

**The growing monetization on IPR
market:**

**impacts on the profession and
training of IP specialists**

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IEEPI

INSTITUT EUROPÉEN ENTREPRISE
ET PROPRIÉTÉ INTELLECTUELLE

The “European Institute for Enterprise
and Intellectual Property”

- Created in 2004 by the French Ministry of Industry and INPI (French NPO)
- 2 missions:
- Promotes **IP awareness** within companies, focusing on **SMEs**
- Creates and provides **training** sessions on the **offensive aspects of IP** :
 - participating to different European projects aiming at the development of IP awareness toward SMEs
 - IP4inno
 - IPeuropAware
 - CERT-TT-M and EuKts



Our training actions

1. Short sessions : 50 training sessions from 1 to 3 days

IP Strategies, Licensing and TT, financial valuation, portfolio management, Open Innovation

Targets:

- Decision-makers from the business world, notably SMEs
- TT managers from PROs and Universities
- IP specialist from big firms
- Patent attorneys and Patent lawyers

2. Advanced Licensing Course (10 days)

Developed in closed relationship with LES

3. University Diploma on IP and Innovation

Granted by the University of Strasbourg

4. Creation of a Serious Game on IP

Which will be the first serious game in this field



Evolution of IP market

Context

- Exponential growth in the **number of patents**
- Increasing role of **emerging countries** (China, South Korea, India, Brazil)
- Increase in the number of **litigations** (Google/UE, RIM,...)

Impacts

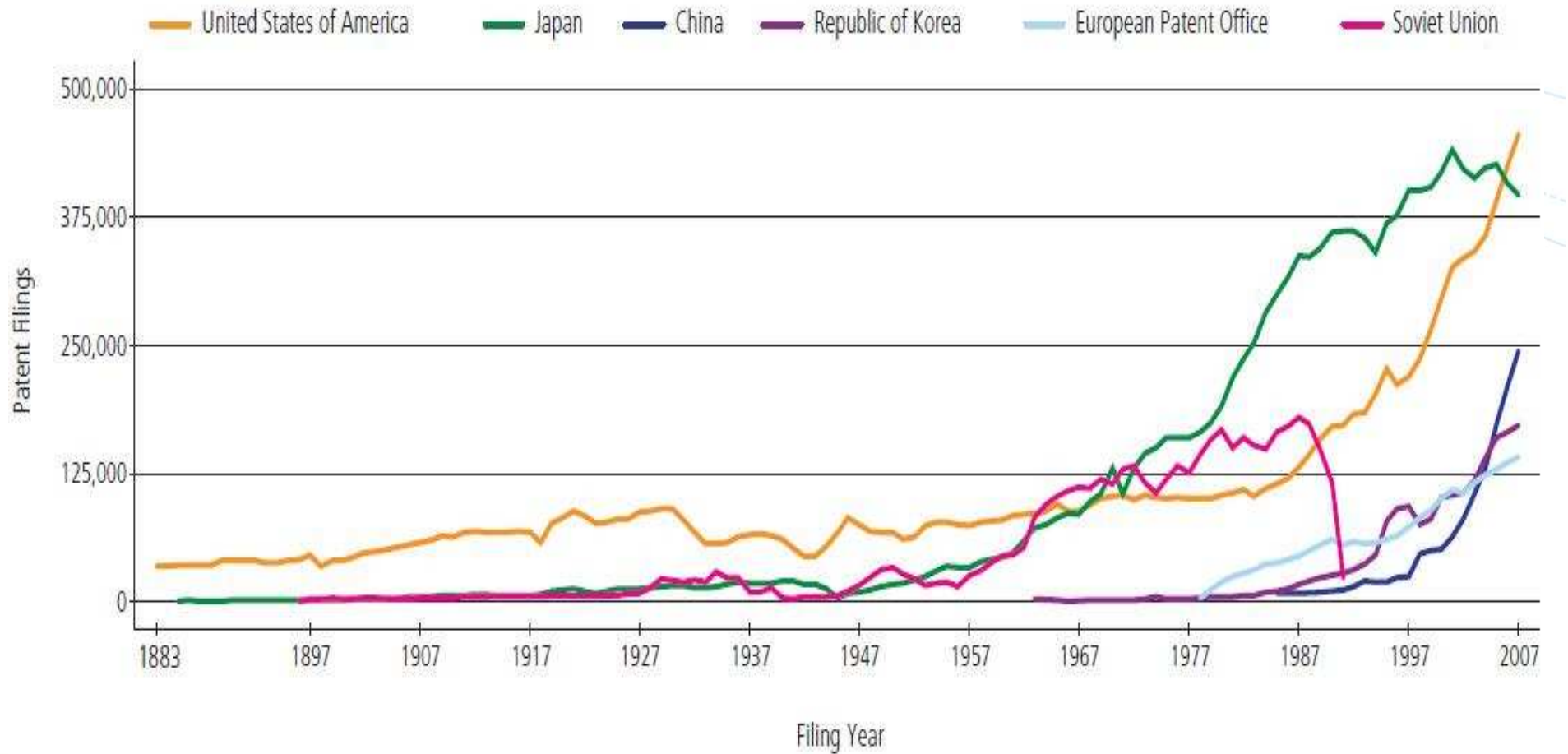
- **Freedom to operate** is becoming more and more difficult
- ↗ **collaborative work** (Open Innovation, end of NIH)
- ↗ **IP monetization**

➔ **Need of new competencies in the field of Licensing and TT**



Explosion in the number of patents

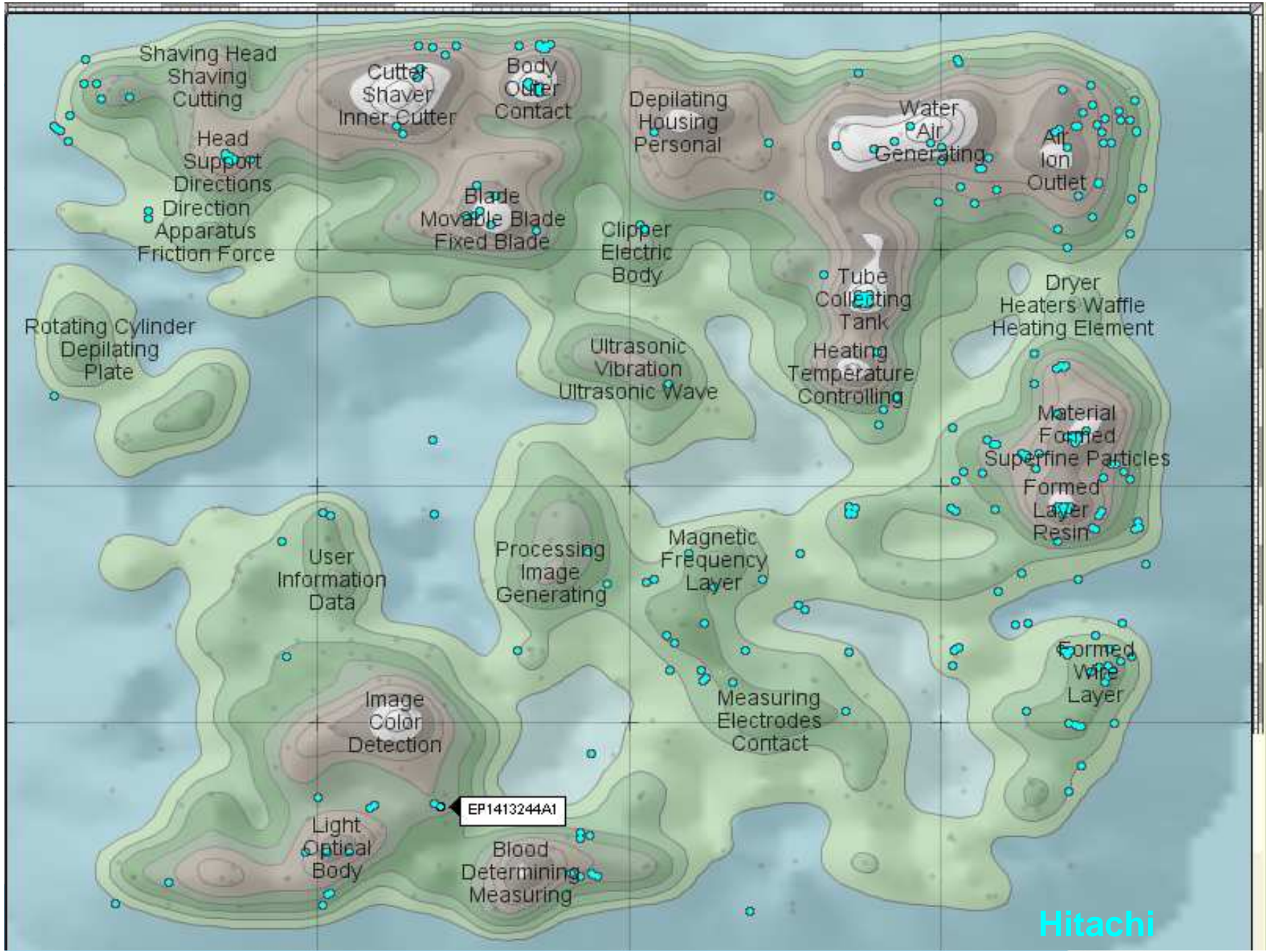
Trends in patent filings at selected patent offices





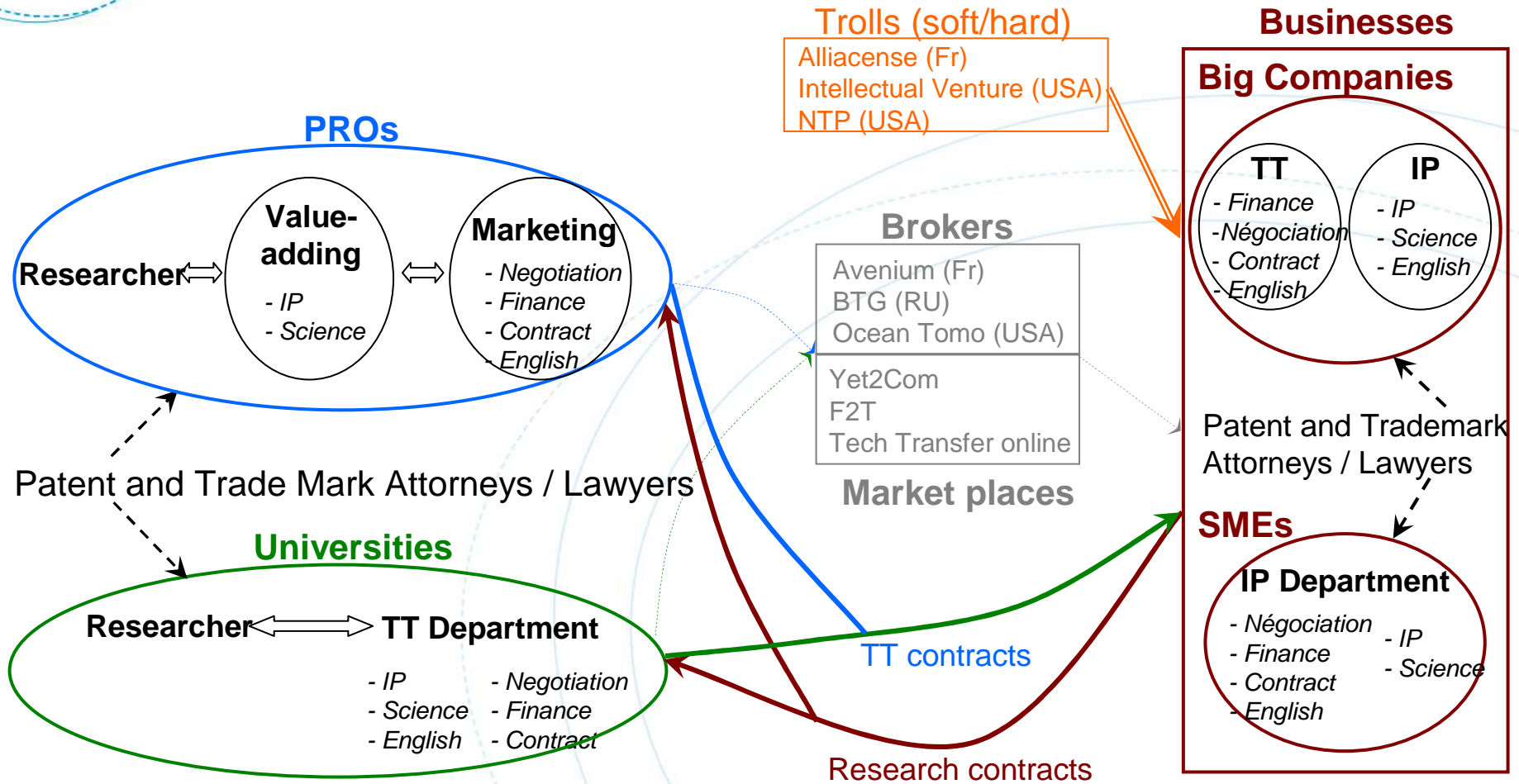
Emergence of new tools

- **Intermediation tools**
 - Brokers / Patent pools / Trolls
 - Market places
 - Patent auctions / IP Exchange
- **Analyse and valuation tools**
 - Patent mapping
 - Patent ranking
 - IP valuation





TT Background





Competences needed by TT Managers

- Understanding of **scientific** issues
- **Legal** (contracts)
- **Intellectual Property**
- **Financial** (budget, IP valuation, business plan)
- **Negotiation**
- **Multicultural** comprehension
- **Project management**
- **a very large scope of skills is needed**
- **Customized training must be developed**



Survey on European TT Education Programmes

- **Lack of initial qualifications on TT**
→ Specialized courses: law, IP, MBA...
- **Few continuous education programmes** (22/161 in Europe)
→ a majority of short-range sessions
→ only 4 long-range programmes in Europe:
 - Fundamental Skills in Technology Transfer – Belgium
 - Technology Management and Knowledge Transfer – UK
 - Business Development and Marketing for Technology Transfer – UK
 - Advanced Licensing Training Course –Fr. (IEEPI)



Survey on European TT Education Programmes

On a **561 TT manager sample** (CERT-TTT-M study, 2007):

- 83% are interested in a European-wide education programme
- 73% find important to get a European-wide recognized certification

Market Size:

- 22.700 Technology Transfer Professionals in Europe
- About 19,000 are interested in participating in such a training

Average Tuition Fee: 1800 Euros

Between 770€ (Workshop) and 8900€ (Master executive programme)

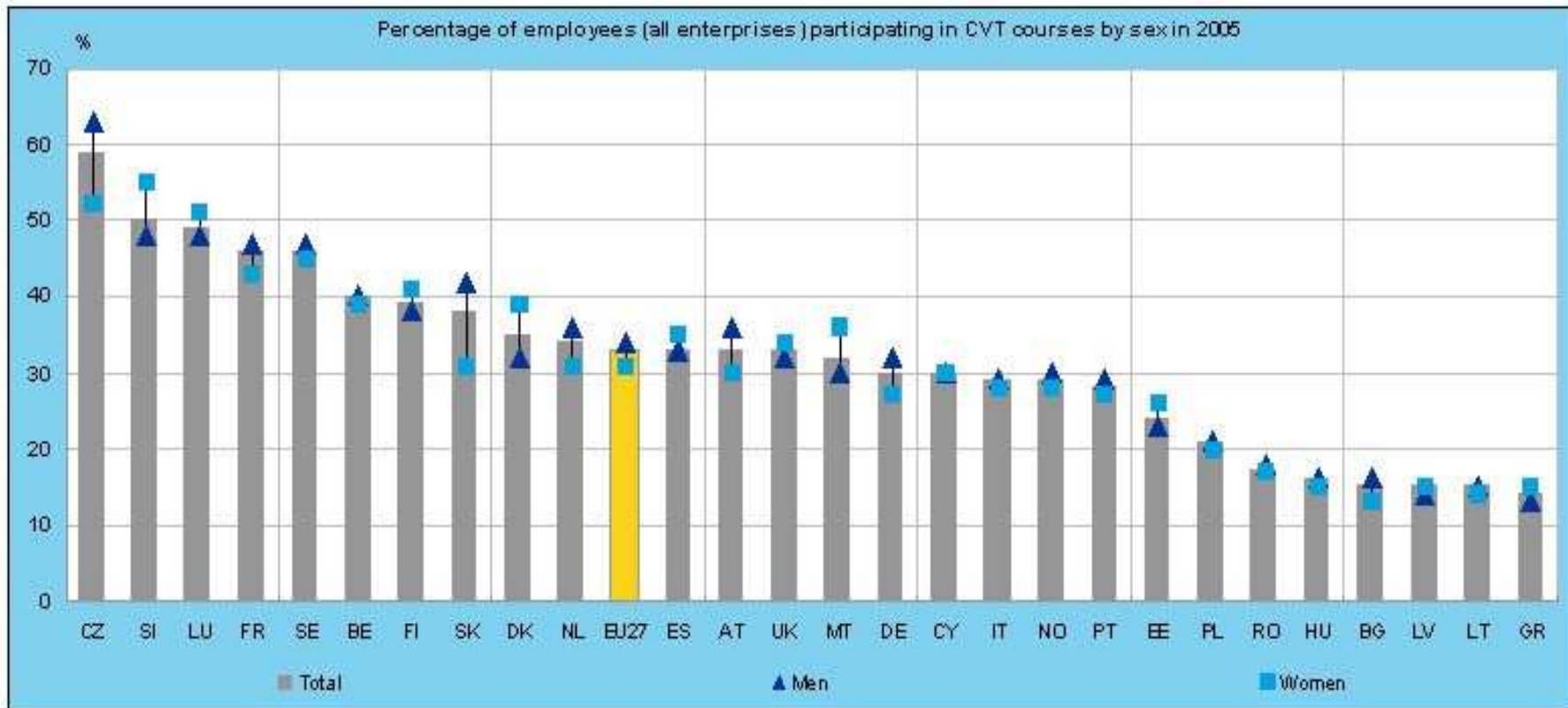


Need for training with 3 characteristics

- **Professionalization**
 - Acquisition of knowledge
- **Acknowledgement**
 - Visibility of knowledge
- **Mobility**
 - Transferability of knowledge
 - old member states / new member states
 - Europe – USA – Asia



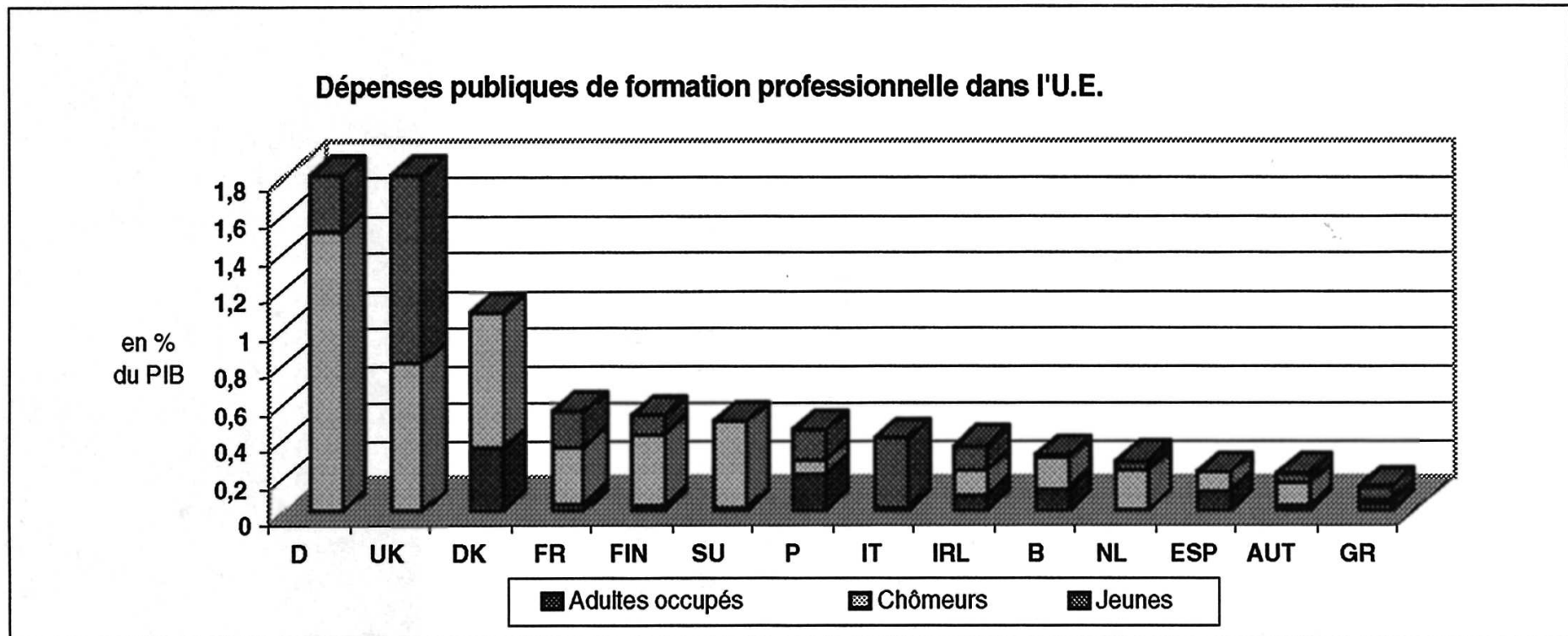
Vocational trainings: contrasted situations in Europe



Source: www.cedefop.europa.eu



Public expenses for vocational training in Europe



Source: *Revue française d'administration publique*



Vocational training in Europe

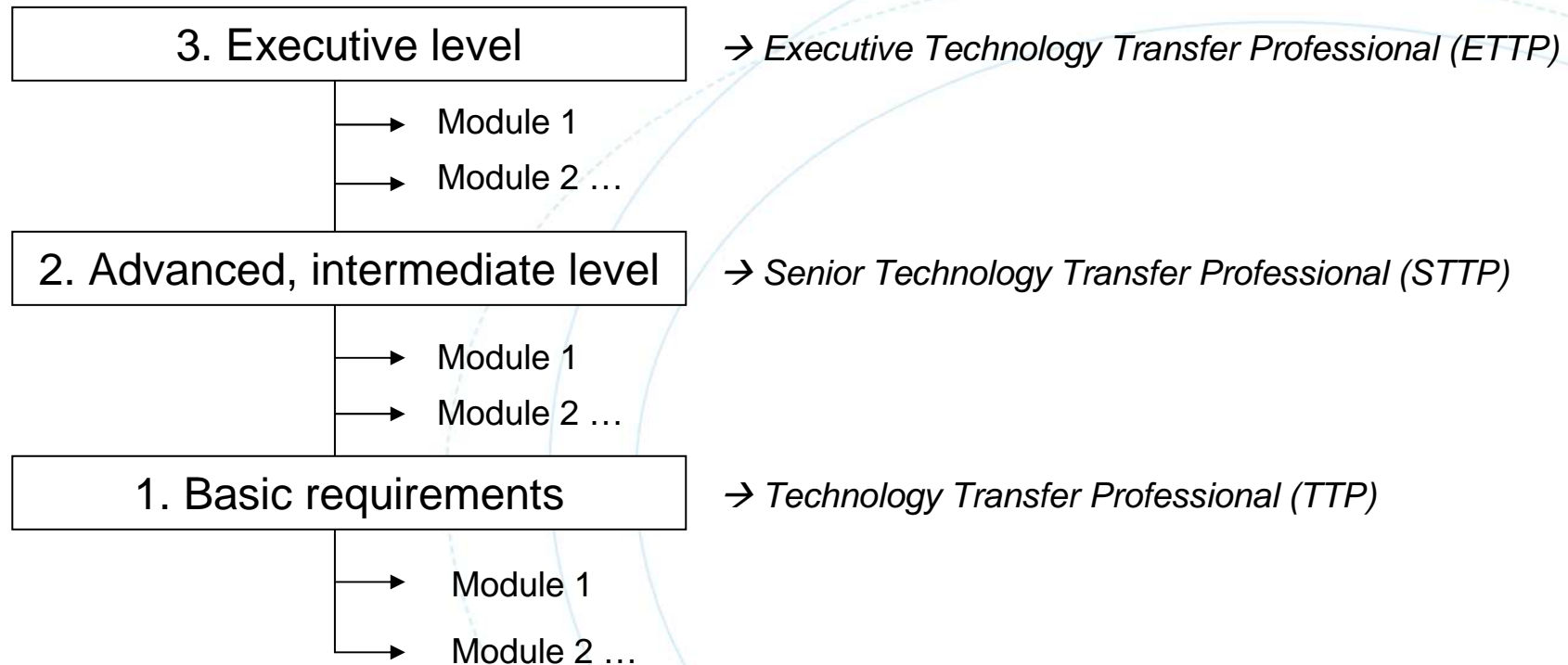
Vocational training is mandatory in the majority of EU Countries

- Spain, Greece: training is financed through national agreements
- Netherlands, Denmark: training is financed through professional agreements
- France, Italy: employers must dedicate a fixed percentage of the global wages amount to vocational training
- UK, Germany and Sweeden: employers are responsible for the use of funds



Building up educational and organisational framework

Structure for the curriculum contains 3 consecutive levels:
Each level will be composed of different modules and each level will be completed after having passed required exams.





Opened questions

- **Main target :**
 - Beginner – Confirmed – Expert
- **How to balance training contents?**
(PI, Licensing, Negotiation, business development, financing,...)
- **Mutual recognition** (see next slide)
- **How to take into account professional knowledge?**
 - Vocational training/academic training/professional background
 - Validation of prerequisites
- **Competition between private and public-sector**



Mutual recognition in Europe

- A key issue which raises different questions:
 - How to assess the different training programmes?
 - What should be assessed?
 - Providers
 - Trainers
 - participants
 - Who will be in charge of assessing?
 - A public/private body?
 - At a national/European/international level?
- 2 initiatives
 - CLP: world wide examination provided by LES USA/Canada
 - EuKts: European project leading to establish a body in charge of assessing future training programmes



A European initiative

Creation of qualifying training programmes

(EU project CERT-TT-M)



Programmes assessed by a dedicated body



Mutual recognition in Europe



Preparation to CLP examination



CONCLUSION

- IP market is changing rapidly
- New competencies are appearing
- There is an important need of training
- A mutual recognition at a European level is a key issue
- An international approach is necessary
- Different actors have to work together:
 - professional associations,
 - training providers and Universities
 - national and European authorities



Thank you for your attention!

Questions ? Comments ?

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