



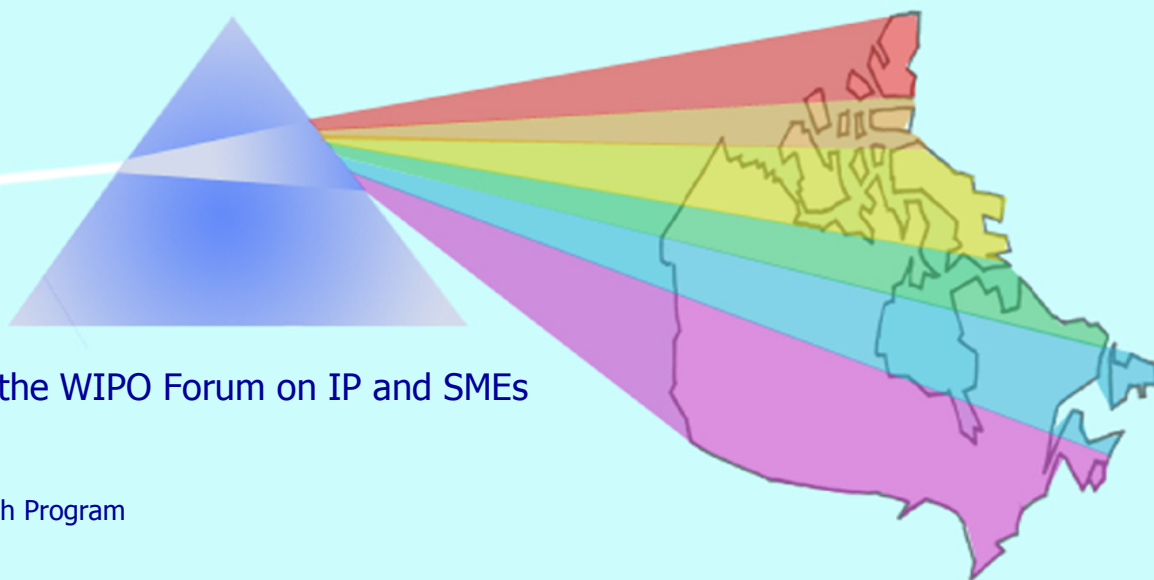
Office de la propriété
intellectuelle
du Canada

Un organisme
d'Industrie Canada

Canadian
Intellectual Property
Office

An Agency of
Industry Canada

Outreach Program at the Canadian IP Office



Presented at the WIPO Forum on IP and SMEs

by

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Canada



CIPO's Mission

- To accelerate Canada's economic development by:
 - Fostering the use of the IP system and the exploitation of IP information
 - Encouraging invention, innovation and creativity in Canada
 - Administering the IP system in Canada (patents, trade-marks, copyrights, industrial designs and integrated circuit topographies); and
 - Promoting Canada's international IP interests

Recent History

- Public education program
- State-of-the-art searches in patents
- Regional advisors
- Patents and trade-marks data on the Internet
- Reduction of activities, then...
- One of CIPO's 5 strategic priorities

CIPO's Commitment Through its Strategic Priority #3

- Deliver a sustainable outreach program that will increase **awareness**, **knowledge** and **effective use** of IP by Canadians.

Building the Long-term Strategy—What was Implied

- Research, research...
 - External consultations with other IPOs and partner organizations:
 - Survey of intermediaries
 - International best practices
 - Outreach framework
 - Consultations with clients: CRM activities
 - Consultations with internal product lines
 - Environmental analysis
 - Five-year Strategic Plan developed at the end of 2001

Some of the Big Challenges...

Economic challenges and IP issues:

- Only about one-quarter of the population of manufacturing enterprises, both large and small, make use of at least one form of protection; Only 7% specifically use patents.

Statistics Canada, catalogue 88-515-XPE, 1997

What Our Clients and Partners Said They Want...

- Information and tools provided need to relate more closely to the type of clients served and their current level of IP awareness.
- Users need guidance throughout their whole learning process and access to IP expertise to learn how to make a more effective use of IP products and services.
- Organizations that have an IP information provider role have identified the need to be better educated in the strategic use of IP and in the use of IP databases.

What Our Clients and Partners Said They Want...

- Users want electronic and traditional service delivery, but Internet has become the preferred means for getting IP information.
- Clients and partners want ongoing consultations with CIPO, as well as personal and timely support (regional knowledge and presence).

Outreach Priorities

- Outreach Program will:
 - add value or complement CIPO's priorities and activities;
 - deliver activities for each of the three levels identified in Strategic Priority #3;
 - target specific groups;
 - develop pilot programs or initiatives with key partners;
 - include performance measurement tools;
 - enhance relationships with foreign IP offices to apply best practices and share products and services.

The Long Term Strategy

- Goals:
 - Create **awareness** of the use and benefits of the IP system and information available.
 - Give existing and potential users access to the necessary tools and information to increase their **knowledge of IP** and strategic use of IP information.
 - Guide the users, including IP practitioners, in an **effective use** of CIPO's products and services, and direct them to other appropriate sources of IP-related information.

Levels of IP Learning

Provision of the necessary tools to ensure an effective use of IP products and services

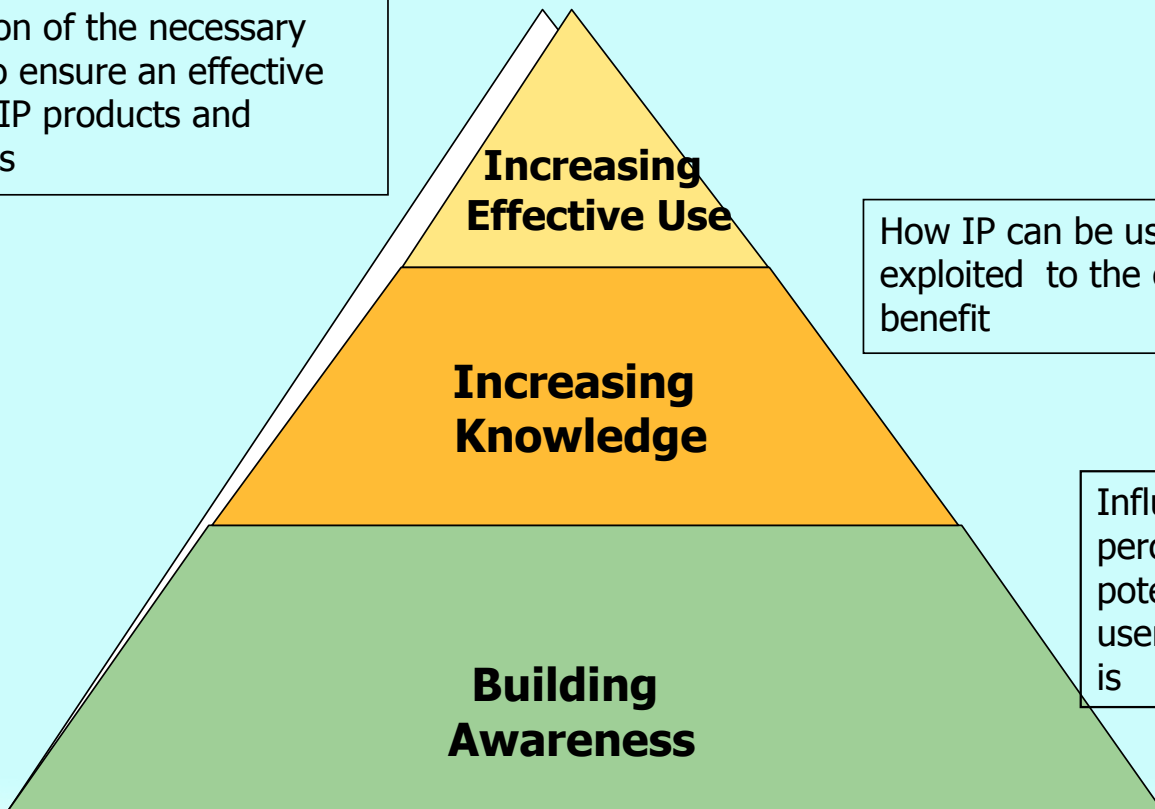
Increasing Effective Use

How IP can be used and exploited to the clients' benefit

Increasing Knowledge

Influence the perception of potential new users of what IP is

Building Awareness



Target Groups (Who)

- CIPO's current clients who could make a more strategic use of our products and services (e.g. unrepresented applicants, agents).
- SMEs who could benefit from a greater awareness of what IP is and how it can be used and exploited to their benefit.
- Innovators and creators who are predisposed to becoming a CIPO client and/or exploiter of IP information: engineers, researchers, scientists, writers, musicians, designers, students or young entrepreneurs seeking advice.

Our Approach

- Develop strategic alliances or other forms of partnerships to engage in cross-promotions and educational activities, and to maximize reach and impact.
- Collect, store and share client data in a systematic way.
- Deliver Outreach products & services through traditional and electronic means.
- Push and/or pull clients to e-services and to use IP professionals where appropriate (e.g.: business names registration).
- Promote necessary information and tools at the right time, the right place in the most appropriate format.

Recent Achievements

- Strategic Alliance with the Canadian professional association of IP practitioners
- Collaborative agreement with a network of Business Service Centres across Canada
- Focus group sessions with IP practitioners
- Promotional activities across the country
- Inventory and gap analysis of publications
- Visits to some foreign IPOs

Some Action Items for 2003/04 (What):

- Refine target audiences
- Study Partners' and clients' requirements for regional interface and start implementation of recommendations
- Define measurable objectives and appropriate approach for performance measurement
- Measure baseline (present level of IP awareness and knowledge)

Some Action Items for 2003/04 (What):

- Finalize development of an IP toolkit
- Seek collaboration with business names registration offices to reach start-up businesses
- Develop Canadian success stories
- Set-up a Bank of speakers composed of IP practitioners

Some of the Program Issues

- How to secure Strategic Alliances:
 - Formal vs informal agreements
 - IP rights
 - Commitments
- The right balance of expertise for staff:
 - IP vs communication/business
- Performance measurement:
 - The right performance indicators
 - Establishing the baseline

Thank You!

Questions? Comments?