



**Welcome**



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n Swiss Federal Institute of Intellectual Property

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n P3 : Our IP-environment : products & services

n The core business

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# A famous colleague



u 1888 OPI founded

u 1902 start of **A.E.**

1905 sp. rel. theory ->  
1909 -> university ZH

u 1988 OPI 100 years

1996 IPI founded

h POLAND



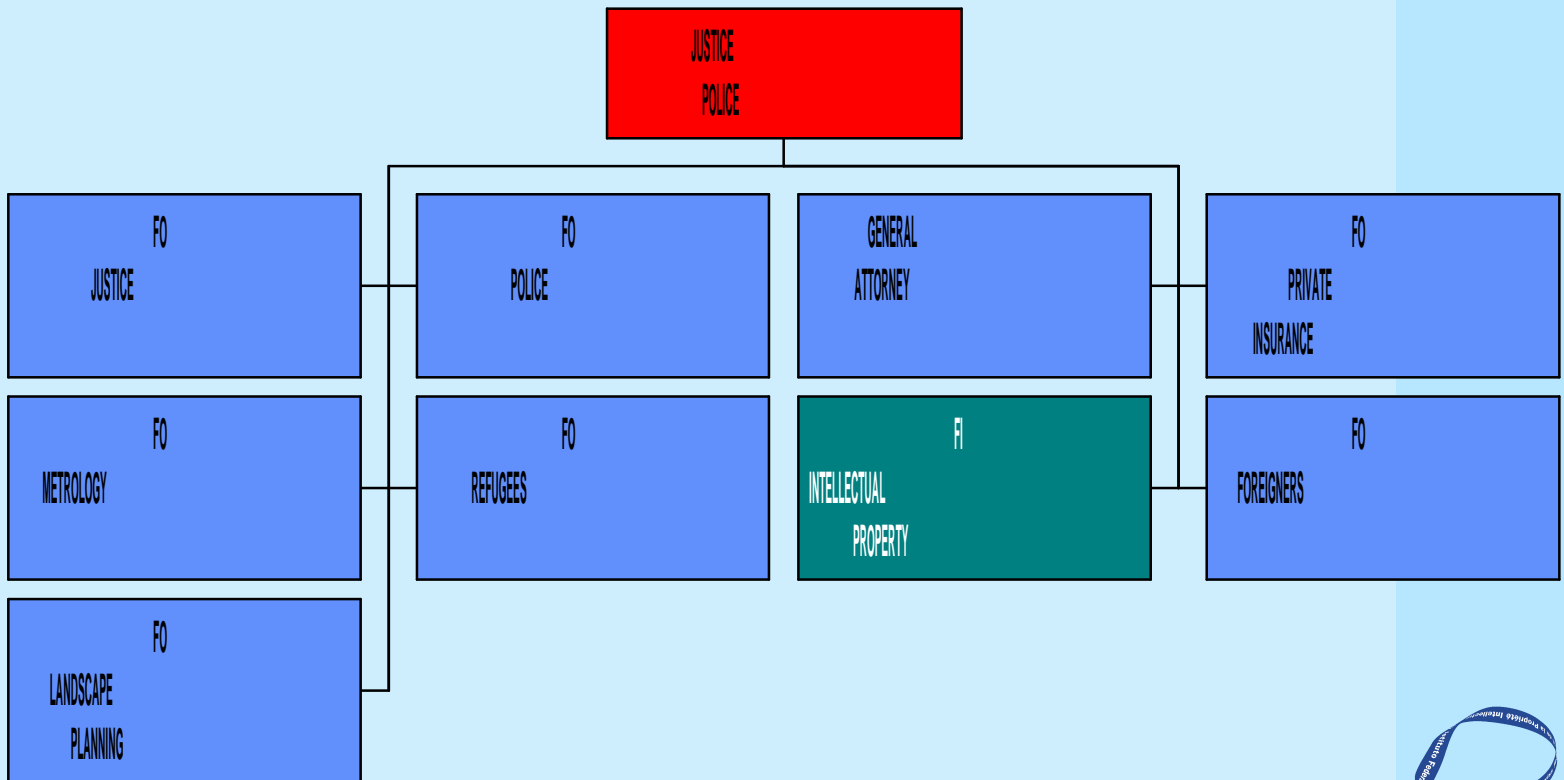
# History: 1996 CH-Office -> Swiss Federal Institute of Intellectual Property (IPI)

- u Own business plan & HRM with MbO
- u Own budget
- u Own personnel statutes/regulations
- u Process : New Public Management **NPM**
- u **Integrated** in the Swiss Confederation
- u Political decision-making based on interactions with **Federal Council**





# Ministry of Justice and Police



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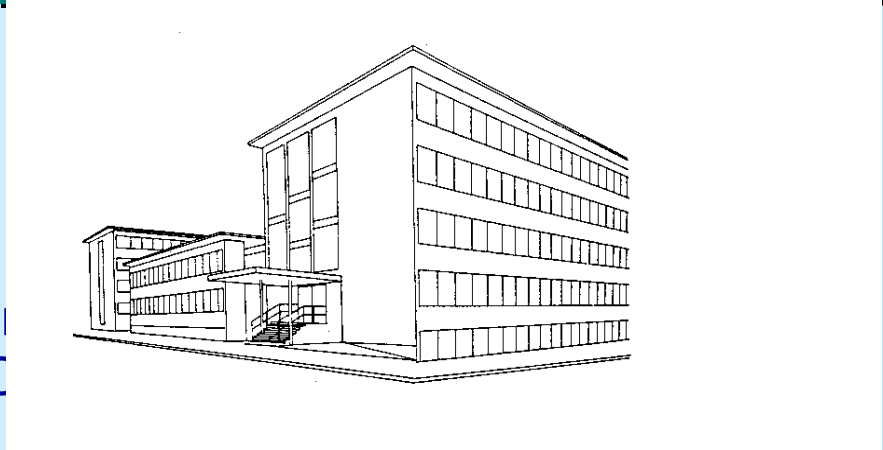


# The Institute's objectives...

- u Management and further **development** of Switzerland's IP protection systems
- u Monitoring & observation of and influence on **national** and **international** IP legislation
- u Submission of proposals for **amendments** to IP law – Negotiations in IPR field
- u International **Representation** of CH in IPR
- u Examination & issuing of **protective rights**
- u **Information** about IPR e.g. state of the art
- u **Training** courses for (non-)+professionals



# ...and the Institute's answers



## u IPR protection

- patents
- trademarks
- industrial design
- topographies IC
- copyright

## u Information

- technology and patent information
- broad spectrum of IPR knowledge

## u Training and education

- Universities and other schools
- industrial and private groups
- newcomers and professionals

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# IPI Training Center

PICTURE 1 : HOME BASE



# SMEs and their use of IP rights : How to support SMEs in CH/EU ? Training Center : DSS

## u (external) form ?

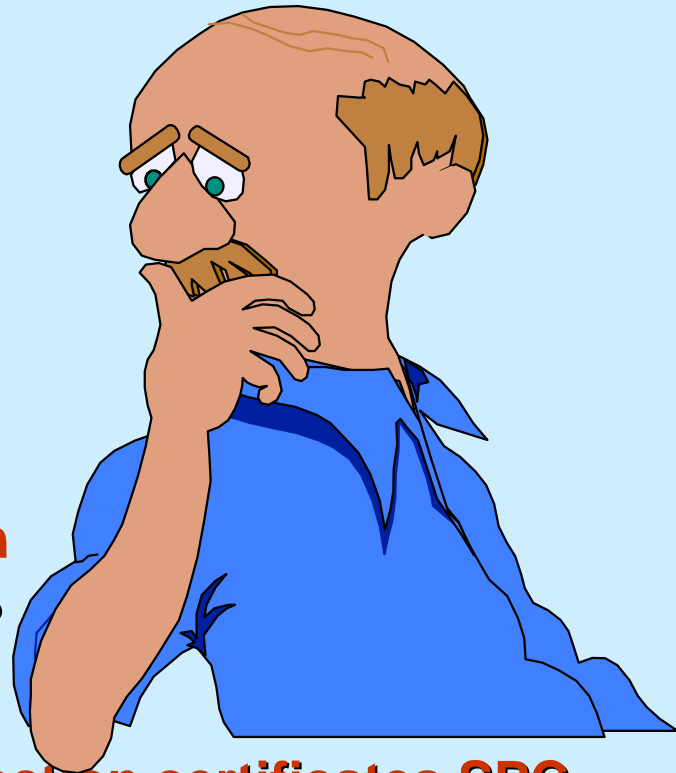
- **copyright**
- **topographies**
- **industrial design**

## u name ?

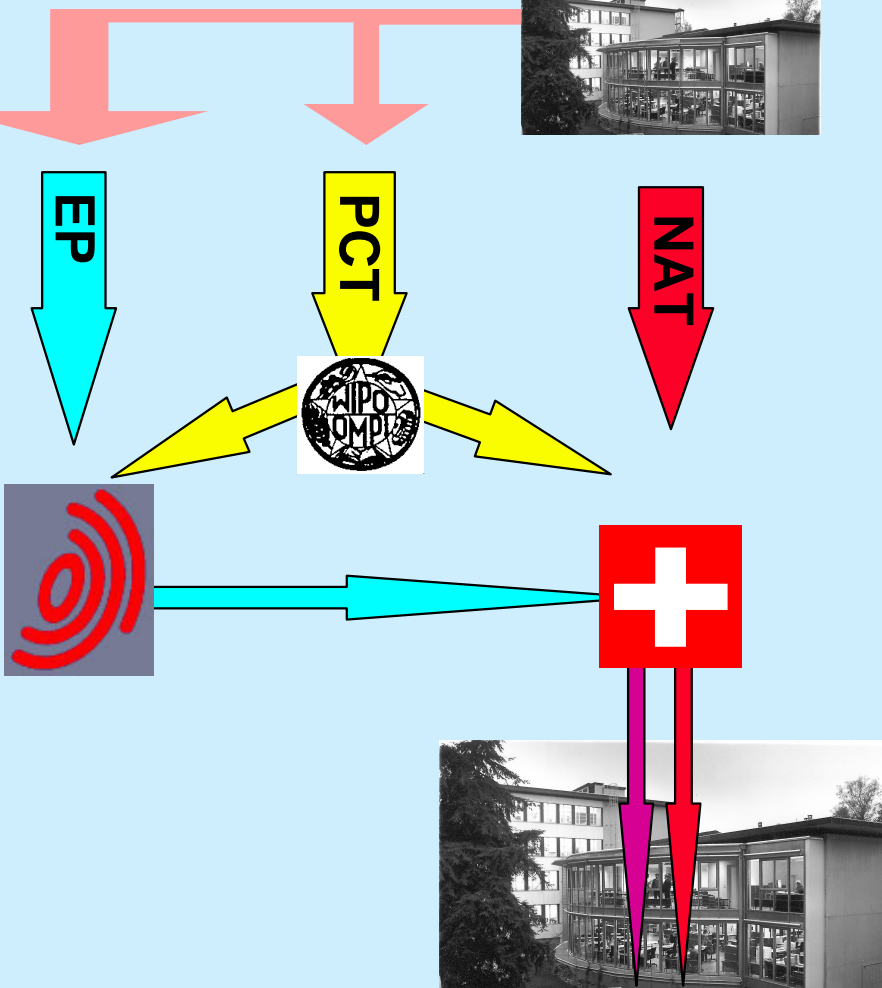
- **trademark**
- **designation of origin**

## u content/technique ?

- **patents**
- **supplementary protection certificates SPC**

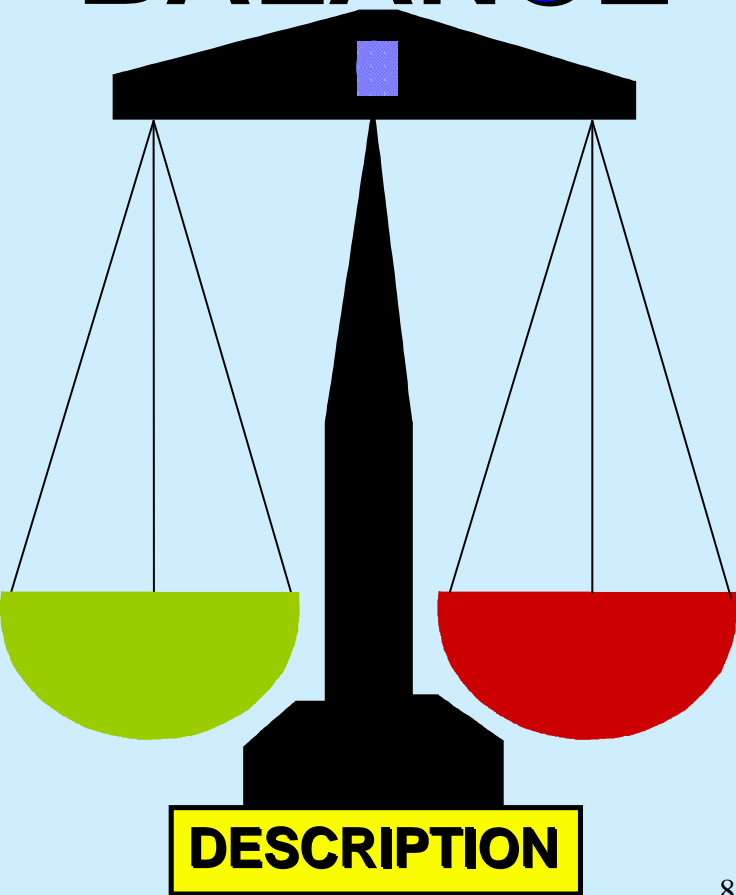


# Three ways to get a patent...



- u filing
  - national
  - receiving office
- u examination
  - national
  - european
- u grant
  - national
  - european
- u administration
  - national

# Protection – Information BALANCE



- u **publication** vs. **IPR**  
(->limited monopoly)
- u **information** about
  - inventor, creator
  - assignee
  - licensee
  - legal status
  - technology
  - list of goods and services
- u **commercialization & SMEs best practices**

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# www.espacenet.ch

B1 - esp@cenet - Ihr Weg zu Patente - Microsoft Internet Explorer, zur Verfügung gestellt von Institut für Geistiges Eigentum

Datei Bearbeiten Ansicht Wechseln zu Favoriten ?

Zurück Vorwärts Abbrechen Aktualisieren Startseite Suchen Favoriten Verlauf Channels Vollbild E-Mail Schriftarten Drucken

Links Fahrplan Adresse [http://ch.espacenet.com/espacenet/ch/de/e\\_net.htm](http://ch.espacenet.com/espacenet/ch/de/e_net.htm)

Eidgenössisches Institut für Geistiges Eigentum **esp@cenet**

**esp@cenet**

**Europe's Network**  
of patent databases

**Benutzen Sie das esp@cenet - Netzwerk zur Suche:**

**Schnellsuche** ⓘ  
in der weltweiten esp@cenet Datenbank

► **Einfacher Text** ⓘ  
Schreiben Sie eines oder mehrere Wörter in Englisch z.B. plastic bicycle

► **Betrachten des Patendokumentes** ⓘ  
Geben Sie die Nummer ein z.B. EP234567

► **Suche nach dem Firmennamen** ⓘ  
Geben Sie den/die Name(n) ein z.B. pasteur institut

Patentdokumente in der Originalsprache aus

- [der Schweiz und Liechtenstein](#) ⓘ
- [anderen Europäischen Ländern](#) ⓘ
- [des Europäischen Patentamtes](#) ⓘ
- [der Weltorganisation für Geistiges Eigentum \(PCT\)](#) ⓘ

Patentdokumente mit einem Englischen Abstract und Titel aus

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**und Betrachten Sie die vollständigen Dokumente:**

**30 Millionen Schriften**

Fertig Internetzone





# win-win- COMBINATION



## „all-round protection“: Colani case

u form = industrial design

MOD DEP 117 139

u name = Valsler Limelite

® 370 318

u technique = method/process  
bottle as product

EP 0383 110



# WORKSHOPS

PICTURE 2 : KNOWLEDGE TOOL



# PATENT BASICS WORKSHOP

e.g.-> Technology Transfer operatives

## u GOALS

- u I. Teach basic elements of patenting **process**  
**CONCEPT**: modular and interactive
- u II. Promote a flow of **best practice** information and catalyse fruitful discussion
- u III. Create a relationship->**partnership** between  
Technology Transfer operatives,  
External experts &  
Swiss Federal Institute of Intellectual Property

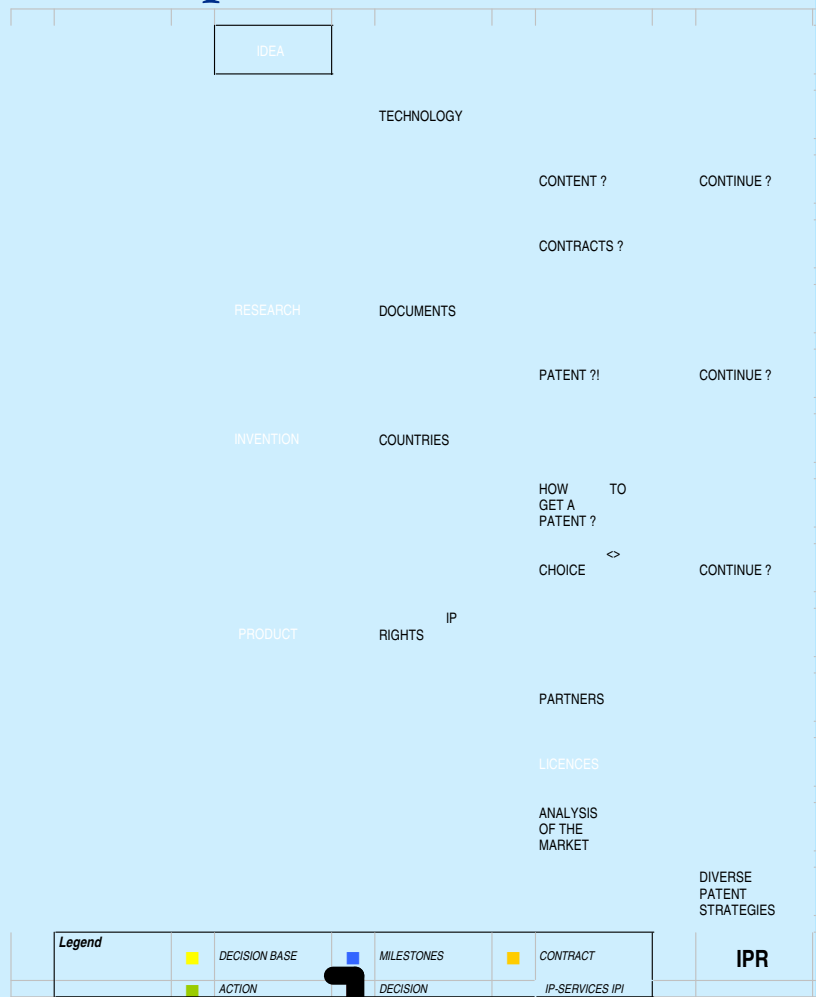


# IPI (Swiss Federal Institute of Intellectual Property) as broad service provider in IP-process

## Search Products

- state of the art
- new/inventive steps
- substances
- technology trends
- freedom to operate
- licences & partners
- R&D-trends
- technology cycles
- legal status
- analysis

ip-search



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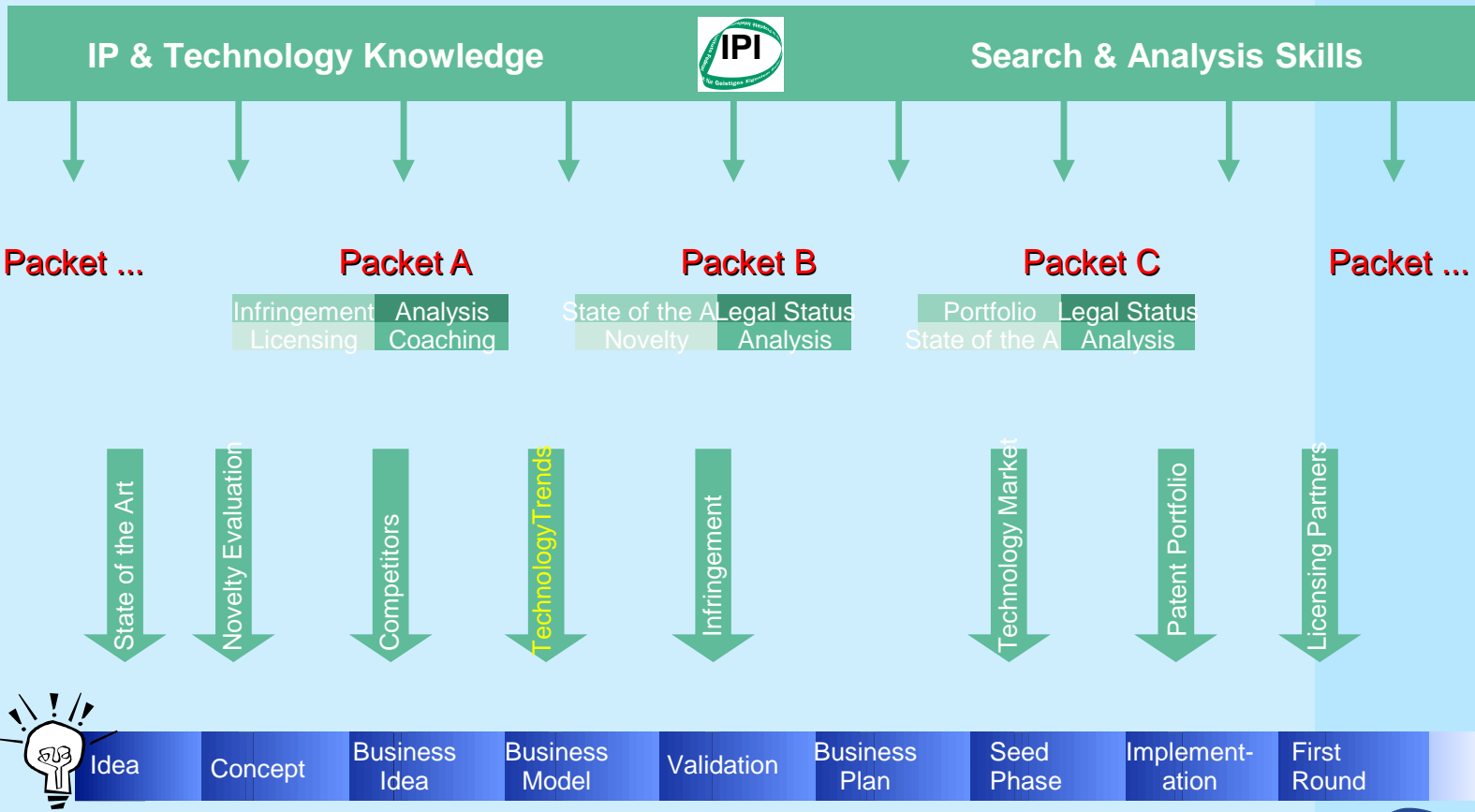


# IP : products & services

PICTURE 3 : OVERVIEW



# IPI Services & Products



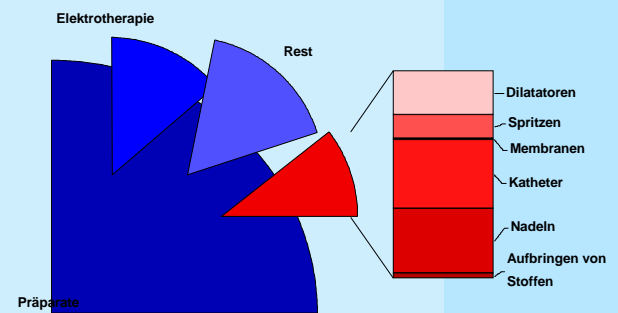
# Technology Trend Report

PACKET

”What is the trend in my sector of technology?”

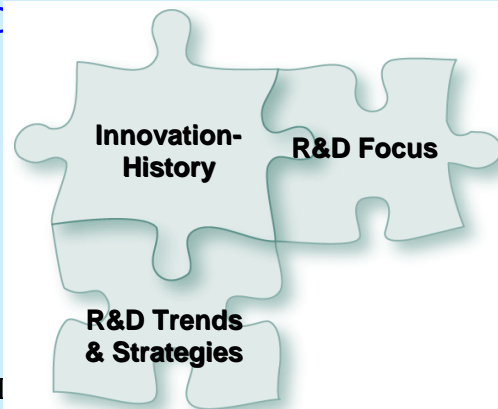
It is always reasonable at the start of a new R&D project to have a detailed **analysis** of the field of technology as well as the **focus and strategy** of the main companies working in this sector. This packet provides a detailed view of the **R&D behaviour** of selected companies against the overall view of a **defined technology** sector.

The **trends** identified by the report not only help to avoid unnecessary investments, but **assist SMEs to use the IP System** and therefore **support strategic decisions** (C



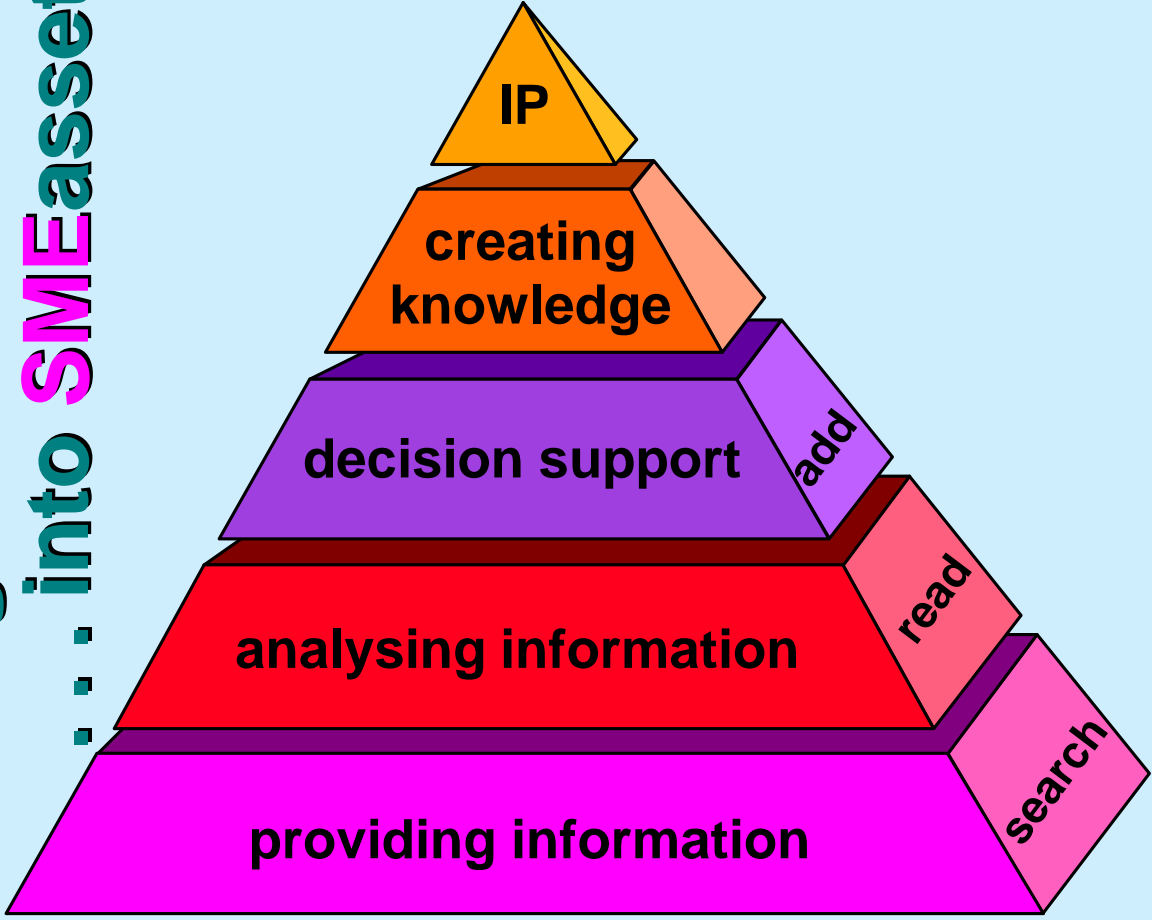
Client Category: **SME** Management  
Management  
Consultants

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# Core Business: Mastering IP

Turning innovation . . .  
into **SME** assets



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**Thank you  
for your  
attention!**