

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

IP-Academy:

Teaching and research networks

The experience of the Swiss IPO

from
Roland Jean Tschudin
Senior IP-Training
WIPO Workshop 2011

Geistiges Eigentum

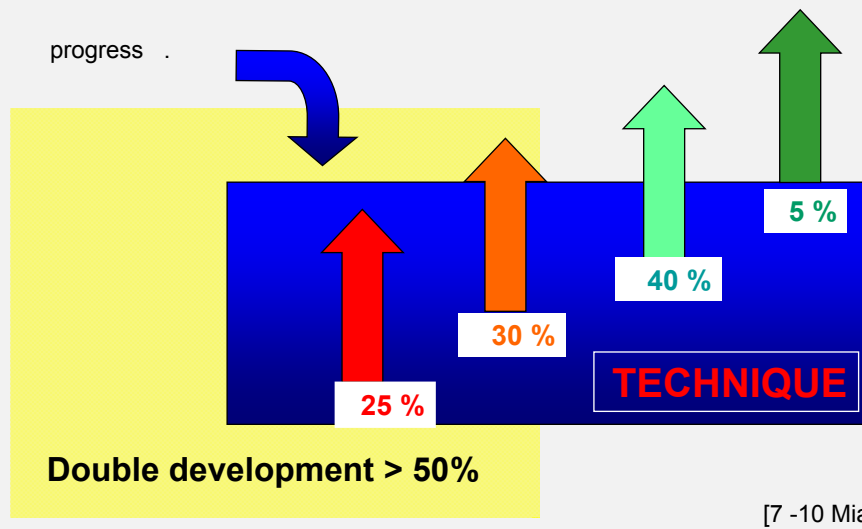
First Approach: Firms

~ 400'000 firms

- < 10 persons 89%
- 10 – 49 8.8%
- 50 – 249 1.6%
- > 250 0.3%

- How can we reach the possible customers?
- 16'000 addresses sent → 680 bookings
- 3 CHF/envelope → ~ 50'000 CHF
- > 70 CHF/pers.

Skilled people?



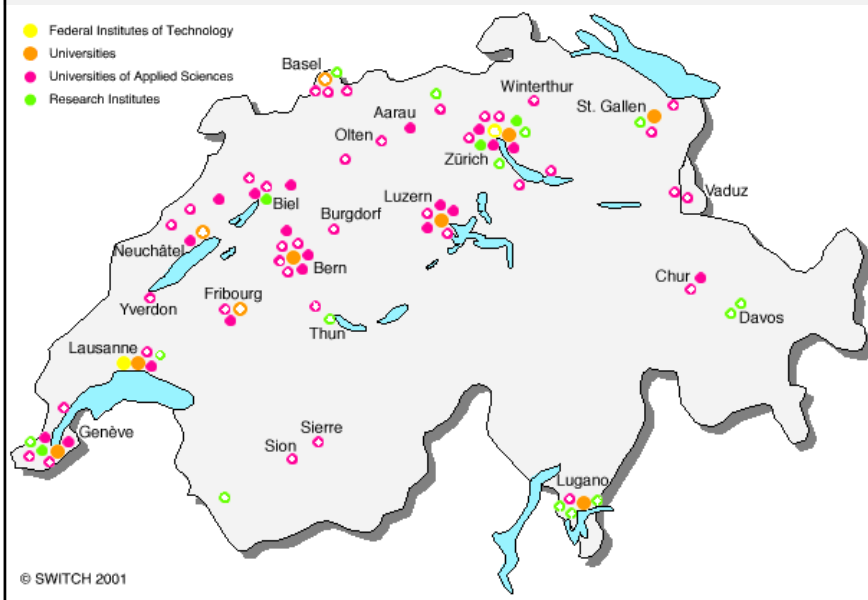
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Firms (SWOT):



- >300 kg paper (unrequested letters) per year
 - How catch the attention of the reader?
 - How avoid discarding of the letter?
- «high business» time → no time for training
- «low business» time → no funds for training
- «beginning business» → no resources for training

Second Approach: Schools



Schools: SWOT

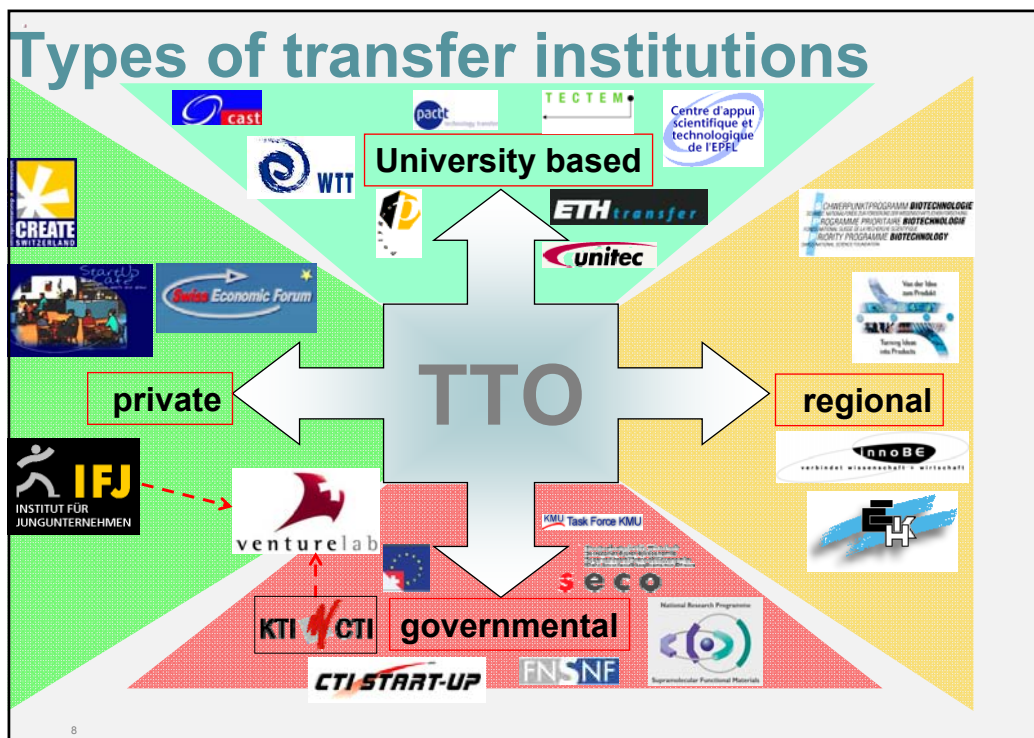
- + low investment for contacts
 - + high number of (mandatory) participants
 - + early sensibilisation on IP
 - + “gatekeeper”
- 
- Entry points? (top – down, bottom – up)
 - Sustainability (change of contact – end of the mandate?)
 - High involvement for contacts

Third approach: Networks



Mission Statement of the TTO-Stanford:

Transfer Stanford technology for society's use
and benefit and to generate royalty income for
research and education.



ETH transfer

Example: University based transfer

ETH Transfer (Mission statement) ← IPI

We support the ETH community in **all questions** relating to **cooperation** with industry, inventions, **patent** applications and **licensing** as well as setting up an ETH **spin-off company**. We initiate **contacts** between external bodies (such as **companies** and public **authorities**) and research groups at ETH Zurich. In organizational terms, ETH transfer reports directly to the Vice President Research of ETH Zurich

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Example: Region based transfer



innoBE –
the turntable for knowledge and
technology transfer in the Canton Bern

Navigator in the Ocean of knowledge!

Not the carrier of know-how

The institution for know-who



10 By courtesy of Christoph Beer (innoBE)

Example: governmental TT institution

Commission for Technology and Innovation **KTI** ~~CTI~~

- CTI promotes the immediate benefit of the scientific and technology knowledge worked out by researchers and entrepreneurs
- Co-funding of applied research (1/1 or 50%)
- Annual budget of ~ 100 mio CHF

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[from CTI]

Mission statement

KTI ~~CTI~~

"The State creates possibilities"



"The entrepreneur creates the reality"



+pat 691952

TM 469974

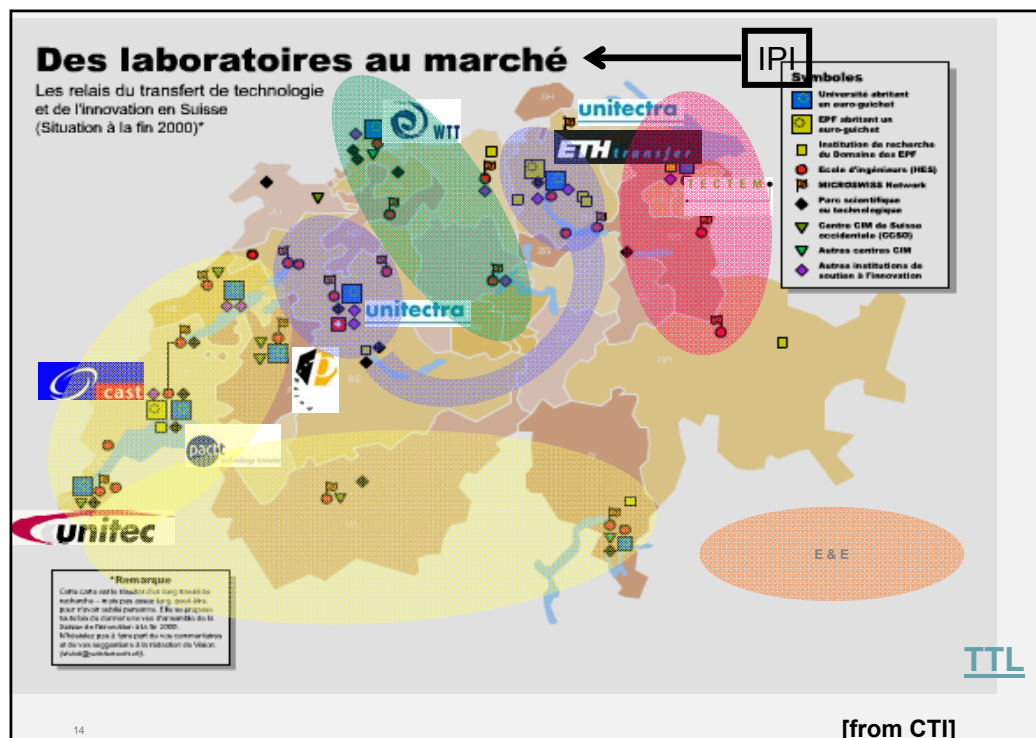
[from CTI]

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Emergent regions of universities and economy



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Example: Private initiative in a university



The screenshot shows the Startup Cafe website. At the top, the text "Startup Cafe" is written in a stylized font, with the tagline "Where deals are done" below it. A central image depicts a group of people sitting around a table in a cafe setting. To the left of the image, the words "Discover", "Learn", "Meet", and "Solve" are listed vertically. Below the image, the text "The web site for high-tech entrepreneurs" is displayed. At the bottom, a navigation menu includes links for "Shortcuts >>", "Course", "Workshops", "MatchMaking", "Advisory", "Dr. Jane", "Events", and "Ads". A footer note mentions "Awards 2003: Click here or see directly pdf" and lists "Course SHS" and "Job opportunities".

Create [<http://www.startupcafe.ch/index.htm>]

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Private initiative



Core competence:

Innovative for new solutions and products

Intense relations to loyal customers

Excellent in competence and coaching

Since 1989 > 2'000 workshops



Tools and activities:

Business navigator ⇒ Business plan

Handbook for entrepreneurs + toolbox

Consultancy and coaching

Networking

Experience sharing

"PPP"



The "venture" adventure

Stepwise approach, public-oriented, mandate by "seco"

Basic skills:

Venture apéros

in major cities of the whole country, open to everybody

< 1 h presentation first evening; discussion, networking apéro,
50 – 80 participants

Business plan and IP

Venture training

1 day of presentation and discussion with the owners of new projects (start-up), 12 participants (selected)

Real projects

Venture challenge

Universities and technical High Schools

4 lectures and discussion about 4-5 projects (25 participants)

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The screenshot shows the homepage of www.venturelab.ch. A red box highlights the navigation menu on the left, which includes the following items:

- Venture ideas
- Venture plan
- Venture training
- Venture challenge
- Venture topics
- Venture leaders
- Mentoring
- Toolbox
- Regional activities
- Venture apéros
- Ask the experts

An arrow points from the 'Venture plan' item in the menu to a box labeled 'IPI'.

The website header features the 'venturelab' logo and the text 'Fast Track for Start-ups' and 'HBM | Bernese | France'. The main content area is divided into several sections:

- Ziele der Initiative**: A section with a background image of a tropical beach, titled 'Ein Paradies für Start-ups'.
- For Start-ups**: A section featuring a woman's portrait and the title 'Von der Idee zur Finanzierung'.
- For Studierende**: A section featuring a group of people and the title 'Start-up als Karriere-Ziel'.
- My venturelab**: A sidebar on the right with a login form and a 'Checklist' section.
- CTI/START-UP**: A section with the date '15. März 2016' and the text 'Das nächste Event zu Start-ups'.
- Venture Ideen**: A section with a photo of a person and the text 'venture ideas'.
- Start-up Galerie**: A section with a photo of a person and the text 'Start-up Galerie'.
- 360° Experten-Talks**: A section with a photo of a person and the text '360° Experten-Talks'.

The footer of the website includes the text 'venturelab.ch © copyright 2004 - 2016 by IPI/venturelab.ch/ventures.ch' and 'Veranstaltung, Publikation oder sonstiger Gebrauch der Daten in Form oder in anderer Weise ist ohne schriftliche Genehmigung von IPI/venturelab.ch/ventures.ch'.

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Initiative of the SSEA (seco):

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TT-Institutions: New consortiums



swiTT supports and seeks to strengthen the transfer of technology between the private sector and public research and education institutions within Switzerland

by:

- The professional development of its members
- An understanding of the technology transfer process and its benefit to society
- An optimal environment for technology transfer activities
- Good inter-personal relationships between its members and cooperation among the technology transfer offices.

Initiative of the SSEA (**seco**):

The screenshot shows the 'TaskForce PME Guichet Créateur' website. A box labeled 'IP' points to the 'Propriété intellectuelle' link in the left sidebar. The website header includes 'seco' and 'TaskForce PME Guichet Créateur'. The main content area features a welcome message, a list of themes (FAO), and a section for 'Actualités' with various articles and links to government portals like the Office fédéral de la justice and the Office fédéral des assurances sociales. The right sidebar contains a newsletter sign-up and a list of news items.

Teaching Network

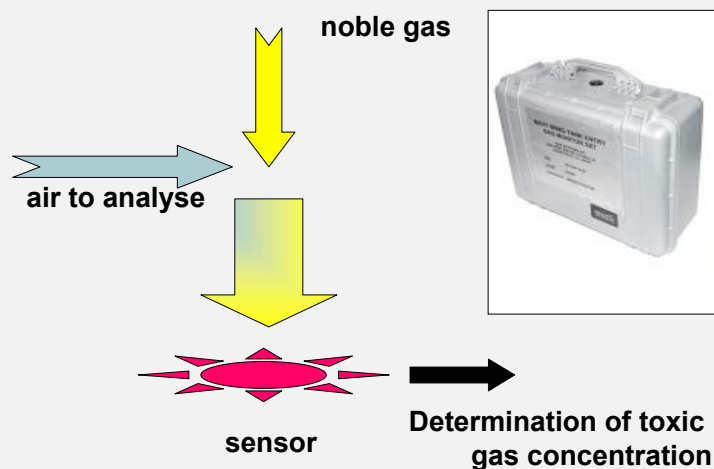
- Network of the **teachers**
 - Cases
 - Decisions taken by courts
 - Exchange of examples and experiences
- Network of the **Academies**
 - Examples
 - Inspiration
 - WIPO, EPO
 - National Academies
 - Exchange of material
- **Webpages** of IP-authorities

«teaching the teachers»

- «LLL» (life long learning framework)
- DIDAC (initiative of french speaking cantons)
- IP as theme at «Café du jeudi» (EIAF)
- Participation at different «sommer schools»
- High availability for teachers training (during holidays!)
- Follow-up of held lectures...
- Establish and exchange a catalogue of examples and case studies

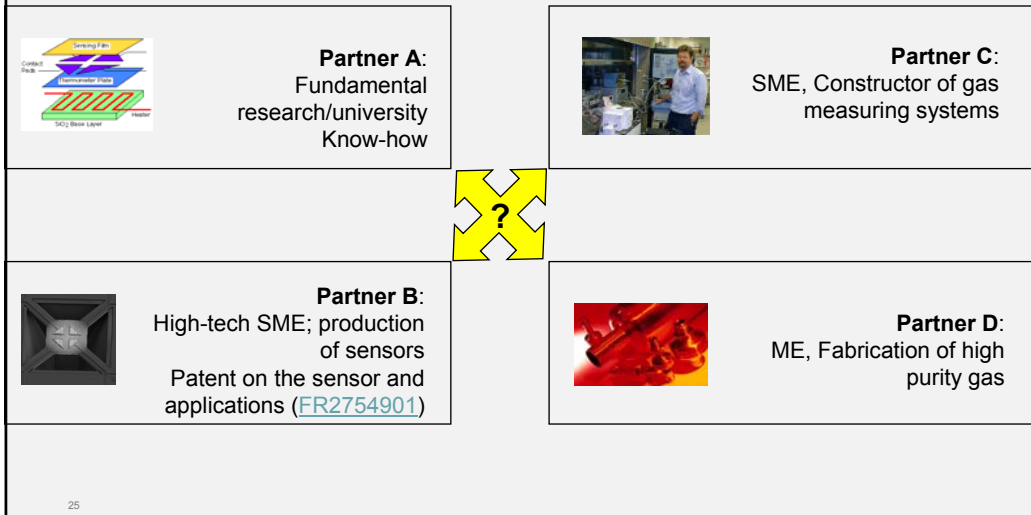
Example: Apparatus for measuring toxic gas in air

Principle:

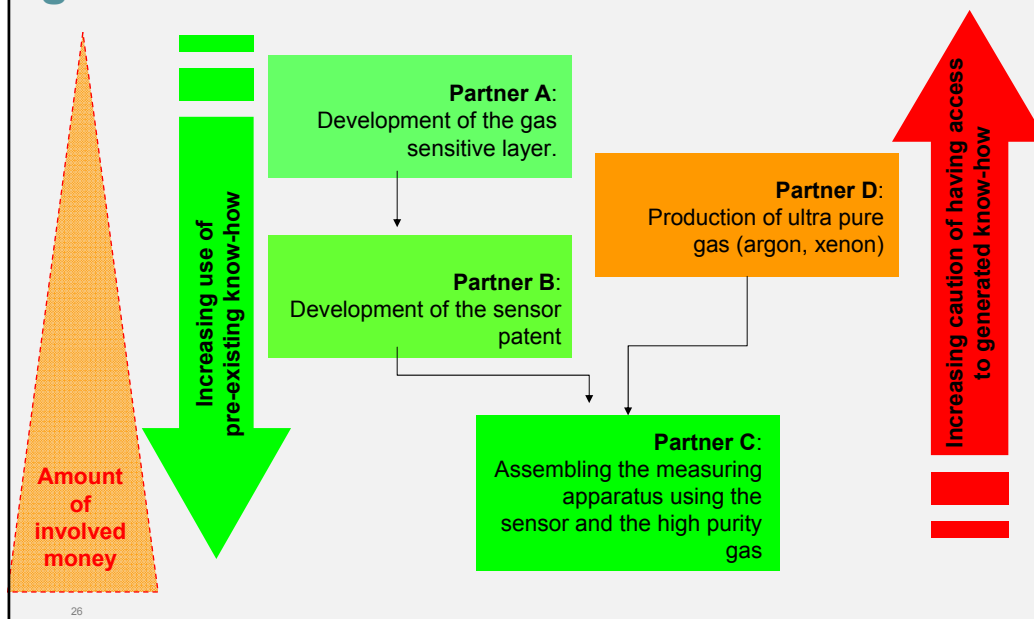


Example: Apparatus for measuring toxic gas in air

Partners/pre-existing know-how



Example: Apparatus for measuring toxic gas in air



Consequences

What an **innovation center** or **teaching center** should do:

- Train all collaborators on the basic principles of IPR (copyright, brands, patents, consortium agreement...)
- Inform project partners about the IPR rules in an early stage (background and foreground technology)
- Organise workshops about „IPR and consortium agreement for professionals (technology transfer offices)
- Offer help to SMEs (lower the access bar)
- Defines contracts (completeness and traps)
- **Long-term investment ≥ 10 years**
 - Staying power!

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I'm still confused...



... but on a much higher level!

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