

THE ROLE OF IP ACADEMIES IN FOSTERING INNOVATION; FORGING PARTNERSHIPS WITH UNIVERSITY AND INDUSTRY

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The Role of IP Academies

Key issues

1. Public Education and Awareness
 - a. Training programs
 - b. Advertising Campaigns
2. Support Services (Business)
 - a. Tools for SMEs
 - b. Patenting Centers
3. IMPI Academy

Education and Awareness

- IMPI believes that the Promotion and Awareness activities play a key role for the dissemination, use and exploitation of the IP system and since in Mexico 98% of the enterprises are SME's which need strong support programs to modernise their productive activities, we have carried, among others, the following actions:

1. Since 1993 the Mexican Institute of Industrial Property (IMPI) has carried out an intense support campaign aimed to SMEs.

2. IMPI has developed different training programs on IP matters, as well as various information and technological assistance tools to increase the competitiveness of SMEs.

3. Support to SME's on the fees for protecting inventions

- Since 2000, these activities are carried out not only by IMPI headquarter offices, also by IMPI's Regional offices.

IMPI Regional Offices



"Bajío" Regional Office
LEON



Northern Regional Office
MONTERREY



Western Regional Office
GUADALAJARA



Center Regional Office
PUEBLA



Southeastern Regional Office
MERIDA



Support to SME's on the fees for protecting inventions

- In order to foster invention application filings by SME's, sole inventors, public and private higher-education institutions, public scientific and technological research centers, the Fees for the services rendered by the Mexican Institute of Industrial Property foresee a 50% discount on the fees for patent, utility model, industrial design and integrated circuit layout designs; as well as for the technological information search services provided by IMPI's Technological Information Center and for the acquisition on an annual basis of the ESPACE-MEXICO CD collection.
- This action is aimed at promoting the use of the patent system, which will generate more competitive enterprises and better oriented research activities.

General IP Awareness activities

Advertising Campaigns

“Protect Intellectual Property”.

Based in various types of media like *radio, magazines, billboards* and internet *banners*.



General IP Awareness activities (2010)



jointly with



conducted the:

General Course on Industrial Property

Date	Chamber	Assistance	Date	Consultancies provided
July 26	National Chamber of Commerce (CANACO)	38	July 27-30	8
July 27	Mexico's Confederation of National Chambers of Commerce (CONCANACO)	34	July 28-30 and August 2	4
July 28	Mexican Chamber of Construction Industry (CMIC)	32	July 29-30 and August 2-3	2
July 29	National Chamber of Transformation Industry (CANACINTRA)	36	July 30 and August 2-4	6
July 30	Mexico's Employers Confederation (COPARMEX)	45	August 2-5	5

Technological Support Services

Launched websites totally free of charge



- Official website of the Gazette of Industrial Property. The website offers, free of charge, the historic collection of the Gazette since 1873 (available in PDF format). The users can perform searches on the different volumes of the Gazettes <http://siga.impi.gob.mx> (*Patent, Trademarks, Administrative Procedures*)



- “Document viewer of industrial property” a tool for consultation and download, of nearly 1.5 million public records of industrial property. The user can access the electronic version of the files that are considered to be public information. http://vidoc.impi.gob.mx/impi_vidoc/ViDoc.aspx

Marcanet **website**

- Provides information concerning trademarks, trade names and slogans, already registered and pending. Such as: 1) registration number, 2) filing date, 3) holders, 4) logo or design and 5) latest legal procedure resolution.

<http://marcanet.impi.gob.mx/marcanet/controler/home>

PYMETEC



A patent information Website containing technological information that can be used mainly by SME's

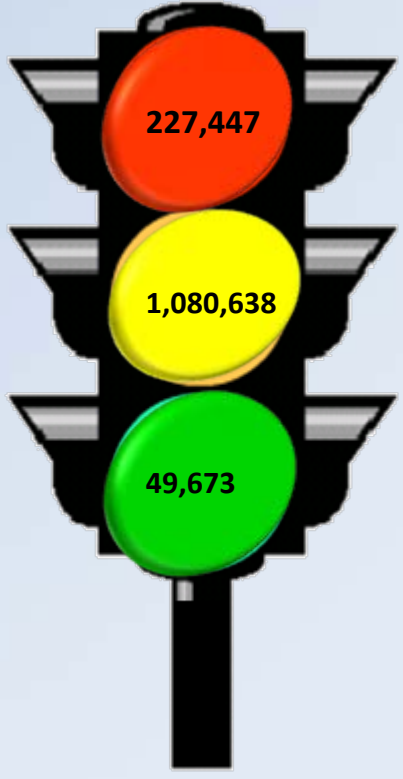
A friendly and quick navigation tool in either national or international documents

Objective:

To assist SME's to overcome the technical barrier of modernization, due to the lack of expertise and good advice.

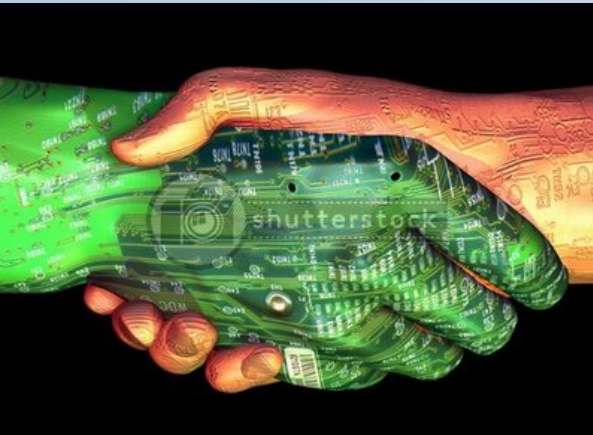
PYMETEC a tool for SME's

A kind of technological alert, using traffic lights to make easier its understanding.



Total: 1,357,758

Patenting Centers



Specialized Units oriented to extend IP awareness among society.

Located within Universities, Research Centers and Industrial Chambers.

To guide researchers, businessmen, professors and their associates on the proceedings to protect and register IPR's at IMPI.

31 Patenting Centers established nationwide

- 7 of them located in Mexico City and the Estado de México.
- 24 of them located in the states covered by IMPI's Regional Offices.



Successful Actions – Patenting Centers



Science and Technology
Council of the Estado
de México



Estado de México Patent Support Program

Full financing fees for:

YEAR	T.P.I.S.	P.	U.M.	I.D.	PCT	TOTAL	AMOUNT EUROS
2007	5	1			1	7	\$1,059.04
2008	32	14	1	4	3	54	\$10,312.49
2009	27	11	1	10	5	54	\$9,959.93
2010*		5	1	11		17	\$2,039.96
Total financial support:							\$23,371.42

T.P.I.S.= Technical Patent Information Searches

P. = Patent Application

U.M. = Utility Model Application

I.D: = Industrial Design Application

2010*

First semester

Supporting 132 researchers
from the Estado de México

Textile Sector Patent Technology Surveillance



Patenting Center
Ing. Guillermo González
Camarena



- To Alert SME's and assist them in the identification of areas of opportunity or threats
- To encourage the understanding of technical procedures
- To find technological solutions to problems in the organization.



IMPI ACADEMY

IMPI, aiming to give a professional character to training activities on IP, has developed a project called “Intellectual Property Academy”.

IMPI drafted the first executive document. This document was complemented by a national and an international expert, financed by the European Union within the framework of the “Assistance Project of the Free Trade Agreement signed by the European Union and Mexico”.

The experts generated modular programs on IP matters, and identified national and foreign institutions that are already carrying out subjects or post-graduate studies on IP, which served as grounds to elaborate an international mapping.

Since 2007, IMPI has supported the expansion of WIPO’s Distance Learning course DL-101S (in spanish), containing the basics of IP. Up to date, we have 20 tutors and a head tutor for all spanish speaking students. In 2007 IMPI tutored 1,997 students, in 2008 IMPI tutored 4,331 students, in 2009 IMPI tutored 8392 students and in 2010 IMPI tutored 11371 students .

Thank you very much

PYMETEC

<http://www.pymetec.gob.mx/>

SIGA

<http://siga.impi.gob.mx>

VIDOC

http://vidoc.impi.gob.mx/impi_vidoc/ViDoc.aspx

MARCANET

<http://marcanet.impi.gob.mx/marcanet/controler/home>