



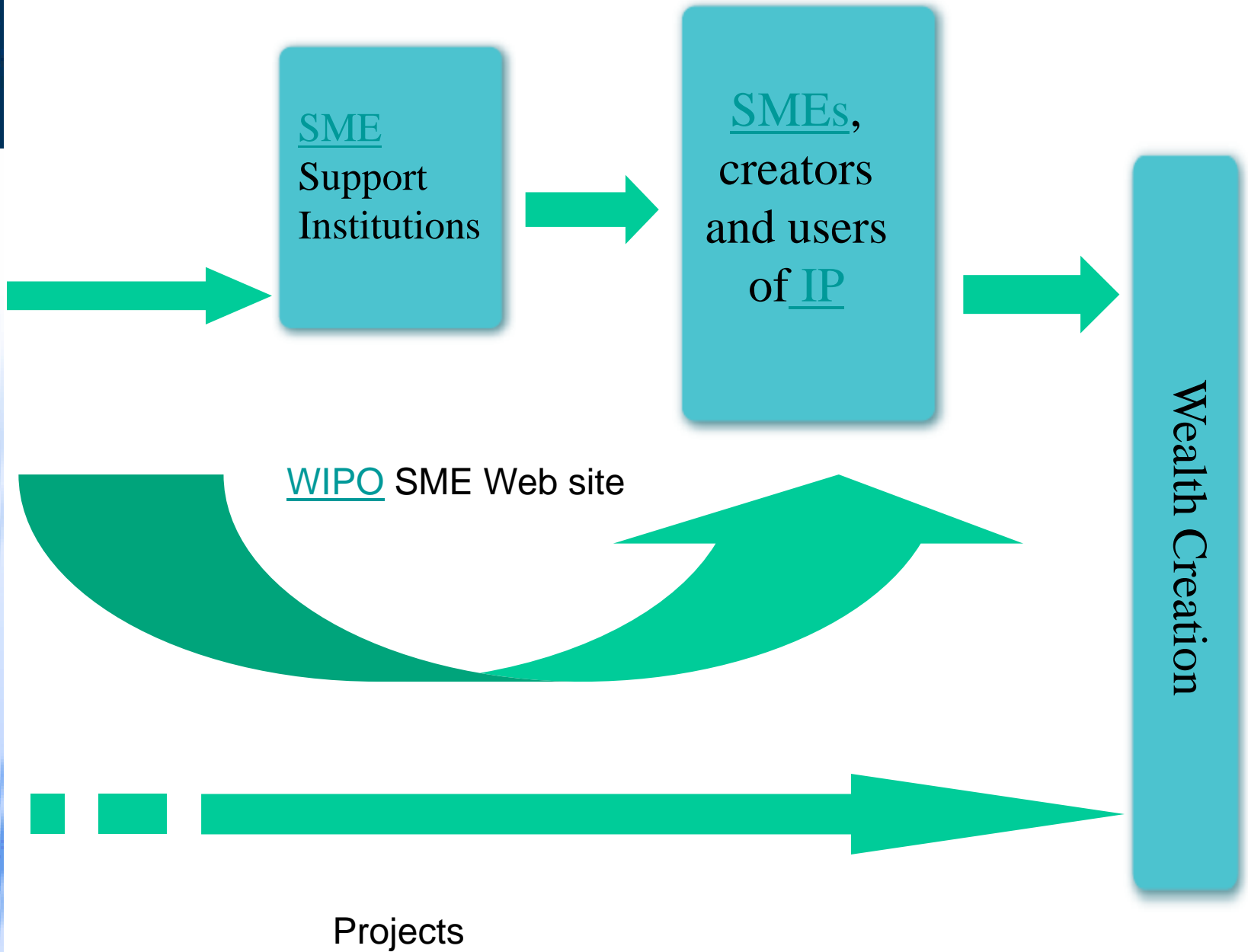
Small and Medium-sized Enterprises Division

World Intellectual Property Organization

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Small and Medium-sized Enterprises Division





SMEs

- 90% of enterprises of any economy. The backbone of economic development and growth
- Few SMEs (high tech and start up) are technology developers (patents, copyright)
- Some are technology users (patent info)
- Most are technology followers (TM, GI, Design etc)
 - IP system is relevant to all for their competitiveness. Exclusivity (IP rights) and beyond (licensing, financing, partners, branding, franchising)



Intellectual Property Rights

| | | |
|--|---|---|
| Innovative products/ process | Patents | Registration. Max 20 years right to exclude |
| Cultural, artistic and literary works | Copyright | No registration. Life of the author +50/70 |
| Creative designs | Registered Design Rights | Registration. 10 – 25 yrs |
| Distinctive signs | Trademark | Registration. Perpetual. [rights also through use] |
| Geographical Indications | Collective, certification or special system | Depending on the system |
| Confidential bus info | Trade secret | NDA and other procedures |



Exploiting IP Assets

- The right to prevent a third party from using and exploiting the IP right vests in the owner an asset not very different to a physical asset, such as a car or a house
- Like physical assets, IP assets could be creatively and profitably exploited



Exploiting IP assets

- Core to the competitiveness of the product or service
- Other options
 - Sale, license, franchise or merchandise
 - Joint ventures and strategic alliances
 - Defensive patenting, publication
- Finance



Obstacles

- However, the IP system is an under-utilized tool
 - Limited awareness of the IP system and its relevance as a strategic tool
 - High costs (filing, translation, drafting, maintain)
 - Complexity of IP system
 - Delays in obtaining IP rights
 - Lack of expertise to make use of the IP system
 - Success rate in getting IP rights (patents) low
 - Inability to monitor and enforce



Support Institutions

- SME focal points in national governments;
- Ministries, departments and other government-owned/funded agencies responsible for institutions or projects such as science and technology parks, incubators, as well as ministries responsible for particular sectors such as biotechnology, ICT, agriculture, higher education;
- Chambers of commerce, and associations of industry and trade;
- Intellectual property offices;
- Banking and financing institutions;
- Science and technology universities, Government funded R&D centres
- Innovation, testing and demonstration centres,
- Technology transfer, licensing, commercialization and management institutions;
- Science and technology parks, incubators; ;
- Small business consulting firms,
- Universities or other institutions providing training in business, innovation management, technology management, entrepreneurship, new product development etc
- Associations of inventors, patent and/or trademark agents; Law firms;
- IP management and consultancy firms etc



What Can Support Institutions do to Assist

- Awareness raising and Training
- Technological Information Services
- Financial Assistance
- Customized advisory services
- Assistance on IP exploitation and commercialization
- Diagnosis of IP needs of enterprises



Project on IP for SMEs

- Identify barriers, issues, challenges and opportunities of SMEs.
- Develop materials based on “IP for Business” series and “IP PANORAMA”,
- Undertake business-oriented IP education and training in teaching and training institutions that support SMEs
- Prioritize delivery of training - knowledge-intensive, high tech, export-oriented sectors, especially those which are already part of global supply or value chains/networks, or with SMEs that are in geographic clusters, or those linked to research institutes, universities, or housed in incubators and science parks
- As far as possible in implementing activities explore and develop synergies and partnerships with similar projects, draw lessons from the experience of other countries and use case studies.