



Demands and possibilities for new Intellectual Property Rights services targeting SMEs

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Competitiveness and IP



- EC: IP is a key framework for innovation, R+D, transfer of knowledge from laboratory to the marketplace
- IP rights – crucial to the operation of a market economy
- The changing innovation environment – driver of competitiveness



Tools for Talents

„The lab is our world.

The world is our lab. „

Ruud Peters,

IP Philips



- Knowledge economy:
 - IP plays a key role
 - creation of new business/product concepts
 - bring products/services to market quickly
 - companies seek more protection
 - leveraging intellectual assets
- From Closed to Open Innovation
 - more sharing of R&D resources
 - more public private co-operation
 - more investment in start-up companies
 - patents/IP facilitates collaborations



Ammunition for the business „gun”



- Helpdesk network
- Empowerment (Promotion and information)
- Capacity building (Training)
- Business IP Toolbox (Service portfolio)



Empowerment



- Innovaccess Website, the IP portal
- The information as you need
- Tailoring IP for business
- Guides for Start-ups and sectors
- Innovation support infrastructure map



Capacity building



- Training and education
- University education
- Tailor-made business oriented workshops
- E-learning for business
- Edutainment for youth



Business toolbox



- Registered IP rights
- Non-registered IP rights



Analysis on demands for support services



- Services available to SMEs – the supply side
- The SMEs' needs for services – the demand side
- Where are the gaps in the supply side?



What SMEs say...



In different regions of Europe

- Denmark and Sweden
- UK and Austria
- Italy and Spain
- Hungary and Greece



About their IP awareness



- Knowledge
- Trust
- Protection and confidentiality
- Information



About their IP protection



- IP rights
- Intangible assets
- Confidentiality and leak of information



Needs for support services



- Special needs on awareness and protection level
 - Knowledge on IP rights
 - How to apply for IP protection
 - Awareness of intangible assets
 - How to protect intangible assets
 - Where to find relevant IP information



Needs for support services 2.



- Management and exploitation
- Setting up IP policy and strategy
- Commercialisation/defense of IP rights
- Information monitoring



Services offered by national patent offices 1



Basic knowledge – awareness

- Public actions – campaigns on IP knowledge and counterfeiting
- Media advertisement
- Helpdesk – national or international network
- Regional information service points network
- Training courses on IP
- Training materials on registered or non-registered IP (e-learning)
- Services to assist SMEs in identifying IP assets
- Copyright registry



Services offered by national patent offices 2



Support services on enforcement

- Negative award to inform the public about the problem of fakes and plagiarisms
- Enforcement guidebook for different industrial sectors
- Training packages on the knowledge regarding enforcement
- Creation of a common B2B, B2C database (police, customs, national patent offices)
- Seminars on enforcement issues
- Website dedicated to IP enforcement
- Electronic complaint system
- Special programmes helping fight against counterfeiting (TMView Programme, CETMOS, eMage etc.)



What about higher levels?



- Tailor-made services for highly innovative SMEs
- Support services focusing on strategic aspects
- Country specific list of offers
- Don't forget private services providers



What is „Best Practice”?



Main questions

- No „best practice” only elements of good practice
- Satisfied client – this is „best practice”
- Where to start planning of a „best practice” on IP services and actions
- Demand of SMEs versus supply provided by national patent offices
- Public financial resources



Top-down method



- National IP policies and innovation strategies
- IP is embedded into the innovation process
- Cooperation with stakeholders – politicians!
- Services and actions to fulfil demands
 - Policymakers
 - SMEs



How to start?



- Planning procedure – objectives: focus on the IP and innovation needs of the country, SMEs, EU...and vice versa
- Integrated package or/and embedded services, actions to be planned
- Delicate balance with patent attorneys regarding activities
- Capacities and sustainability
- Public money? – how long can you get it?
- Can you afford?



Communication – communication - communication



Thank you for your attention

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