



DANISH PATENT AND TRADEMARK OFFICE

# Facilitating the strategic use of IP - DKPTO initiatives

**IP Management and Enforcement : Good practices for SMEs  
Brussels 11 December 2008**

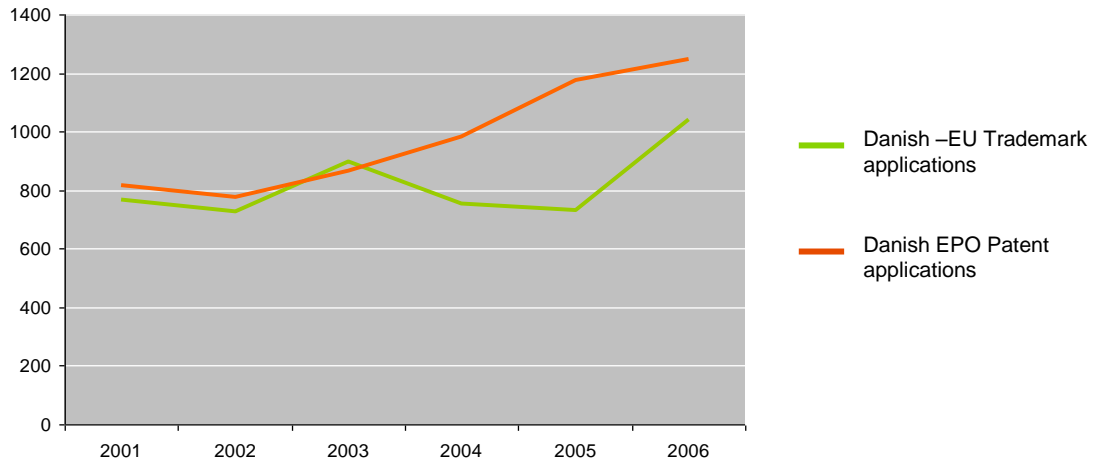
Christina Aagaard  
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The Danish Patent and Trademark Office



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# More and more seek IP protection abroad

Danish IP-applications in Europe



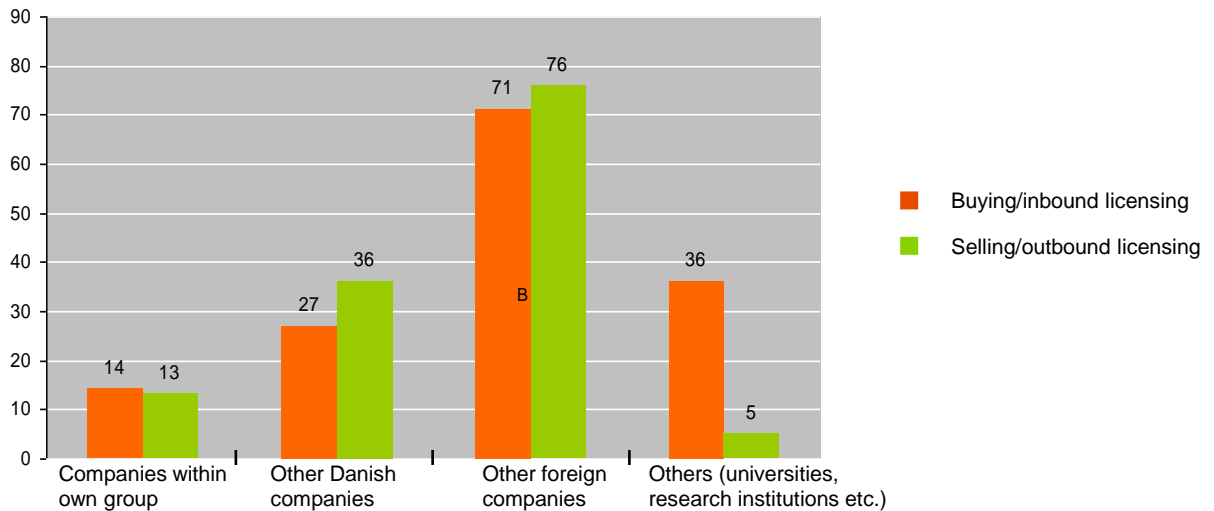
Source: European Patent Office, Annual report 1999-2006 og <http://oami.europa.eu/en/office/stats.htm> - Statistics for Community trademarks 2001-2007.



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# Most Danish companies trade with foreigners

Trading partners in trading with patents (%)



Data: Questionnaire 2006.

Note: Data only cover patentholder's trade with patents.



## Experiences from IP audit

- Potential for improvement – even among the most skilled companies
- Companies know that knowledge is important, but not all are using IP
- Companies often think of knowledge as an asset that can be used internally. More seldom as an asset to other companies.
- Knowledge development is not considered as a business areas in itself.
- Better at buying knowledge than commercializing own.
- Management is hard to influence – particularly in relation to sales or outbound licensing



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**Find a partner on....**

**[www.ip-marketplace.org](http://www.ip-marketplace.org)**

## IP Marketplace: Trading in knowledge

Patents/utility models Trademarks Designs

TURNING IDEAS INTO ASSETS®



IP Marketplace is a venue for buyers and sellers of IP rights

» Read more about the concept

### Patents and utility models

List your patents and utility models for sale. You can also list any technology that your company needs or wants. See the latest granted patents from DKPTO.

### Trademarks

List your trademarks for sale and see which trademarks were registered in Denmark within the latest 14 days

### Design

By the end of 2008 you can also list your design rights for sale here

### Free e-mail service

Subscribe now and receive updates when there is activity in IP Marketplace in your areas of interest

### Find inspiration in newly issued rights

In the last 14 days [13 patents](#) have been granted and [152 new trademarks](#) have been registered. They are all listed here for you to use as inspiration

### Get help with trading

We have put together some useful information on trading in knowledge. In the menu "Get help with trading" you will find [a list of advisers](#), [FAQ](#) as well as [examples of standard contracts](#).



Selling a patent gave Purus – a Danish company - financial security and at the same time gave them exclusive right to sell their technology in Denmark. [Read more here](#)



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## Lift companies...

Visions on IP as  
a business

IP strategy

Knowledge  
protected as IP

Knowledge is  
important



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## Challenges for Danish companies

- Matchmaking (buyer and seller find each other)
- Clear title (validity and ownership of rights)
- Valuation
- Conditions and trading terms
- Competencies in the company
- Market places



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# IPResponse

<http://ipresponse.dkpto.dk>



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PATENT- OG VAREMÆRKESTYRELSEN

IP Response

dkpto.dk startguiden.dkpto.dk

OM I GLEDER TIL AKTIVITET



Er der styr på videnværdierne i din virksomhed?  
Tjener din virksomhed nok på sin viden?

## Test din virksomhed og få en gratis rapport!

### Hvad er formålet med testen?

Testen viser, om din virksomhed har styr på de processer, der skaber virksomhedens videnværdier. Er der styr på udviklingen af ny viden? Passer virksomheden på den nye viden eller smutter den ud til konkurrenterne? Får virksomheden resultater på bundlinjen baseret på ny viden? osv.

Testen ser på, om din virksomhed arbejder med strategier, processer og ansvarsfordeling i forhold til videnværdierne. Selve indholdet af strategierne, processerne etc. vurderes dog ikke.

### Hvad er udbyttet?

Du får en indikation af, om virksomheden styringsmæssigt er på rette vej, eller om der skal en mere fokuseret indsats til for at få bedre styr på at udvikle og udnytte videnværdierne bedre - og dermed få bedre resultat på bundlinjen.

Testen tager kun 10 - 12 minutter at gennemføre. Baseret på dine svar genererer "IP Response" en rapport med konklusion og uddybende forklaring. Denne rapport kan du downloade og udskrive. Dermed får du inspiration til brug for virksomhedens videre arbejde.

Udviklet med støtte fra  
DEN EUROPÆISKE UNION  
Den Europæiske Skatteforordning



» Start gratis test

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## IPResponse... Themes

- Strategies
- Management skills and practical procedures
- Resources, skills and organization
- Specific results



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## IPResponse... Parameters

- Development/Creation of new knowledge
- Protection of innovations
- Use of new developments
- Infringement of other's IP rights
- Enforcement of own IP rights



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## Report

- Score
- Explanation on the 4 themes
- How to move on... courses or personal contact.



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**Thank you**

Christina Aagaard  
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The Danish Patent and Trademark Office

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