



ESCWA EGM on IP Systems in the Arab Region

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World Intellectual Property Organization



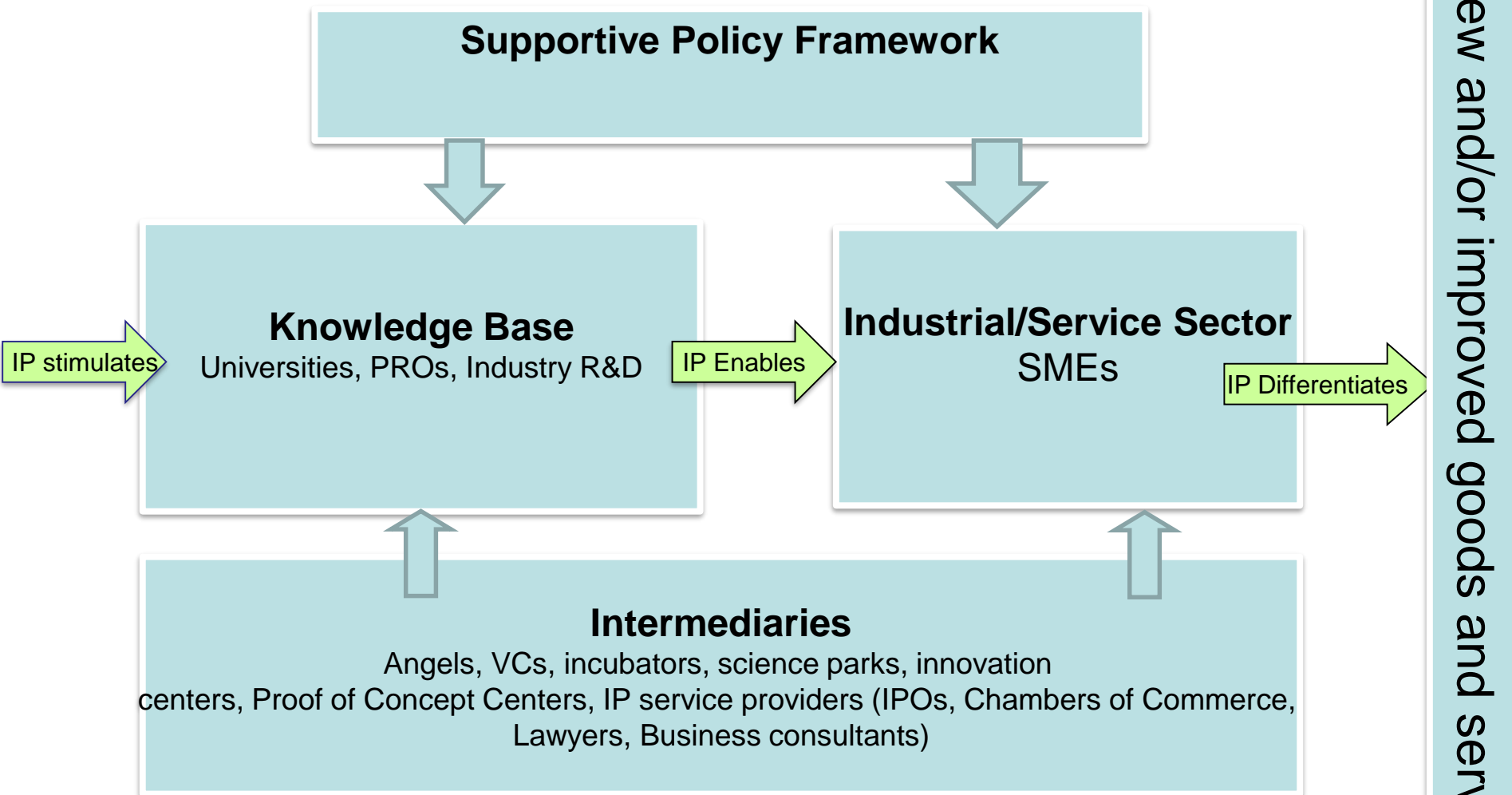
- International intergovernmental organization
- Since 1967
- 192 Member States
- 350 + accredited observers
- 1300 staff from 121 countries
- 26 treaties
- Mostly self-funding

Core Activities

- Facilitate the establishment of international legal standards in IP
- Facilitate obtaining IP protection in multiple countries faster, cheaper and more efficiently
- Support the use of the IP system for economic, social and cultural development
- The primary worldwide resource on IP
- Alternative dispute resolution services; arbitration, mediation and other

INTELLECTUAL PROPERTY IN THE INNOVATION SYSTEM

Intellectual Property in the National Innovation System



This requires an

- Effective IP system in place for stimulating the production of knowledge
- Effective management of IP in the research output of universities and research institutes facilitating collaboration with industry
- Effective management of IP by SMEs in their competitive strategies

Challenges

- No IP management in universities
 - No IP management by innovative SME and start-ups
 - No collaboration between universities and industry
 - No IP professionals
 - No systematic use of patent information in research
 - No IP education
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- No early stage financing
 - No foreign R&D nor foreign and diaspora scientists locating in the country
 - No policies to support local innovations

HOW CAN WIPO HELP?

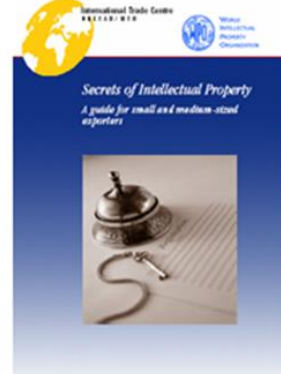
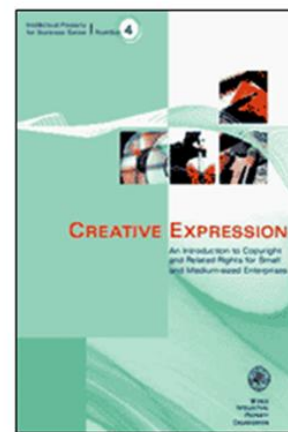
1. Innovative SMEs and start-ups

- High growth, high tech, export oriented or niche market SMEs drive economic growth and employment creation.
- They create knowledge intensive jobs that are high wage
- IP is particularly important for them as they are -
 - more likely to be based on an innovative product or service
 - more likely to collaborate and partner
 - more in need of start up funding and investment.
 - More likely to be looking to export

The IP System underutilized by SMEs

- Length and complexity of obtaining IP rights
- Cost of obtaining, maintaining and prosecuting IP rights
- Enforcement
- Fear of disclosure of sensitive knowledge
- Short life cycle of products
- Limited awareness of the IP system and its usefulness

IP for Business Publications



series



IP PANORAMA

IP PANORAMA 01: Importance of IP for SMEs

- » Why is IP relevant to your SME?
- » IP as a business asset
- » IP as an investment
- » The value of IP assets
- » Introduction of IP Audit



IP PANORAMA 02: Trademarks and Industrial Designs

- » Trademarks and Industrial designs to Increase the Power of Marketing
- » Brand building
- » How to protect trademarks and industrial designs
- » Trademark management



IP PANORAMA 03: Invention and Patent

- » Basics of invention and patent
- » Patent application
- » Patent infringement
- » Patent management system

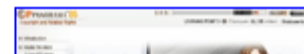


IP PANORAMA 04: Trade Secrets

- » Basics of trade secret
- » Trade secret management program
- » Misappropriation of trade secrets
- » Violation of trade secrets
- » A trade secret audit



IP PANORAMA 05: Copyright and Related Rights



IP for Business Training Program

- Product development
 - Patent information, Trade secrets, Patents
 - Collaborating with research
 - Accessing finance
- Marketing
 - Trademarks, collective marketing, designs, copyright
 - IP issues in websites
- Exploiting IP
 - Licensing, franchising, Merchandising
- Going international
- Conducting an IP audit

Case Studies on Intellectual Property (IP Advantage)

The case studies in the IP Advantage database offer insights into how IP works in the real world, and how its successful exploitation can contribute to development.

Please [contact us](#) to submit feedback and suggestions for new case studies.

Simple search **Advanced search** Full text search

Instrument of Protection

- *** Any ***
- Copyright and Related Rights
- Geographical Indications and Appellations of Origin
- Industrial Designs
- Integrated Circuits

Focus

- *** Any ***
- Branding
- Commercialization
- Financing
- Franchising

Search

Featured



(IMAGE: EYEDEUS)

Starting up in Pakistan



(PHOTO: FLICKR/RICHARD THOMAS)

Seeds of innovation



(PHOTO: PANAMA BLUE)

A design as clear as water



(PHOTO: GUANOMAD)

Bats, birds & rural business

IP DIAGNOSIS TOOL – in development

- A software tool to help SMEs self-diagnose their IP assets and receive a preliminary report on how they may protect and exploit these assets
- A guide for SME intermediaries to undertake a diagnosis and provide preliminary advice to a SME through a face to face interview

SMEs website

Home > Cooperation > IP for SMEs

Intellectual Property for Business

Understanding [intellectual property](#) (IP) can help your business gain competitive advantage and avoid risk.

The IP system has an important role to play in helping you:

- develop innovative/creative products and services;
- increase the visibility, attractiveness and added-value of your products on the market;
- distinguish your business and its products from the competition;
- acquire and/or grow business information and knowledge;
- ensure that you don't put your business at risk by unknowingly using the creative content and innovative output of others.

Understanding the benefits of IP

Defending your competitive space

Developing an innovative product/process or improving an existing product/process can give you a competitive advantage that you can protect by obtaining [patent](#).

As a patent right holder, you can prevent competitors from using or exploiting your invention for a maximum of twenty years.

This allows you to secure your product's market position, establishing it as the leading player and to get an advantage over the competition. Higher price margins and higher returns on investments would naturally follow.

Visibility in crowded markets

[Trademarks](#) allow customers to distinguish your products/services from those of your competitors and serve as a guarantee of consistent quality. Great care should be taken in choosing and designing your trademark, protecting it, using it in advertising and policing its misleading/improper use by others.

The aesthetic aspect of your product, protected by an [industrial design](#) right, is another means by which you can distinguish yourself from the competition and gain market share. A visually attractive design alone can attract a demanding and diversified clientele and could constitute your product's single most important distinguishing factor.

On this page ▲

- [Understanding the benefits of IP](#)
- [Protecting and managing your IP](#)
- [Expanding your business with IPRs](#)
- [Managing risks and settling disputes](#)



(IMAGE: GETTY IMAGES/SERKORIN)

FEATURED



(IMAGE: GETTY IMAGES/SORBETTO)

Competitive intelligence

Patent, trademark and design databases contain a wealth of information for your business – including detailed legal, technical and business information about a competitor's operations and products.

Integrate IP services to business support services

- Support business intermediaries in countries to integrate IP support services into their business support services
- These services can include
 - Directing clients to service providers
 - Information material
 - Awareness raising and training
 - Technological Information services
 - Financial Assistance
 - Customized advisory services
 - IP Diagnosis

2. Research

■ Institutional IP Policy

- Ownership – Rules as to who would own an invention coming out of a university would change depending on the resources used, whether it was sponsored research or if it was student research. Note: Bayh Dole Act in US
- Management – An office (technology management office) responsible for identifying, protecting, commercializing and rewarding the creators
 - Licensing and spin-offs
- Income distribution – How any income would be distributed between the institution and the inventor

Capacity building on IP policies

- How to protect research
- Different ownership models for faculty, students and visiting researchers
- Commercialization options and responsibilities
- Rules regarding collaborative and contract research
- Distribution and allocation of benefits; incentives; management of conflict of interests; engagement with third parties
- Public interest considerations

Capacity building on IP commercialization

- *IPR Management Course* –an introductory course on IPR management issues at the institutional level.
- *Successful Technology Licensing (STL)* – introduction to the key terms of a licensing agreement, negotiation techniques, learning how to assign a value to the technology and to draft a basic licensing agreement.
- *IP Valuation* – addressing issues related to IP valuation in IP commercialization of research results
- *IP Marketing and Valuation* –how to market early stage technologies, identify partners and communicating information concerning available technologies.

WIPO's Program on Universities and IP

What we do

We provide advice, support and resources to help universities and PRIs around the world tap into their IP and continue fuelling the innovation that drives society forward.

Resources

We maintain a non-exhaustive list of free resources for universities and PRIs.



(IMAGE: GETTY IMAGES/MAXIMKOSTENKO)

IP policies for universities

Knowledge and technology generated in universities and PRIs can have immense economic and societal benefit. A robust IP policy ensures that this value is maximized and protected.

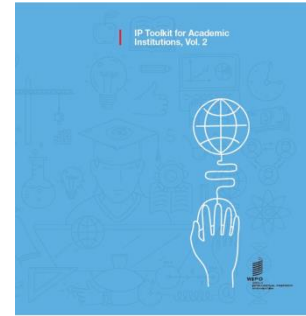


(IMAGE: GETTY IMAGES/MAXIMKOSTENKO)

Knowledge transfer for universities

For great ideas to flourish, they need to make their way from universities and research centers into the hands of the consumer. Understanding IP issues around knowledge transfer can help get discoveries from the lab to the marketplace.

IP Tool Kit – Parts I and II



- Policy writers check list - step by step information on the different stages in the process of creating an IP Policy and guidance on policy choices
- IP policy template - a “model”, but customizable plus a compendium of key issues to be considered
- Guidelines - explains the contents and provides different options that could be adopted by individual institutions
- Academic Intellectual Assets Map
- Models of Agreements
- Hypothetical Cases.

IP in the governmental sector

- New program of work to look into the role of government as an innovation producer and not simply a facilitator of innovation
- Areas of focus are on how IP is managed by government in the following situations
 - Innovations coming out of government departments such as telecommunications, agriculture, defense, health etc
 - Output of public research organizations
 - IP in innovative output of SMEs responding to government contracts
 - Government information and data