

The role of NPO's in the innovation environment

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Role of NPO and EPO

The role of the NPO

- To act as a Front Office to the European Patent System:
 - Provide qualified local guidance and patent services
 - Act as screening filter to the European Patent System
 - Forward patent applications to the EPO

The role of the EPO

> To act as Back Office ~ Grant European patents



Key Challenge

- Minimizing the duplication of work between the national offices and the EPO and strengthening the complementarity between the national and regional IP systems
- Dealing with this challenge an example:
 - Amendment of rule 141 EPC: a copy of the search results from NPO must be forwarded to the EPO
 - The utilization scheme principle entails that the utilization of the work of the NPO and national search results are at the discretion of the EPO
- > The EPO is the decisive authority when it comes to granting European patents



Trends: Innovation and IPR policy

The Danish Patent and Trademark Office (DKPTO) work on IPR is part of the Danish Government's globalization and innovation policy

Trend in innovation policy:

- Not only "more innovation"
- but "more value creation" from innovation

Trend in IPR:

- Not only "protection"
- but "value creation" through IPR.
- The contribution of IPR to growth and innovation. Ex. government innovation policy IPR = "more business out of knowledge"





Role of NPO in national innovation environment

DKPTO active part of enterprise policy and national business support system

Complementary roles of DKPTO, public business support system and private actors

Role of DKPTO:

- Front office screening, local guidance and patent services etc.
- Policy development
- Awareness raising towards business and public and private intermediaries

Role of national business support system:

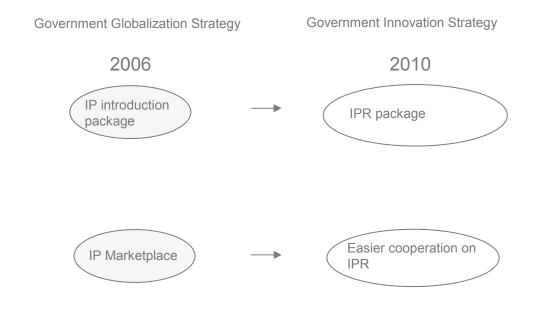
 Awareness raising – diagnosis both on protection and value creation – connection with overall business strategy

Role of private actors:

Main focus on protection and enforcement.



Innovation policy – IPR-initiatives





IPR Package

Core elements:

- Mapping of IPR needs and possibilities
 - Part of general StartupWheel®
 - Focus on link to business strategy
- Preliminary IP search DKPTO or private advisor
 - Up to 50% subsidy appr. 300 companies 2010
- Refer company to 1 hour free counseling from private advisor

Supporting tools:

- > IPR mentor scheme launch April 2011
 - Implemented by DKPTO in partnership with private companies
 - Mentors = private companies mentor fellow companies
- Patent cost benefit guide launch April 2011
- > Trademark cost benefit guide launch end 2011
- Written guidance material launch end 2011

Info. on entire IPR-package through regional business link centers, local business support centers, development parc's etc.

➤Implemented through 5 regional Business Link Centres



Easier cooperation on IPR

Promote innovation through trade in IPR and by facilitating open innovation.

Three initiatives – expected launch autumn 2011:

- Model agreements on trade with IPR and written guides facilitate open innovation.
- **Valuation tool** on patents, trademarks and designs online and written guides
- Further development of IP Marketplace:
 - promote a transparent and integrated European knowledge market

Strengthen the effort that begun in 2007 when www.ip-marketplace.org was launched.

Facts on use of IP-marketplace:

- Increasing number of listed patents (225 as of March 2011)
- > Shift from Danish university patents to foreign, privately held patents
- > 17.645 unique visitors in 2010
- Show increasing interest in trade in IPR to promote innovation and profit from IPR



Sum-up – role of NPO in innovation environment

International level:

> Strengthening the complementarity between the national and regional IP systems

National level: Trend in IPR-policy: increasing focus on value creation through IPR – the contribution of IPR to growth and innovation.

- > NPO increasingly active part of national business support system
- Increasing complementary roles of DKPTO, public business support system and private actors.