

Research Commercialization



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A vertical wind turbine with three blades is centered in the frame against a bright blue sky filled with fluffy white clouds. The turbine's tower extends from the bottom edge towards the center. The overall scene is clean and modern, representing renewable energy.

Research

Industry

Start-ups



Research



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Intellectual Property Policies for Universities

Universities and public research institutions (PRIs) seeking to partner with industry or other organizations need a policy for effective intellectual property (IP) management and knowledge transfer. An IP policy provides structure, predictability, and a beneficial environment in which enterprise and researchers can access and share knowledge, technology and IP.

- ▶ [What is the role of IP in universities and PRIs?](#)
- ▶ [Why do universities and PRIs need an IP policy?](#)

Read our [full list of FAQs on IP policies for universities and PRIs](#).



IP Toolkit for Universities and PRIs: IP Policies

The IP Toolkit helps universities and PRIs deal with key issues such as ownership of IP and rights of use, IP disclosure, IP management, commercialization of IP, incentives for researchers, recording and accounting, and conflicts of interest.

- [IP Policy Template for Academic and Research Institutions](#) [DOC](#)
- [Guidelines for Customization of the IP Policy Template](#) [DOC](#)
- [IP Policy Writer's Checklist](#) [DOC](#)



Database of policies

What better way to learn than from others? Search IP policies, manuals and model agreements from universities and research institutions worldwide. If you would like to request that examples of your policies, manuals or agreements are added to the database, please [contact us](#).

https://www.wipo.int/about-ip/en/universities_research/ip_policies/

[Home](#) › [About IP](#) › [Universities and Intellectual Property](#) › [IP Policies](#)

Database of Intellectual Property Policies from Universities and Research Institutions

Query:

Greece

4 record(s) found.

Country / Territory	Language	Name of institution
Greece	English, Greek	Aristotle University of Thessaloniki
Greece	English, Greek	Foundation for Research and Technology Hellas
Greece	English, Greek	National and Kapodistrian University of Athens
Greece	English, Greek	University of Crete



Industry

A 3D rendered scene featuring a path of red and white cubes leading towards a large arrow made of red cubes. The background is a sunset sky with a sun on the horizon and scattered clouds. The ground is covered in a dense field of red and white cubes, with a path of white cubes leading towards the arrow. The arrow is composed of red cubes and points towards the upper right. The sky is a mix of blue and orange, with a sun on the horizon. The overall scene is a metaphor for growth and progress.

Start-ups Scale-ups, SMEs

SMEs website

Small and Medium-Sized Enterprises

IP rights	IP for business	Resources
<ul style="list-style-type: none">• Patents• Distinctive Signs• Copyright and Related Rights• Industrial Designs• Trade Secrets	<ul style="list-style-type: none">• Introduction to IP for Business• Marketing• Commercializing IP – Licensing Franchising• Valuation of IP Assets• IP and Financing• E-commerce• Research and Development• IP Disputes Resolution• IP Management Training Program	<ul style="list-style-type: none">• Multimedia• Frequently Asked Questions• Publications• WIPO Magazine articles for SMEs• SME Newsletter• Events• Case Studies• Best Practices• SME Support Institutions

<https://www.wipo.int/sme/en/>

IP for Business – series of publications

Making a Mark

An Introduction to Trademarks
for Small and Medium-sized Enterprises



Intellectual Property
for Business Series
Number 1



Looking Good

An Introduction to Industrial Designs
for Small and Medium-sized Enterprises



Intellectual Property
for Business Series
Number 2



Inventing the Future

An Introduction to Patents
for Small and Medium-sized Enterprises



Intellectual Property
for Business Series
Number 3

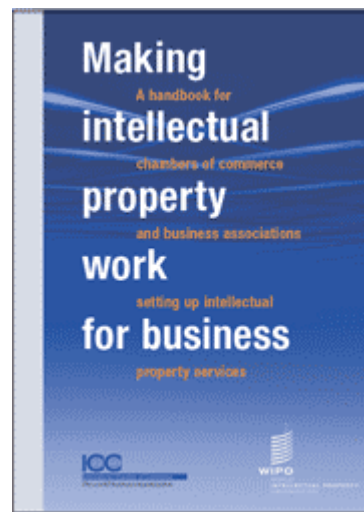


In Good Company

Managing Intellectual Property Issues
in Franchising



Intellectual Property
for Business Series
Number 5



Intellectual Property for Business

Understanding **intellectual property** (IP) can help your business gain competitive advantage and avoid risk.

The IP system has an important role to play in helping you:

- develop innovative/creative products and services;
- increase the visibility, attractiveness and added-value of your products on the market;
- distinguish your business and its products from the competition;
- acquire and/or grow business information and knowledge;
- ensure that you don't put your business at risk by unknowingly using the creative content and innovative output of others.

Understanding the benefits of IP

Defending your competitive space

Developing an innovative product/process or improving an existing product/process can give you a competitive advantage that you can protect by obtaining **patent**.

As a patent right holder, you can prevent competitors from using or exploiting your invention for a maximum of twenty years.

This allows you to secure your product's market position, establishing it as the leading player and to get an advantage over the competition. Higher price margins and higher returns on investments would naturally follow.

Visibility in crowded markets

Trademarks allow customers to distinguish your products/services from those of your competitors and serve as a guarantee of consistent quality. Great care should be taken in choosing and designing your trademark, protecting it, using it in advertising and policing its misleading/improper use by others.

The aesthetic aspect of your product, protected by an **industrial design** right, is another means by which you can distinguish yourself from the competition and gain market share. A visually attractive design alone can attract a demanding and diversified clientele and could constitute your product's single most important distinguishing factor.

On this page ▲

- Understanding the benefits of IP
- Protecting and managing your IP
- Expanding your business with IPRs
- Managing risks and settling disputes



(IMAGE: GETTY IMAGES/SERKORIN)

FEATURED



(IMAGE: GETTY IMAGES/SORBETTO)

Competitive intelligence

Patent, trademark and design databases contain a wealth of information for your business – including detailed legal, technical and business information about a competitor's operations and products.

DIAGNOSTICS TOOL

- A software-based tool hosted on the WIPO website.
- Interested SMEs could make a preliminary determination of the IP assets that it has and how to extract maximum value and competitive advantage from their IP assets.

GUIDE

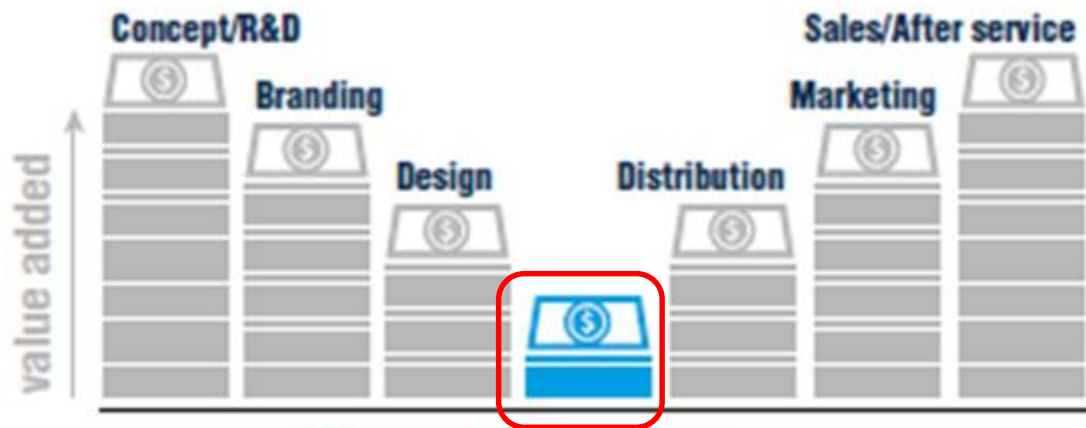
- A manual that would help SME Support Institutions conduct a face to face evaluation with a SMEs.
- Identify IP assets vested in the company and advice on the appropriate way to manage IP assets.



COMPONENTS *of* S&P 500 MARKET VALUE



SOURCE: OCEAN TOMO, LLC



Manufacturing is often
the lowest value-added task in a value chain

Source: ITC, SME Competitiveness Outlook 2015

01  +16% 214,480 \$m	02  +10% 155,506 \$m	03  +58% 100,764 \$m	04  +16% 92,715 \$m	05  -5% 66,341 \$m	06  +6% 59,890 \$m	07  +6% 53,404 \$m	08  +2% 48,601 \$m	09  -6% 45,168 \$m	10  +5% 43,417 \$m
11  +10% 43,293 \$m	12  -8% 42,972 \$m	13  -1% 41,006 \$m	14  -2% 39,874 \$m	15  +8% 34,575 \$m	16  -26% 32,757 \$m	17  +11% 30,120 \$m	18  +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m
21  +1% 22,885 \$m	22  +2% 20,798 \$m	23  New 20,005 \$m	24  +8% 19,139 \$m	25  -5% 17,712 \$m	26  +12% 17,567 \$m	27  -5% 17,458 \$m	28  -7% 16,884 \$m	29  +3% 16,849 \$m	30  -18% 16,826 \$m
31  +1% 16,617 \$m	32  +15% 16,372 \$m	33  +2% 15,627 \$m	34  +14% 14,214 \$m	35  +3% 13,995 \$m	36  +3% 13,535 \$m	37  +3% 13,053 \$m	38  -2% 13,017 \$m	39  +30% 12,942 \$m	40  +6% 12,213 \$m
41  +6% 12,201 \$m	42  +1% 12,187 \$m	43  +5% 12,104 \$m	44  +8% 11,769 \$m	45  +9% 11,577 \$m	46  +6% 11,208 \$m	47  0% 11,118 \$m	48  +4% 11,102 \$m	49  +8% 10,821 \$m	50  +17% 10,772 \$m

Source: Interbrand, Best Global Brands 2018





Good practices



- Know what you have (identify) and need to buy
- Take care of it (protect and maintain)
- Make every effort to make the best use of it (exploit)
- Take steps to prevent others from stealing your property (enforce)
- Manage risk of third party rights

The background of the slide is a solid red color with a pattern of interlocking gears of various sizes and orientations. The gears are rendered in a slightly darker shade of red, creating a subtle, mechanical texture. The text is centered horizontally and vertically on the slide.

Does IP matter?



**.. more than 90 %
of a start-up value**



GREECE

Patra

Athens

Thessaloniki
Aegean Sea

Tirana
ALB.

Skopje
MACE.

Sofia
BULGARIA

Eskisehir
Izmir

Ionian Sea



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WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION