
- Turnover: CHF ~ 70 million, including CHF ~ 10 million from sources other than fees.
 - Market position:
 - => a **monopoly** in statutory activities
 - => a **leader** in 'free-market' services.
- 100% federally owned, **100% self-financing**,
(no deficit guarantee from the government)

customized contributions



**Envisioned. Created.
Protected.**

A Concise Guide to Trade Marks,
Patents & Co.

pat. pend.
+pat+
mod.dép.

Every Thing You
Always Wanted to
*Know About IP** But
Were Afraid to ask...

And nevertheless:

www.ige.ch
training@ipi.ch

031 377 77 77

*[thank you Woody Allen!]

