



# The Portuguese experience in the launching of the Units for Industrial Property Promotion

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## **WIPO FORUM ON IP AND SMEs FOR OECD COUNTRIES**

**Organized by  
WIPO – World Intellectual Property  
Organization**

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# The Portuguese experience in the launching of the Units for Industrial Property Promotion

## Structure of the Presentation

### **Theme 4 – Marketing of the Services of IP Offices**

- **The Portuguese Office (INPI - PT)**
- **The promotion of IP and Innovation**
- **The Units for Industrial Property Promotion**

# Summary Characterisation

## 1. Legal Nature:

- public law Office,
- administrative and financial autonomy,
- self patrimony,
- under the tutelage of the Minister for the Economy and of the Minister Assistant to the Prime Minister

## 2. Mission:

- to promote and protect the Industrial Property
- to support the entrepreneurial modernization policies
- cooperate with other nat. and int. organizations.

## 3. Human Resources: 133, of which

- senior officials: 56
- computer experts: 6
- administrative staff: 71

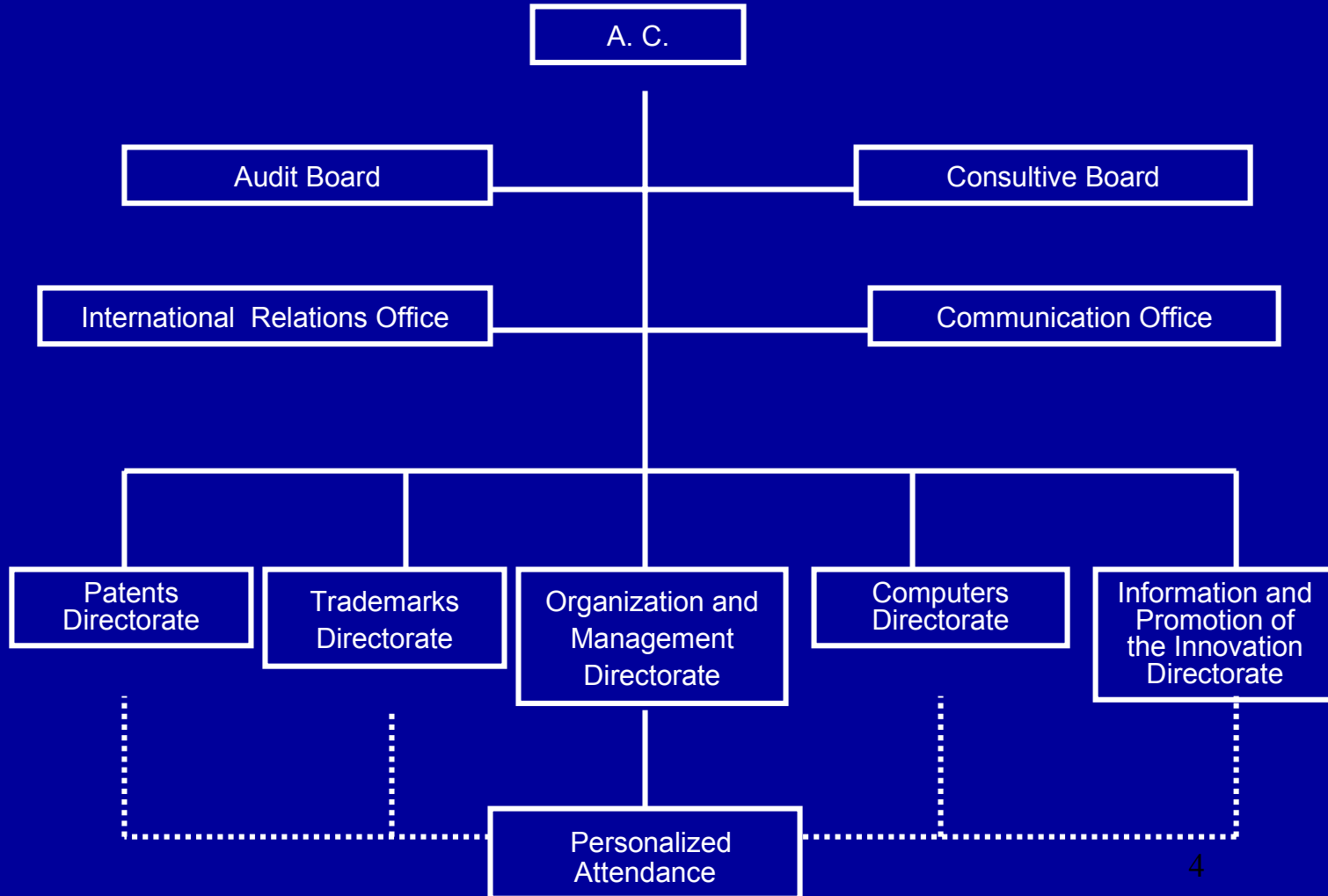
1. The INPI-PT

2. Promotion

3. The UIPP



# Organisational chart



- 1. The INPI-PT
- 2. Promotion
- 3. The UIPP

# The Marketing Strategy of the INPI-PT

## 1. The INPI-PT

## 2. Promotion

## 3. The UIPP

- **Direct Marketing:**

Promote the use of IP System through direct actions of INPI (Seminars, Workshops, INPI Journal, Newspaper advertising)

- **Indirect Marketing:**

Promote the use of IP System through direct actions of interface partners of INPI (business associations, universities, technological centres)

# Components of the Project of the IPS Valorization in Portugal

## 1. The INPI-PT

## 2. Promotion

## 3. The UIPP

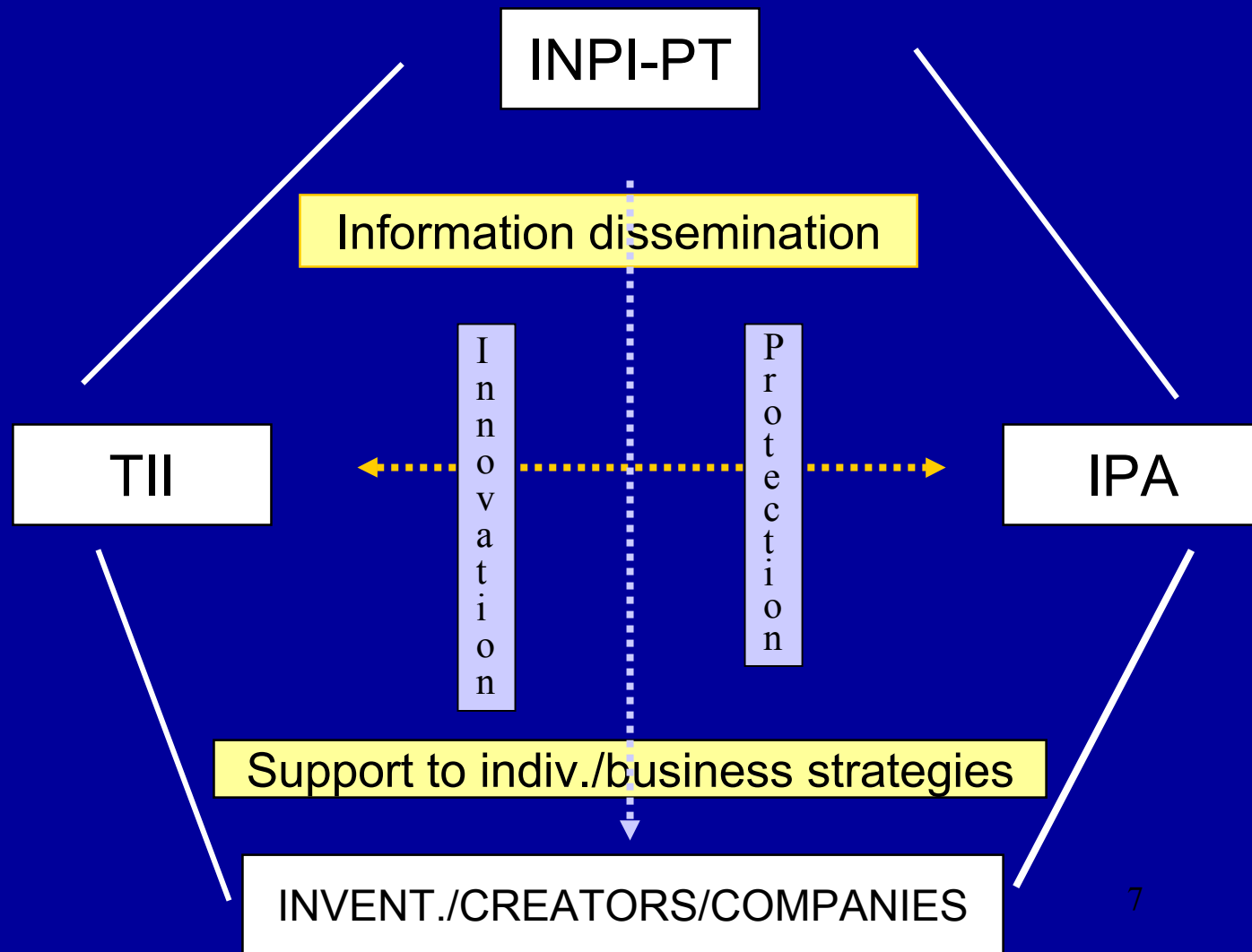
- **IP promotion through the creation of a network of units in partnership (UIPP)**
- **Information and electronic Communication Infrastructure to support the UIPP network**
- **Study of the constraints which lead to the poor use of the IP in Portugal**
- **Pilot Project for the creation of competencies in the IP Commercial Valorisation**

# The Promotion Institutional Framework

1. The INPI-PT

2. Promotion

3. The UIPP

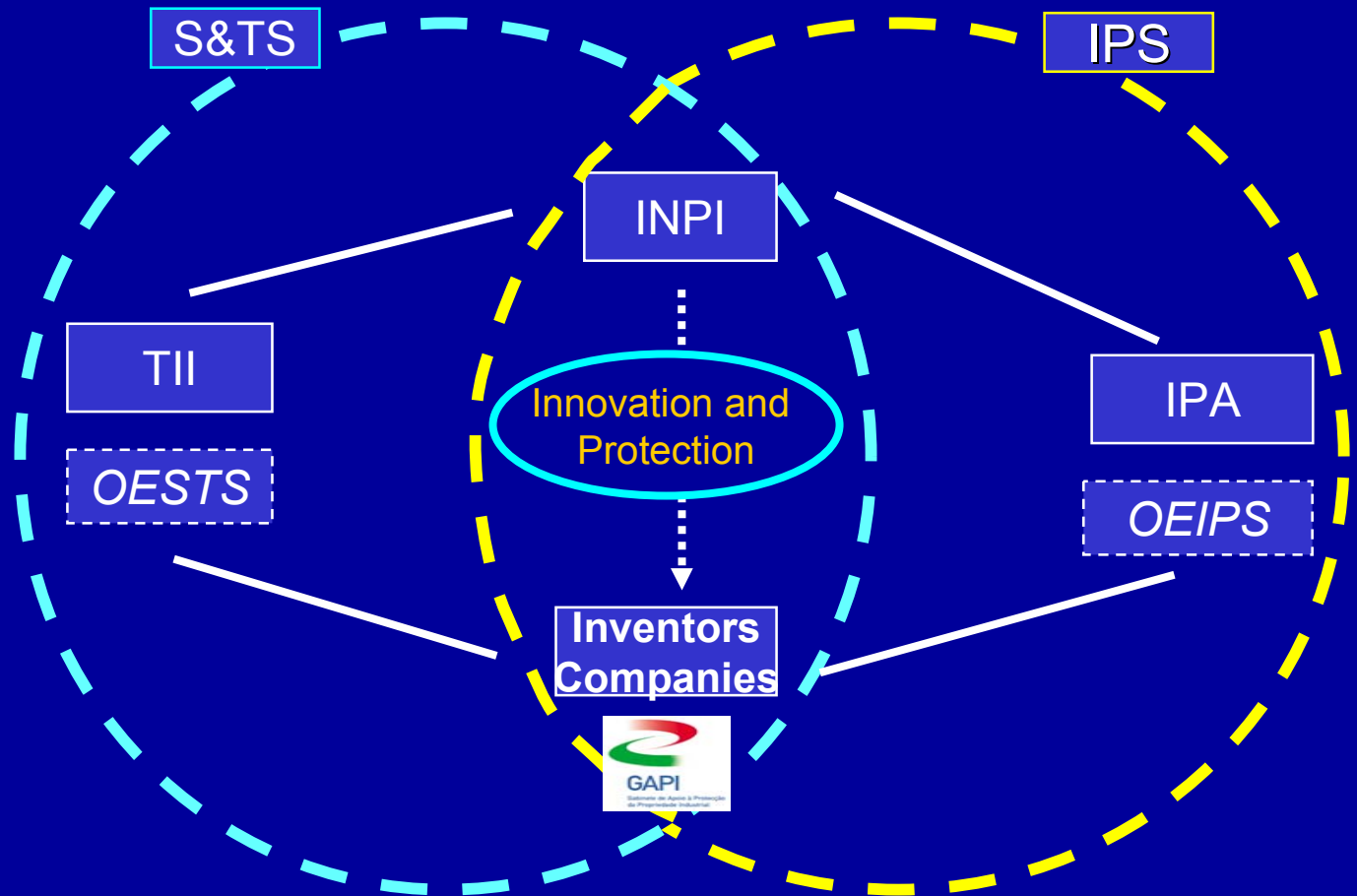


# The UIPP in the Interaction between the **Sc&T** and **IP** Systems

1. The INPI-PT

2. Promotion

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## 1. The INPI-PT

## 2. Promotion

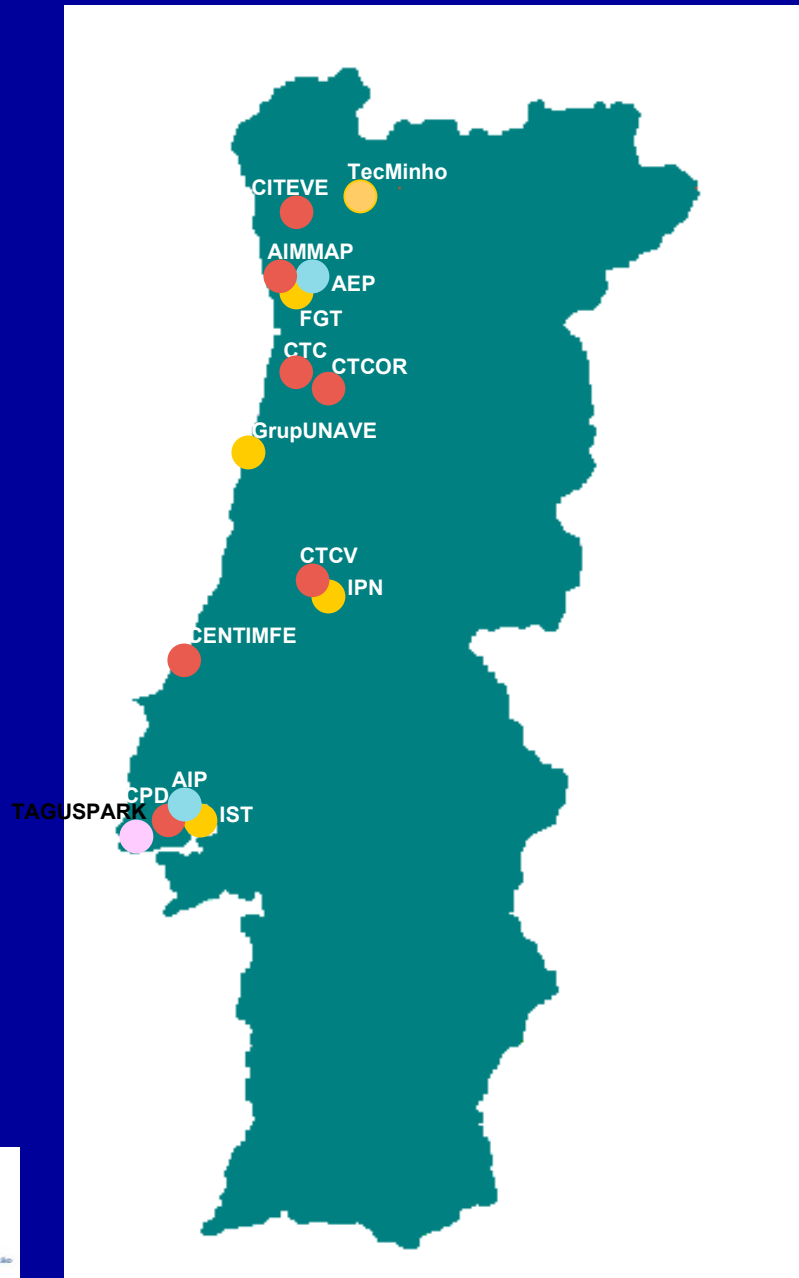
## 3. The UIPP

- **What are the UIPP:**

Small operational units installed in institutions of Business and Technological *Interface*

- **Partner institutions**

- 2 Business Associations
- 7 Technological Centres
- 5 Universities
- 1 Science and Technology Park



## Universities

IST / GALTEC – Universidade Técnica de Lisboa

GrupUNAVE – Universidade de Aveiro

IPN / Instituto Pedro Nunes – Universidade de Coimbra

TecMinho – Universidade do Minho

FGT / Fundação Gomes Teixeira – Universidade do Porto

## Business Associations

AEP – Associação Empresarial de Portugal

AIP – Associação Industrial Portuguesa

## Science and Technology Park

TAGUSPARK – Parque de Ciência e Tecnologia

## Technological Centres

CATIM / AIMMAP – Assoc. Ind.Metalúrg. Metalom. Portugal

CENTIMFE – Centro Tecnológico das Ind. Moldes

CITEVE – C.Tecn. Ind. Têxteis e do Vestuário de Portugal

CPD – Centro Português do Design

CTC / APICCAPS – Centro Tecnológico do Calçado

CTCOR – Centro Tecnológico da Cortiça

CTCV – Centro tecnológico da Cerâmica e do Vidro

### 1. The INPI-PT

### 2. Promotion

### 3. The UIPP

## 1st Stage : With protocol with the INPI

- Information and elucidation
- Edition of self promotional material
- Organisation of seminars
- Actions of sensitisation and training
- Exhibitions and other promotional actions
- Organisation of technical *work-shops*

## 2nd Stage: Self Development

- Commercial valorisation of the IP
- Technological intermediation

**1. The INPI-PT**

**2. Promotion**

**3. The UIPP**

## Type of Supports

- Experts ` Contracting
- Specialist training
- Computers and telematic investment
- Data bases access
- Technical assistance

## UIPP's performance (2001 – 2002)

### 1. The INPI-PT

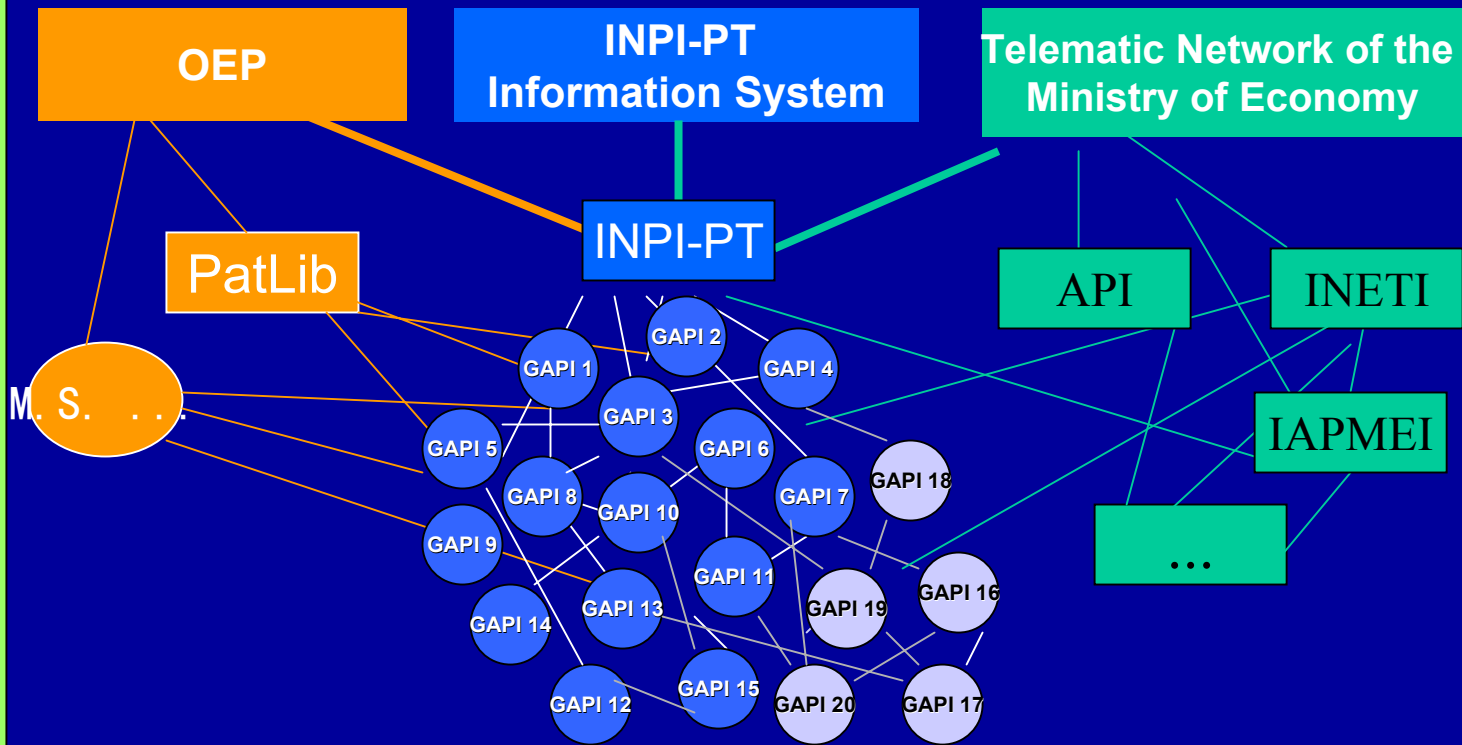
### 2. Promotion

### 3. The UIPP

- ⌘ Number of UIPP - 15
- ⌘ Number of technicians - 29
- ⌘ Number of hours of training for technician - 50
- ⌘ Number of Seminars - 50
- ⌘ Number of participants in the Seminars - 2500
- ⌘ Number of assistances – 1100
- ⌘ Applications / Assistances – 15%
- ⌘ Number of publications – 16700
- ⌘ Number of mailings - 32300

# UIPP - Expansion of the Net

1. The INPI-PT
2. Promotion
3. The UIPP



**3th stage**  
2002 /2004  
**Other Mem.States**  
International Phase

**1st stage**  
2001 /2002  
**15 UIPP**  
Launching Phase

**2nd stage**  
2003 /2004  
**+ 5 UIPP**  
Consolidation Phase

**4rd stage**  
after 2004  
Entrepreneurial Phase

# Glossary

- AC - Administrative Council**
- TII - Technological Interface Institutions**
- IPA - Industrial Property Attorneys**
- S&TS - Science & Technological System**
- IPS - Industrial Property System**
- OESTS - Other Entities of S&TS**
- OEIPS - Other Entities of IPS**
- EPO - European Patent Organisation**
- MS - Member States of EPO**
- API - Portuguese Agency of Innovation**
- INETI - National Institute of Industrial Engineering and Technology**
- IAPMEI - Institute to Support Small and Medium sized Enterprises and to Investment**