

Youth and Intellectual Property: a view on WIPO Services and Initiatives



How IP contributes to business sustainable economic growth

Understanding the Benefits of IP Strategy

Establishes
**competitive
space**

Enhances
visibility in
crowded
markets

Access
**technical and
business
information
and
knowledge**

Avoid the risk of
unknowingly
using third party
proprietary
content

**Generate new
revenues**
Joint ventures,
financing /
investment,
licensing

What IP asset to achieve your business goals?



Trademarks ®



Copyright ©

Apps, computer programs, databases, advertisements, maps and technical drawings.



Industrial designs

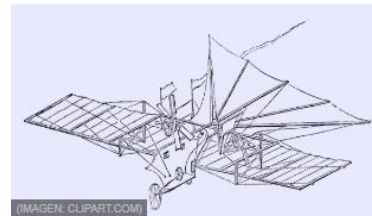


Geographical indications



Trade secrets

Patents



How to identify the potential IP assets?



An on-line IP self-assessment tool for small businesses



Provides a customized report on the IP assets of the business and how they may be protected, managed and exploited based on the answers provided by the user to a series of questions



Is free, easy to use and requires no registration



Is available in English, French, Spanish, Russian, Chinese, Arabic and Japanese

WIPO IP Diagnostics



<https://www.wipo.int/ipdiagnostic/>

Business
-friendly
language

Key
aspects
of IP for
business

Pre
assessment
+ detailed
report on
10 issues

Free of
charge
and
simple to
use



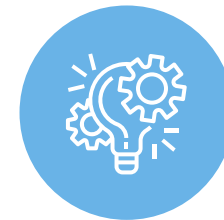
The IP Diagnostics Tool is not a substitute for professional legal advice



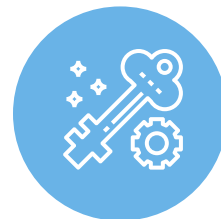
Developed by
experts



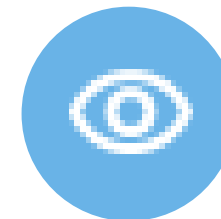
Support for buiding
an IP strategy



Blind spots and
red flags



Helps guide
discussions with an
adviser



Enforcement



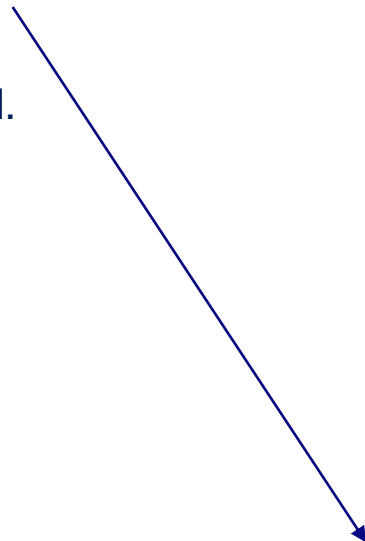
IP-driven business
development

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

The IP Diagnostics: how does it work?

Access the page [WIPO IP Diagnostics](#) and click on **start WIPO IP diagnostics**.

No registration required.



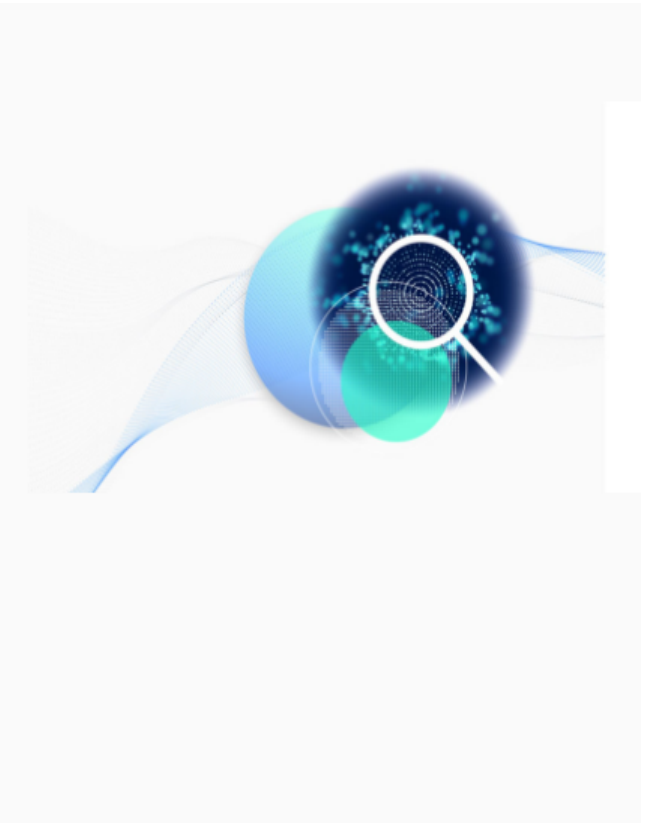
WIPO IP Diagnostics

With WIPO IP Diagnostics you can undertake a basic diagnostic of the **intellectual property** (IP) situation of your business. It is in the form of a questionnaire with several sections that will ask you questions on different IP topics (e.g. innovative products, trademarks, licensing, designs, internationalisation, etc.).

After you complete a section, a report that gives you recommendations and further information on IP and business competitiveness will be generated

► [Why use WIPO IP Diagnostics?](#)

[Start WIPO IP Diagnostics](#)





Pre-assessment

basic questions regarding your business

Have you developed a product, process, service or a technical modification that you consider new, innovative or unique?

Yes No

Do you generate materials like manuals, pamphlets, labels, or produce videos, software, newsletters, music clips, etc.?

Yes No

Do you use features like patterns, lines, colors or shapes to make the external appearance or the packaging of your product attractive?

Yes No

- First layer questionnaire about general information from the business

No time limit, possibility to interrupt and resume the session any time

Duration: approx. 1 hour for the 10 sections

Accessible from a computer or a smartphone

Overview of WIPO IP Diagnostics

SECTIONS



TRADEMARKS



CONFIDENTIAL INFORMATION



DESIGNS



CREATIVE MATERIALS

(This section would be activated according to your answers in the pre-assessment)



INVENTIVE OR INNOVATIVE PRODUCTS OR PROCESSES



EMPLOYMENT ASPECTS



LICENSING

(This section would be activated according to your answers in the other sections)



INTERNATIONALIZATION

(This section would be activated according to your answers in the pre-assessment)



WEBSITE

The second layer questionnaire adapts to the specific business based on the responses in the pre-assessment

Sections cover 10 business-relevant IP issues (patents, trademarks, designs, copyrights, and trade secrets).

The tool explores IP in all areas of business activity (employees, external suppliers, subcontractors, international trade, licensing and franchising).



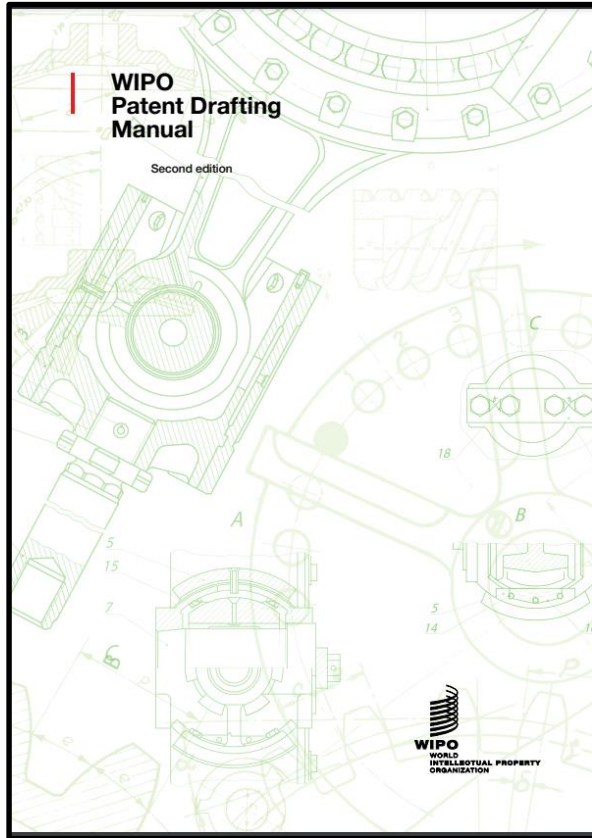
SCAN ME

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Next Steps

- Read the report and identify potential intangible assets
- Book a date with an advisor
- Design an IP strategy
- Protect your IP
- Monitor and update IP strategy to reach commercial goals

Useful guides for SMEs



Second edition

Publication year: 2022



New releases 2021



Complete series available in English:

[Publications: Intellectual Property for Business \(wipo.int\)](https://wipo.int)

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Thank you! Mariana Velasco

@WIPO, 2022



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