



WIPO FORUM ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM-SIZED ENTERPRISES FOR INTELLECTUAL PROPERTY OFFICES OF OECD COUNTRIES

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INNOVATION SUPPORT SERVICES

presented by

**Mr. Vladimir Yossifov, Director, Division for Infrastructure
Services and Innovation Promotion, WIPO**

Innovation and Invention

- Invention
- Innovation
- Key actors in the innovation process
 - inventors and innovators
 - entrepreneurs
 - R&D organizations
 - Universities
 - innovative companies



Innovation Support Services

Are they necessary?

- Invention and innovation = engines of growth and development
- Innovations do not happen - they are planned and developed
- Longer period for development and marketing
- Need for initial support and resources



GOVERNMENT SUPPORT IS JUSTIFIED

- Many governments support innovation public services, financing, tax breaks
- Private sector - limited support, expecting short term returns
- Long term, strategic investment, same as funding for R&D activities
- Innovation support = public service, similar to health care and education



Designing an Innovation Support Service

-] Receiving and screening innovative projects
-] Assess success potential
-] Support promising projects



Designing an Innovation Support Service

-] Maximize the number of routinely processed inventions/projects
-] Assist development and packaging of promising inventions/projects
-] Attract resources for promising projects
-] Educate inventors/innovators on the innovation process and management



Establishment of an Innovation Center Feasibility Study

- ⌘ Existing innovation and invention potential
- ⌘ Sources of invention and innovation
- ⌘ The major fields of technology
- ⌘ The existing expertise
- ⌘ The legal and financial framework
- ⌘ Government policies and support for innovation
- ⌘ Intellectual property system
- ⌘ Beneficiaries (SMEs, R&D organizations, etc.)
- ⌘ Economic and financial environment for enterprise creation and support for public sector R&D



Establishment of an Innovation Center

[Strategic directions

- Identify general manager
- Define objectives
- Identify participants/stakeholders
 - government agencies, financial institutions, universities, R&D organizations
- Select board members
- Define scope of activities and conditions (free?)
- Innovation awareness creation and training
- Project assessment and report
- Project support and business planning
- Strong Internet presence



Establishment of an Innovation Center

[operational planning and implementation

- ♣ Recruitment of CEO (General Manager)
- ♣ Recruitment of Personal Assistant for CEO
- ♣ Identification of site/premises for offices
- ♣ Formulate policies and procedures for operations
 - ♣ initial free consultation (e.g. 1 hr. duration)
 - ♣ further support (e.g. project equity, cost fee)
 - ♣ produce a check-list for assessing submissions
 - ♣ produce a score sheet for project evaluation
- ♣ Select local advisers / consultants accountants and auditors, legal advisers



Establishment of an Innovation Center

[operational planning and implementation

- ♣ Select project assessment panel
- ♣ Identify technical experts to assist in project evaluation
- ♣ Develop and apply
 - ♣ pro-forma and model agreements
 - ♣ pro-forma confidential disclosure agreement
 - ♣ pro-forma supply of materials agreement
 - ♣ pro-forma assignment of rights
 - ♣ model R&D, license, and joint venture agreements
 - ♣ create Internet site
- ♣ Engagement of business development executives



Establishment of an Innovation Center

- Innovation support services to be operated as business companies
- Funds should be made available for a minimal period of 3 to 5 years
- Promising innovation projects to be also considered by government planners
- Innovation support services should not be subject to taxation (profit or cooperate tax)
- Special attention to intellectual property (IP) matters



The WIPO University Initiative

The “*WIPO University Initiative*,” launched last year, to encourage universities to establish “*IP Coordinators*,” a contact person or unit, who will provide information on IP matters to management, researchers, academic staff and students and will encourage use of technological information contained in IP documents and facilitate access to such information



The WIPO University Initiative

It is expected that this project could lead to wider understanding of the IP system and would also

- improve access to the wealth of technological information contained in patent documents
- improve the capacity of the users (researchers and inventors at R&D organizations, universities, etc.) to analyze and use such information;



The WIPO University Initiative

- encourage the establishment of IP policies by universities;
- improve the IP protection of research results and inventions generated by universities and R&D organizations, as a first step towards successful commercialization
- assist universities/organizations in identifying their IP assets with a view to generating more benefits and income;



The WIPO University Initiative

- WIPO will provide selected WIPO publications and search tools on CD-ROM/DVD, and organize some training and methodological assistance.
- The *WIPO University Initiative* will be implemented in close cooperation with the national IP office and other specialized and/or professional organizations.



Conclusions

- Innovation Support Services
 - add value to R&D activities
 - selection of promising projects
 - nursery for new products and technology
 - entrepreneurs create the missing link
 - government and public authorities create favorable environment

Thank you for your attention

