

WIPO IP diagnostic tool

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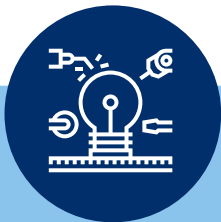


Presentation plan

- Who are we?
- What is the IP diagnostic tool?
- What is its purpose?
- For whom?
- How does it work?
- Case Study
- Conclusion and final notes

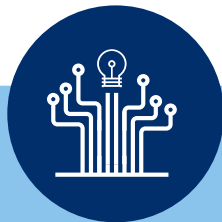
➤ Who? The IP for Business Division

IP and Innovation Ecosystems Sector of WIPO



Develop value-added products and services for SMEs (that integrate IP in the company's DNA)

i.e. the IP diagnostic tool



Build partnerships identifying sources and resources of support and helping SMEs

i.e. innovation agencies; entrepreneurship centers; incubators; accelerators; etc.



Develop evidence-based solutions...

...that can easily be adapted and implemented by beneficiaries.



What is the WIPO IP diagnostic tool?

- A self-evaluation tool targeting IP strategy for SMEs.
- By answering a series of questions on their commercial activities, the **users will instantly receive a personalized report based on the answers they provided.**
- **Free and userfriendly.** The tool exists in the six official UN languages and in Japanese.

➤ What is the IP diagnostic tool's purpose ?



SMEs often:

- Don't acknowledge the **importance of intangible assets** (valorisation of the company through IP, commercial opportunities).
- **Lack guidance and knowledge** of the IP component in business strategies.
- **Are reluctant to invest in IP registration** (feel it is expensive or unnecessary).

Purpose of the IP diagnostic tool: allow young enterprises to **develop their capital and strategy in terms of IP** by shedding light on certain elements that can **expand their commercial opportunities**.

➤ For whom?



➤ **Any individual or company**

- Preliminary advice on their intangible assets (e.g. patents, trademarks...).
- Information on business activities that may be affected by IP (e.g. website, employees, licensing agreements).

➤ **Small business intermediaries or institutions** that provide support to SMEs (e.g., innovation agencies, incubators, start-ups, chambers of commerce, etc.).

The IP diagnostic tool: how does it work? (1/4)

Access the page [WIPO IP Diagnostics](#) and click on **start WIPO IP diagnostics**.

No registration required.

WIPO IP Diagnostics

With WIPO IP Diagnostics you can undertake a basic diagnostic of the **intellectual property** (IP) situation of your business. It is in the form of a questionnaire with several sections that will ask you questions on different IP topics (e.g. innovative products, trademarks, licensing, designs, internationalisation, etc.).


After you complete a section, a report that gives you recommendations and further information on IP and business competitiveness will be generated

► [Why use WIPO IP Diagnostics?](#)

[Start WIPO IP Diagnostics](#)



The IP diagnostic tool: how does it work? (2/4)



 **Pre-assessment**
basic questions regarding your business

Have you developed a product, process, service or a technical modification that you consider new, innovative or unique?

Yes No

Do you generate materials like manuals, pamphlets, labels, or produce videos, software, newsletters, music clips, etc.?

Yes No

Do you use features like patterns, lines, colors or shapes to make the external appearance or the packaging of your product attractive?

Yes No

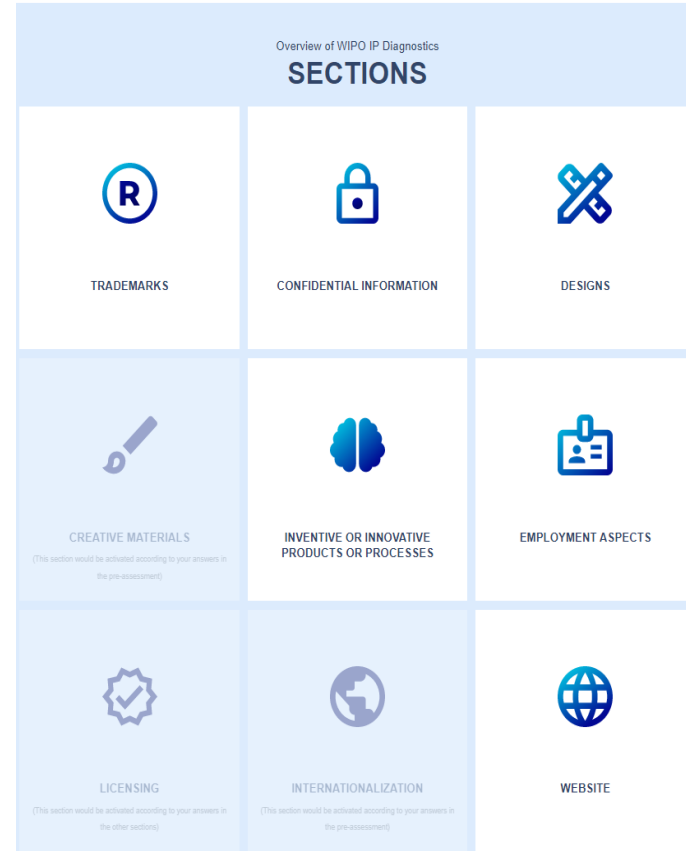
- Preliminary assessment - which consists of general questions about the company
- The diagnostic questionnaire will then be adapted based on the pre-assessment
- You can take the questions at your own pace, as well as interrupt and resume your session where you left off
- Duration: approx. 1 hour for the 10 sections
- Accessible from a computer or a smartphone

The IP diagnostic tool: how does it work?

(3/4)

Sections cover the majority of IP rights (patents, trademarks, designs, copyrights, and trade secrets).

The tool explores IP in all areas of business activity (employees, external suppliers, subcontractors, international trade, licensing and franchising).



The IP diagnostics tool: how does it work? (4/4)

Web format

- You receive a report for each completed section
- Approx. 4 pages per report
- Instantaneous, can be downloaded (PDF)
- Questionnaire to be redone as soon as the company evolves (no limit)
- Allows you to obtain updated reports
- **IMPORTANT!** The tool does not replace the advice of a specialized legal counsel

Trademarks

With your answers, you have indicated that you have already a trademark for your business registered at the national or regional intellectual property office or you have applied for one. This means that you have protected or applied to protect a sign that identifies and distinguishes your products and/or services from those of others in the marketplace.

You now have a powerful business asset, it might even be the most powerful asset you own. You can prevent competitors from making unauthorized use of your trademark (that is from marketing identical or similar products under an identical or confusingly similar trademark) and you can use it to build your brand image and reputation allowing you to create a relationship of trust with your consumers and thus establish a loyal clientele and enhance the goodwill of your business. Trademarks are a powerful instrument to capture the consumer's attention and make your products stand out. Consumers are willing to pay more for a product bearing a trademark that they recognize, and which meets their expectations. Trademarks also encourage companies to invest in maintaining or improving the quality of their products in order to maintain or further improve their reputation. Trademarks are one of the most valuable and enduring business assets. They can last a very long time, and thus provide your business with a long-term competitive advantage.

They also have value beyond your core business and often pave the way for the expansion of your business into other products. They may be licensed or merchandised, and so provide an additional source of income through royalties. They are a crucial component of franchising agreements, and they may be sold along with or separately from your business. Trademarks also may be used to provide collateral security in obtaining financing.

However, it is important to remember that it is not enough to obtain protection through trademark registration. The protection may get lost if your trademark is not properly used. A trademark may become generic if it becomes so widely used that it becomes a common name to designate the relevant good or service. In such instances, the trademark will not be registrable and a previous registration for such a trademark may be canceled. For example, *Trampoline* has been ruled generic in the United States of America, so other companies may use that name for an athletic jumping apparatus as well. In most countries, registered trademarks must be used in order to remain valid, otherwise, they may be canceled. Failure to use may mean that the trademark has been abandoned and make the trademark vulnerable to an attack by a third party to have it invalidated for non-use you indicated that you are using the trademark, so this is not likely to be an issue for your company.

Investors

Your answers suggest that you are interested in attracting investment.

In today's knowledge-based economy, the intangible assets of companies constitute a larger share of the overall value of companies. The physical assets of companies make up an increasingly lower percentage of the share of company value. Therefore, a carefully selected and nurtured trademark is a valuable

PDF format



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Report of WIPO IP Diagnostics

TRADEMARKS

This report has been automatically generated based on your answers.

With your answers, you have indicated that you have already a trademark for your business registered at the national or regional intellectual property office or you have applied for one. This means that you have protected or applied to protect a sign that identifies and distinguishes your products and/or services from those of others in the marketplace.

You now have a powerful business asset; it might even be the most powerful asset you own. You can prevent competitors from making unauthorized use of your trademark (that is from marketing identical or similar products under an identical or confusingly similar trademark) and you can use it to build your brand image and reputation allowing you to create a relationship of trust with your consumers and thus establish a loyal clientele and enhance the goodwill of your business. Trademarks are a powerful instrument to capture the consumer's attention and make your products stand out. Consumers are willing to pay more for a product bearing a trademark that they recognize, and which meets their

Case study – *Idrane Plus (Algeria)*



Types of IP rights potentially concerned:

Domain name, patent, design, trademark, trade secrets...

- Algerian SME in the field of industrial maintenance and mechanicals
- Developed automatic fire fighting devices (especially on vehicles, tanks)
- The Company has a physical workshop, employees and a website

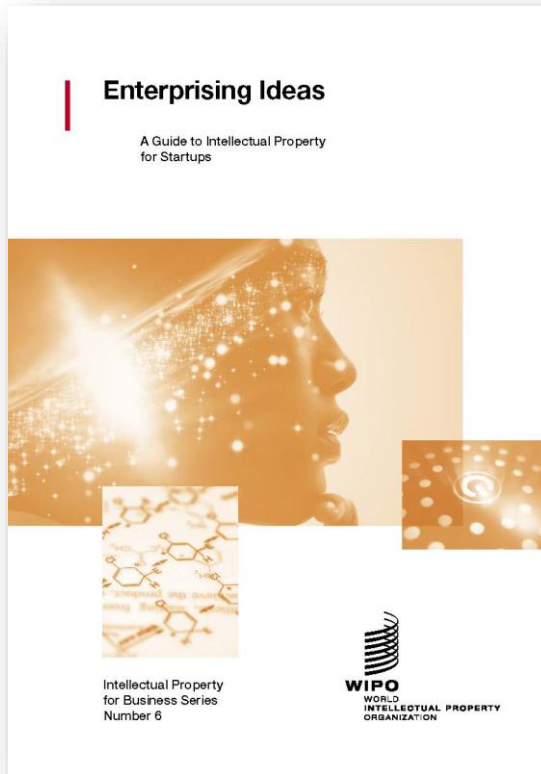
➔ [WIPO IP Diagnostics](#)

Conclusion and final notes

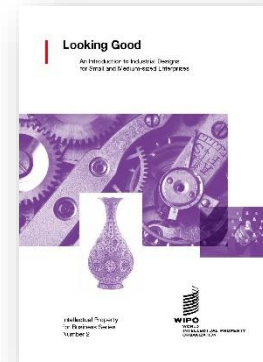


- A simple and accessible tool
- Pre-assessment that determines the next steps of the analysis
- Individual questionnaires on 10 IP topics applicable to the company
- Immediately downloadable individual reports tailored to the user's information needs
- Capable of responding to different scenarios
- Free
- Enables the establishment of a real IP strategy
- Not data specific, very general

Useful guides for SMEs



New releases 2021



Series available in English and arabic:

[Publications: Intellectual Property for Business \(wipo.int\)](http://wipo.int)

[Publications: \) الملكية الفكرية لقطاع الأعمال \(wipo.int\)](http://wipo.int)

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Thank you!

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IPBD, IIES, WIPO

