

Study Program on effective Development and Utilization of Intellectual Property Assets



Presentation of efforts towards effective utilization of IP in Morocco

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OMPIC Efforts



- Mr. Benali HARMOUCH
- Head of Division Valorization and Promotion of Innovation
- Professional responsibilities :
 - *Promotion Innovation in Universities, SMEs, ..*
 - *Encourage inventive and innovative activities*
 - *Increasing awareness IP*
 - *Encourage SMEs for using tools IP specifically Information of patents*



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Contents



- Presentation of Office
- Presentation of status national of efforts toward effective utilization of IP
- Cas of successful IP



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Economical situation



- Moroccan economy is skewed more toward service and trade based economy than industries based at this moment. Tourism and service account for 46.8%, industry 38.2% and agriculture 15% in 2007.
- The Moroccan government recently initiated development strategy which actively encourages the technology development and industries.



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Organization responsible for industrial property in Morocco



- Governmental organization responsible for industrial property administration in Morocco is
- “*Moroccan Industrial and Commercial Office (OMPIC)*”, under the Ministry of Industry.



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Organized IP Office and Management Leadership



OMPIC consists of :

1. **Patent and Innovation Department,**
2. **Distinctive Sign Department,**
3. **Information System and**
4. **Client Relation Department and Financial and Human Resource Department.**

OMPIC performs registering and issuing titles for patents, trademarks and industrial designs as well as company names. However, OMPIC is also responsible for broader strategic objectives of promoting the industrial property system and for the implementation of the Vision 2010 plan.



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Office Organization

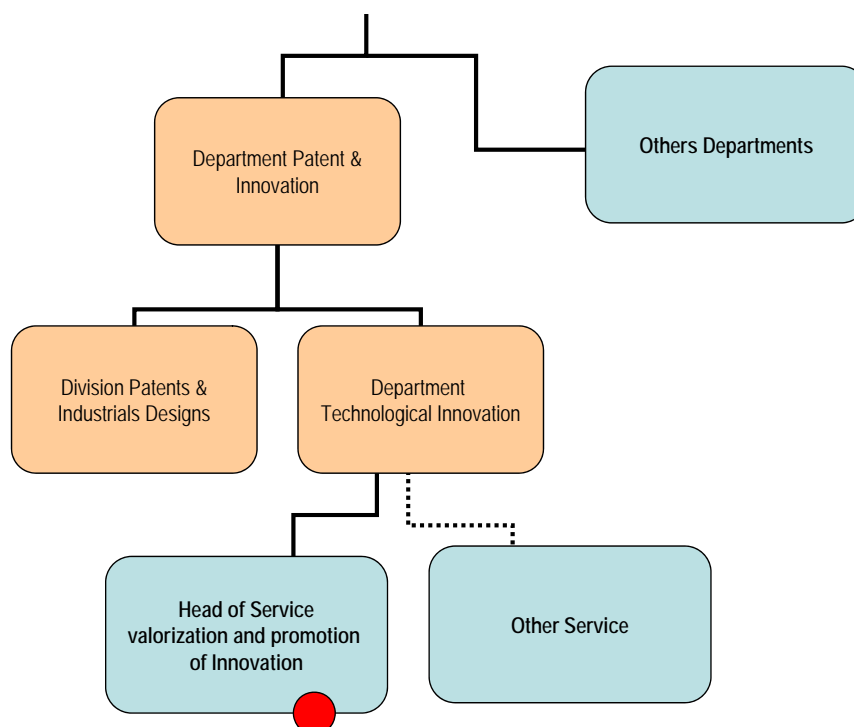


- **Patent and Innovation Department** consists of Patent and Design Registration Unit and Innovation and Technology unit. Innovation and technology unit provides patent information services and produces a search report for the patent applications made by domestic applicants. However, due to its limited financial and human resources, it is currently struggling to meet the demand for its service.
- **Distinctive Signs Department** has operational section and opposition and new type of mark section. Operational section performs registration of trademark and trade names. Opposition and policy section handles opposition procedure to the trademark registration as well as other policy issues such as geographical indication and anti-counterfeiting activities.
- **OMPIC started its automation project in 1997 and developed an automation system called SIPIC.** It automated the management of industrial property registrations in its offices, and this made it possible to conduct online searches for prior art in patent applications, or prior trademark or industrial design registrations. Now, OMPIC has added an online trademark filing facility to increase rapidity, transparency and availability as well as to complement the search service for trademark and trade names. Further it is reviewing the introduction of online patent application system as well.
- **OMPIC recently created client and marketing** unit which takes care of client services and strengthens communication with various stakeholders in the field of Intellectual property rights. It also has a "front-office" with individually specialized booths to respond to clients and process files in each of these areas. In addition, the mission was informed that OMPIC is going to establish a call center, provide communication skills training and publish Frequently Asked Questions (FAQ). However, the marketing part did not start its activities waiting for new staff for the post.
- Regarding financial and human resources management, OMPIC recently introduced Quality Management System which requires performance indicators of each sectors of OMPIC.



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Organigramme



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Strong points



- **1. Pro IP Based Development Strategy**
- **2. Organized Strategy and Development Plan for Encouraging Innovative Activities**
- **3. Amicable and Close Relationship with Developed Economies and IPOs**
- **4. Great Potential for Creative and Innovative Activities**
- **5. Financially Independent IP Office**
- **6. Organized IP Office and Management Leadership**
- **7. Introducing Substantive Patent Examination System**



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BUT..



- **1. Deficiency of IP awareness**
- **2. Deficiency of Patent Creation**
- **3. Lack of Patent Attorney System and other IP Infrastructure**
- **4. Insufficient Coordination of IP Policies within Moroccan Government**



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Projets

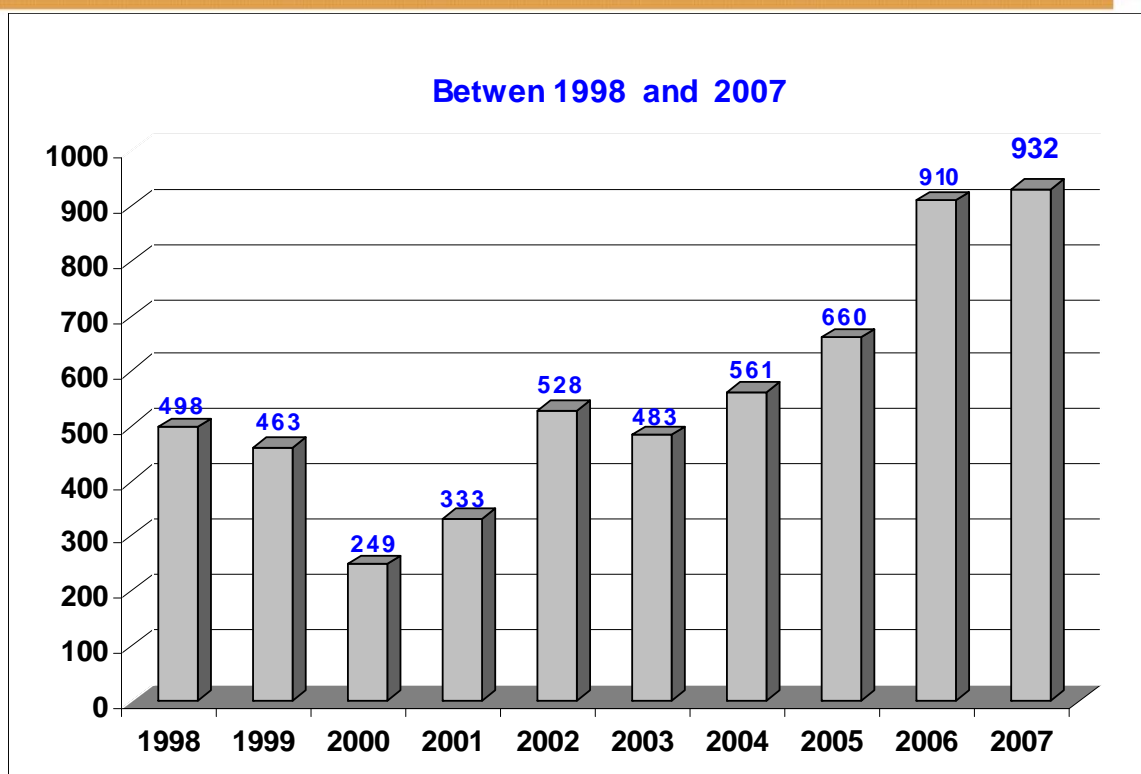


- **Mandatory Prior Art Search for R&D Public Funding**
- **Establishment of Patent Information Center**
- **Evaluation of Professors Based on their Patent Creation**
- **Strengthening IP Governance Structure**
- **Establishment of IP Policy Coordination System**
- **Establishment and IP Tribunal and IP Courts**
- **Establishment of Invention Promotion Association**

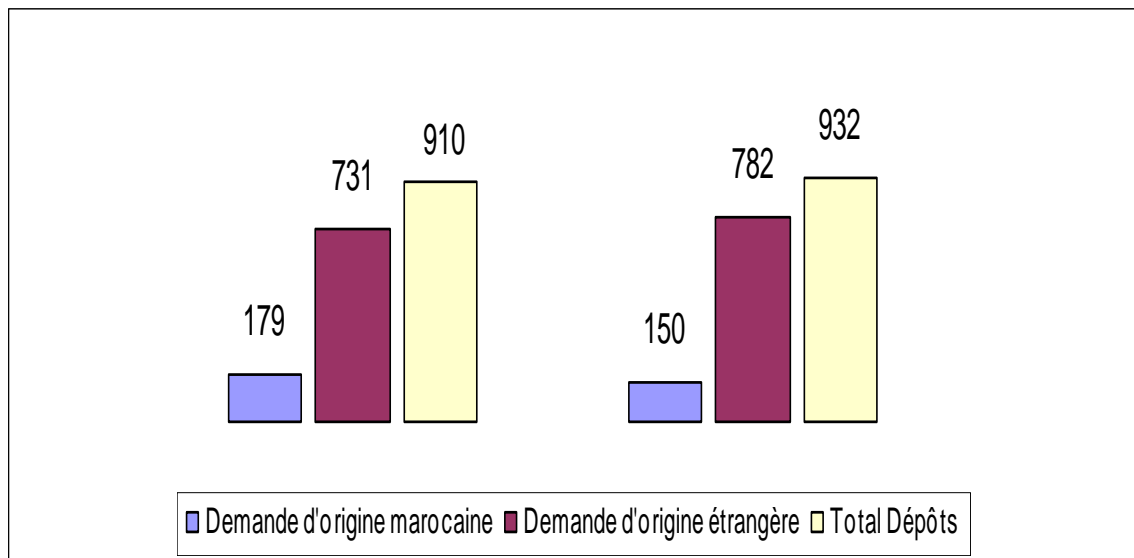


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Patents



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2006

2007



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Cas of successful IP



- OMMADATE SME based in Rabat (Morocco)
- Title of invention : System to control gas
- Patent (Morocco, UE)
- Markets concerned : UE and Morocco
- Licence



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Tank for your attention

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