



Developing and Implementing IP Awareness and Outreach Strategy

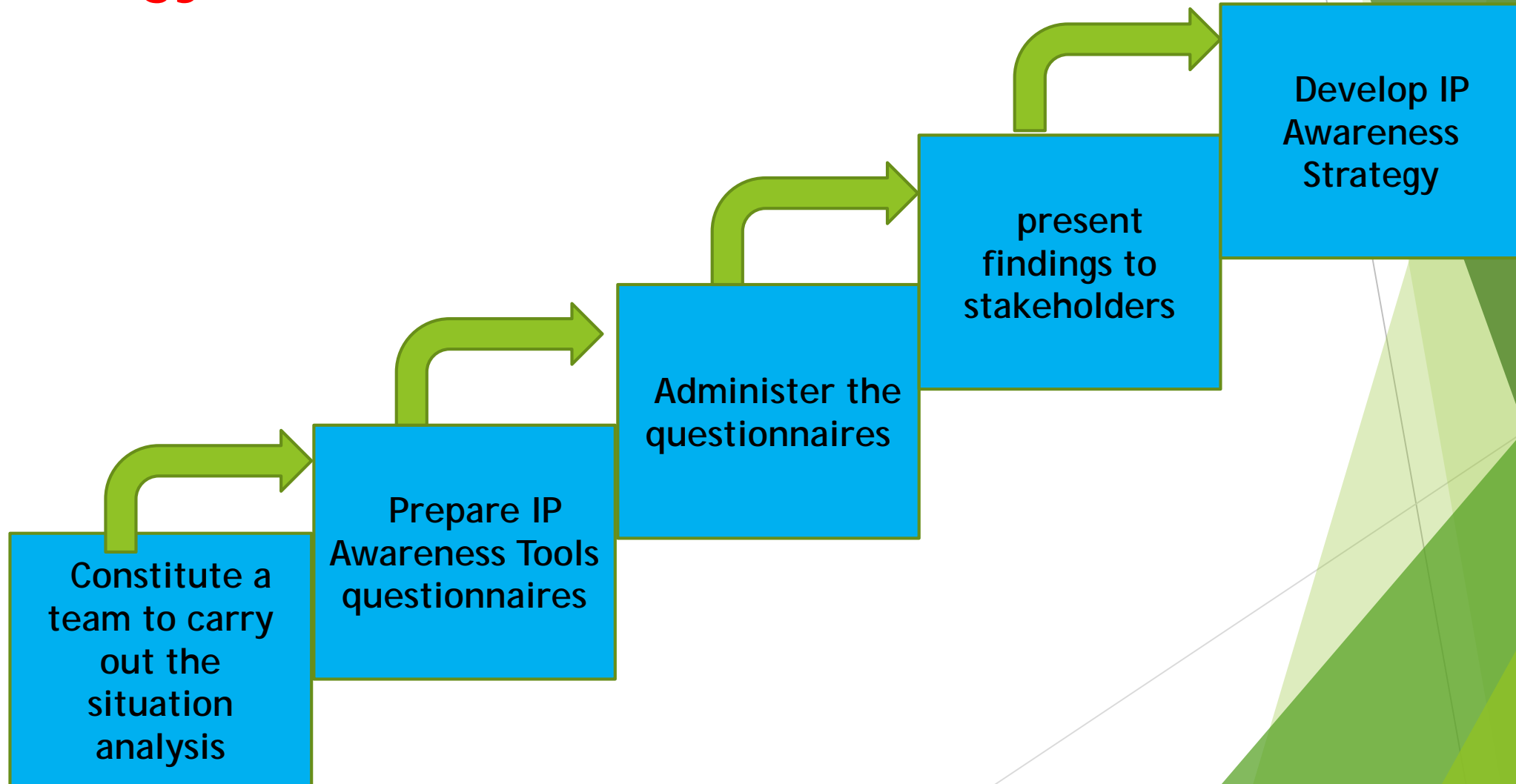
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Presentation Outline

- ▶ **Developing an IP Awareness Strategy**
- ▶ **Implementing IP Awareness and Outreach program**
- ▶ **Challenges in the implementation of IP Strategy**
- ▶ **Conclusion**

Steps in Developing IP Awareness Strategy



Constituting IP Team

- ▶ Get somebody with some knowledge on IP to be the team leader
- ▶ Members of the team to be given basis training on IP
- ▶ Preferably members of the team to be drawn from other divisions or departments
- ▶ Test the questionnaire amongst a few members to determine whether it needs some adjustment

Developing IP Tools (Questionnaire)

- ▶ Some of the questions to be included in the Questionnaire
- ▶ Level of knowledge on the existing IP Rights
- ▶ Knowledge of the office responsible for IP in the institution
- ▶ Existence of institutional policy documents on IP
- ▶ Any IP Applications in place
- ▶ Any IP that has been commercialized
- ▶ Any IP that has been lost- helps in creating IP awareness
- ▶ Any other suggestions
- ▶ Develop a target of raising the IP Awareness from the current percentage to a given percentage within a prescribed durations

Implementation of IP Awareness Strategy

- ▶ Develop strategies to address the issues found in the IP Awareness situation analysis.
- ▶ Establish IP/Technology Transfer office
- ▶ Provide the infrastructure and
- ▶ Recruit officers
- ▶ Introduce the officer to other staff
- ▶ The office to be clearly marked as IP Office/Technology Transfer Office

Implementation of IP Awareness Strategy

- ▶ Implemented through the IP/Technology Transfer office
- ▶ **Advertisements:** Brochures, Flyers, Online on institutional website
- ▶ **Developing an institutional IP Policy:** this is usually a lengthy process and by the time the policy is ready some level of IP awareness has been raised

Implementation of IP Awareness Strategy

- ▶ **Trainings and Capacity building:**
- ▶ **Internal workshops:** for targeted groups in the institution; lecturers, researchers, students, other members of staff
- ▶ **External workshops:** Allow officers to attend workshops and conferences on IP
- ▶ IP training for students
- ▶ IP Talks for students and staff
- ▶ IP topics for students
- ▶ Focus group discussions

Implementation of IP Awareness Strategy

- ▶ Introducing them to online IP sites such as WIPO
- ▶ Use of Technology Innovation Support Centers

Implementation of IP Awareness Strategy

- ▶ **Filing of IP applications**
- ▶ Filing of IP applications provide some level of excitement to the inventor and management
- ▶ This therefore enhances the level of IP Awareness
- ▶ Inventors whose work have been filed become repeat clients and IP ambassadors in their department

Implementation of IP Awareness Strategy

- ▶ **Integrating IP in the institutional framework**
- ▶ Including IP matters in the **performance contracts**
- ▶ Introduction of **IP Champions** within institutions divisions or departments
- ▶ Inclusion of IP issues in **collaborative research**
- ▶ **Incentives and rewards**
- ▶ Recognition of those officers who have filed
- ▶ Recognition of those with granted IP rights
- ▶ Inventor of the year

Challenges in Implementation of IP Awareness Strategy

- ▶ Inadequate funds allocated to IP activities
- ▶ Inadequate support from the management
- ▶ Inadequate staff in the IP office
- ▶ Researchers who are against IP protection
- ▶ Researchers against IP commercialization
- ▶ Researchers see IP office as a hindrance to their research work
- ▶ Mistrust between researchers and IP Office, (taking away of ideas)

Lessons learnt

- ▶ From experience,
- ▶ IP Awareness is a **continuous process** and should be included in the annual workplan
- ▶ At initial stages, the IP/Technology officer who will be constantly going to the researchers
- ▶ With time the researchers will start coming to the IP/Technology Transfer office
- ▶ The number of IP Applications will increase

Thank you

For more information

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