



DANISH PATENT AND TRADEMARK OFFICE

## The role of NPO's in the innovation environment

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By Jesper Kongstad, Director General  
Danish Patent and Trademark Office

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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



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### 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



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## 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"

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## **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.



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## Innovation policy – IPR-initiatives

Government Globalization Strategy

Government Innovation Strategy

2006

2010

IP introduction package



IPR package

IP Marketplace



Easier cooperation on IPR

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### 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

➤ Implemented through 5 regional Business Link Centres

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.



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## 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](http://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





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## 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.