



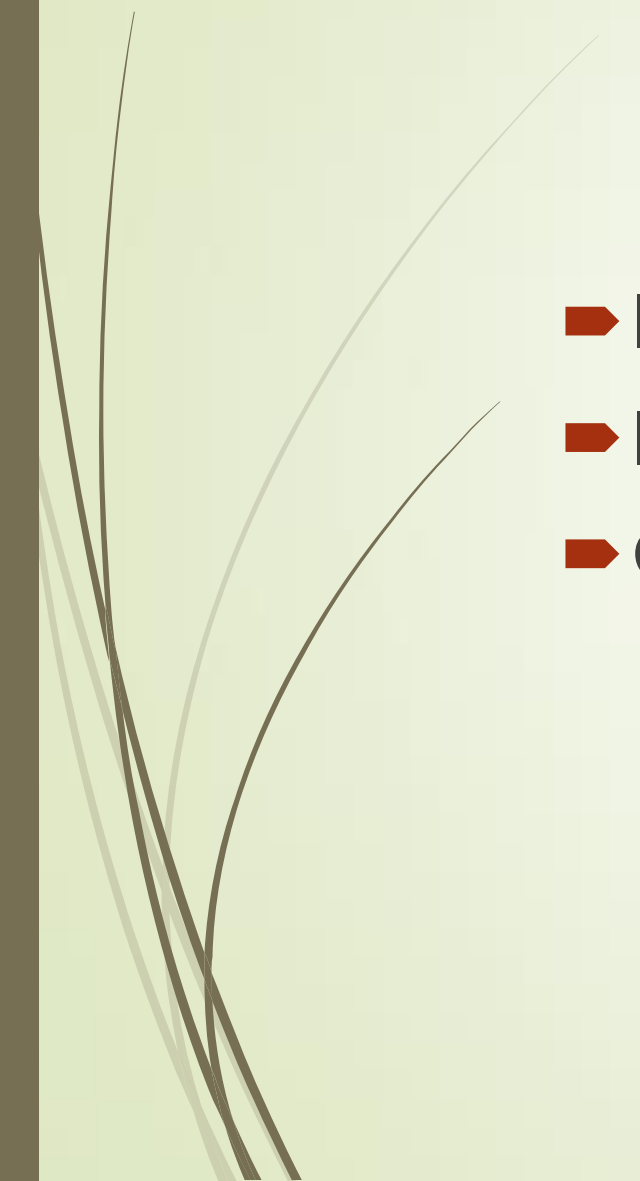
Intellectual Property and Innovation Management by Small and Medium-sized Enterprises – The Importance of IP Audits

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**6th-8th November 2019
Harare, Zimbabwe**



Presentation outline

- Intellectual property and Innovation
 - Intellectual property audit process
 - Conclusions
- 



Intellectual Property and Innovation

**Innovation
means
doing something new
that improves
a product, process or service.
Many innovations can be
protected through intellectual
property (IP) rights.**

11/4/2019

Intellectual Property and Innovation

Many times SMEs innovate without knowing

Lack of recognition of said innovation

Innovations not seen as IP

VALUE NOT MAXIMIZED



How does an SMEs manage its IP assets effectively?

- ➔ (a). Must **Recognize** that IP assets are **business assets and must be**
 - ➔ accounted for ,
 - ➔ managed
 - ➔ effectively exploited
- ➔ (b). Must carry out **intellectual property audit (IP Audit)**

Intellectual Property Audit

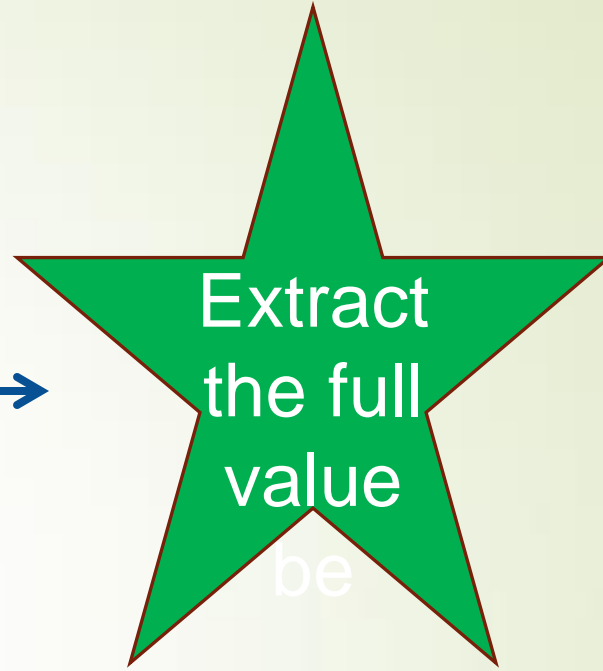
Where
you
are

Taking stock of IP
Management

How to
reach there

Extract
the full
value

Capitalize on
potential of IP
Assets



IP Audit Process

IP Audit Process includes

- 1 • Determining the **actual IP** assets owned by company
- 2 • Identifying **potential IP** assets for the company
- 3 • Examining **contracts and agreements** is IP included
- 4 • Reviewing **Policies**- is IP included, what of **employees**
- 5 • Formulating **business strategies** based on the findings



i) Identifying Company's IP Assets: **List of IP Assets**

- ❑ **List down all the IP Assets of the company (Actual and potential)**
- ❑ **IP Assets are either technologically or institutionally based**
- ❑ **For each of the listed IP assets determine the following:**
 - a) Status of ownership**
 - b) Protection-level and type of protection given**
 - c) Value** -Know the value so that you are not shot changed
 - d) Commercialization**
 - e) Enforcement**

i) Identifying Company's IP Assets: **List of IP Assets**

Technologically Based IP Assets:

Actual IP Assets

- Patents,
- Trade Secrets,
- Industrial Designs,
- Software,
- utility model,
- integrated circuits.
- New plant variety

i) Identifying Company's IP Assets: **List of IP Assets**

Technologically Based IP Assets:

Potential IP Assets

- New product, process, or formulations, apparatus, unique package
- Small improvements to existing technologies, a new use to existing products
- unique shapes, patterns, packaging
- A variety of plant

i) Identifying Company's IP Assets: **List of IP Assets**

□ Institutionally Based IP Assets:

- Company's brand,
- product brand,
- trademarks,
- customers' lists,
- distribution channels,
- quality marks,
- Copyright
- Business method

In general the value of intangible assets (IP) is underestimated by SMEs



i) Identifying Company's IP Assets: **Current status of existing IP Assets**

IP Protection

- Are IP Assets already protected
- If **Yes**, through which IP right? **Are they still valid**
- In which **countries**?
- If **not** determine the best strategy for your company in protecting the IP Asset
- (patents, ID, Trademarks, copyrights, trade secrets etc)
- Protect it

i) Identifying Company's IP Assets: Current status of existing IP Assets

**Determine Current
commercialization
strategy**

**Being used
By Who, how?**

Underutilized, why?

Unused? Any potential?

Obsolete

i) Identifying Company's IP Assets:

IP Enforcement

Determine enforcement strategy in place

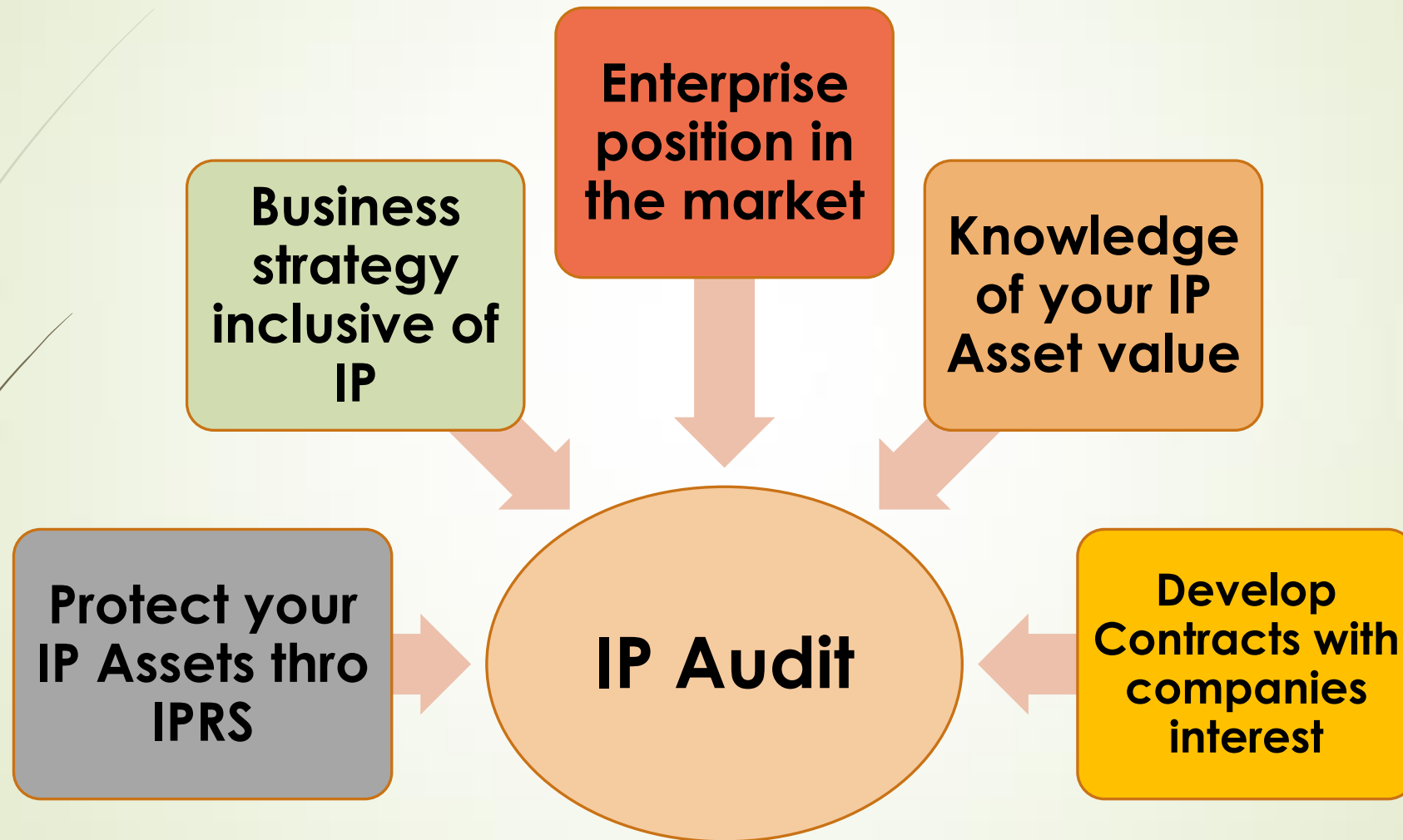
Is actions against infringers worthwhile



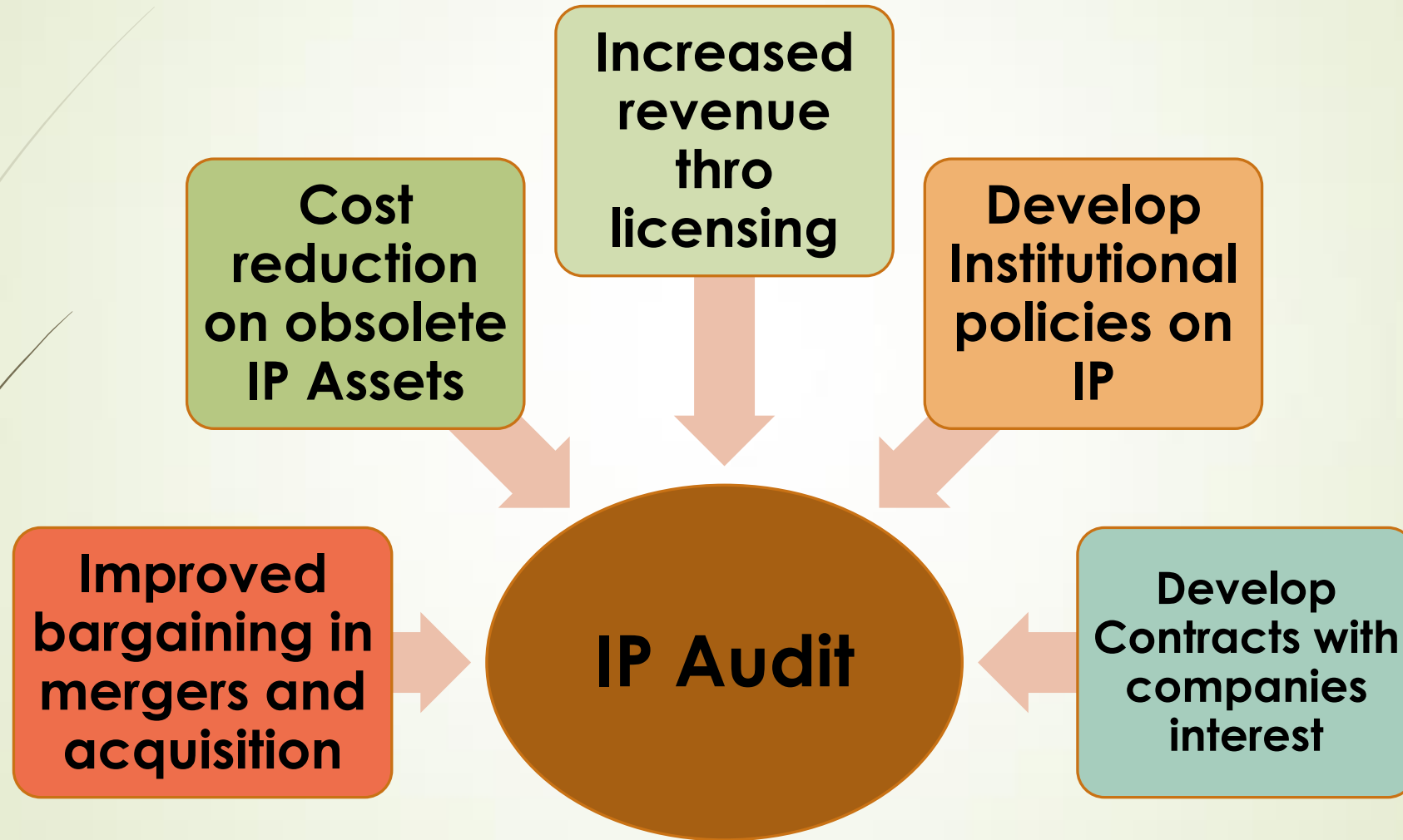
Identify possible infringer

Need to develop a policy on IP enforcement

Positive Effects of IP Audit to a Company



Positive Effects of IP Audit to a Company



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11/4/2019