



# ***Experiences in developing a national innovation support network and its integration into the regional European network***

**Regional Conference on Technology and Innovation Support Centers (TISCs) in the Asian Region**

Singapore, 2 Dec. 2015

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German Patent and Trade Mark Office



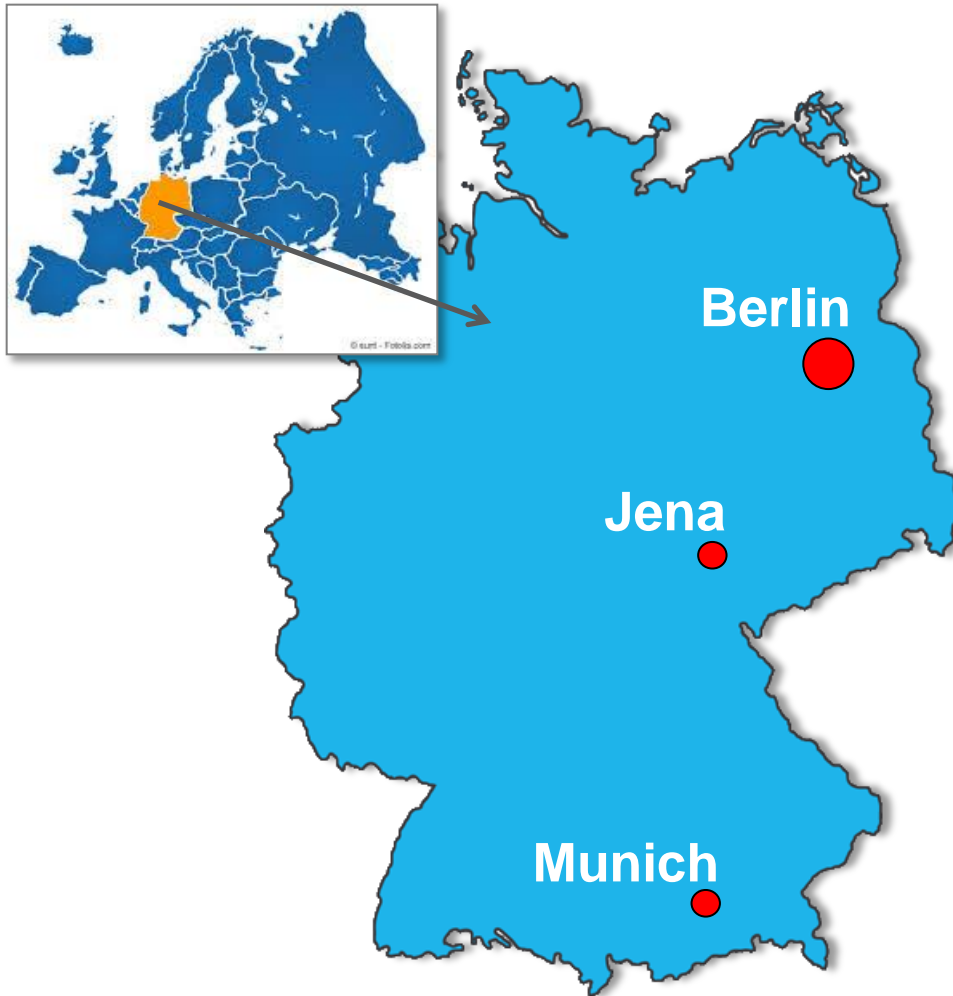
## DPMA – basic facts

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- Legal form:** Higher federal authority within the portfolio of the Federal Ministry of Justice and Consumer Protection
- Founded:** 1877 as Imperial Patent Office in Berlin
- Duties:** Granting and administering industrial property rights, providing information to the public about industrial property rights, government supervision of collecting societies
- Employees:** 2,511 (Oct. 2015)
- DPMA patent applications:** 65,958 (inc. PCT), Status: Feb. 2015
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## DPMA - locations





# DPMA – basic facts

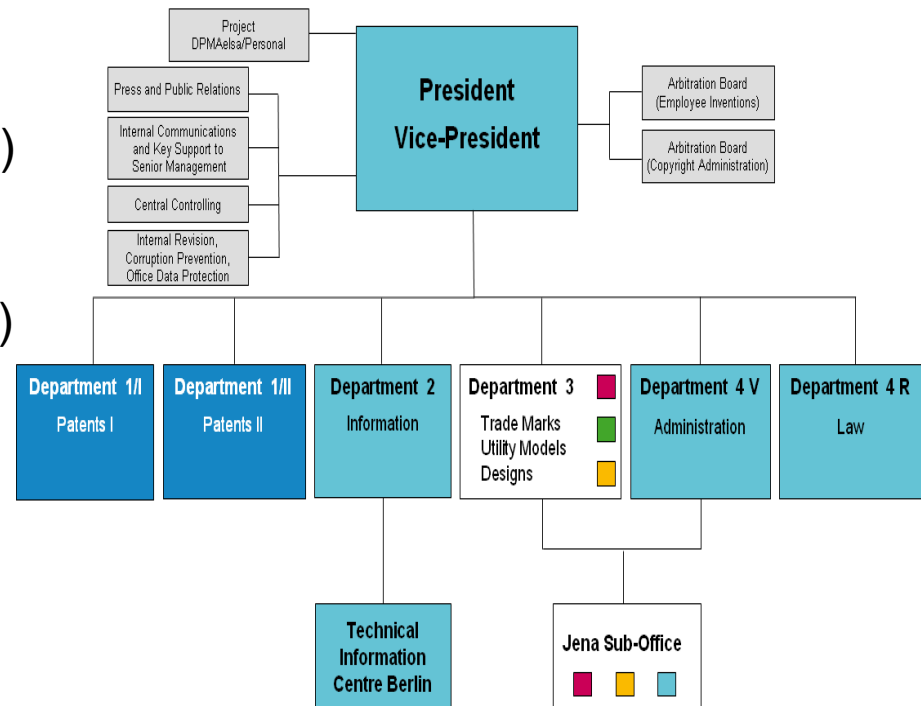
## Technical Information Centre Berlin

Coordination of cooperation  
with more than 20 regional  
patent information centres (PIC)  
and other IP intermediaries

Training activities (PIC & public)

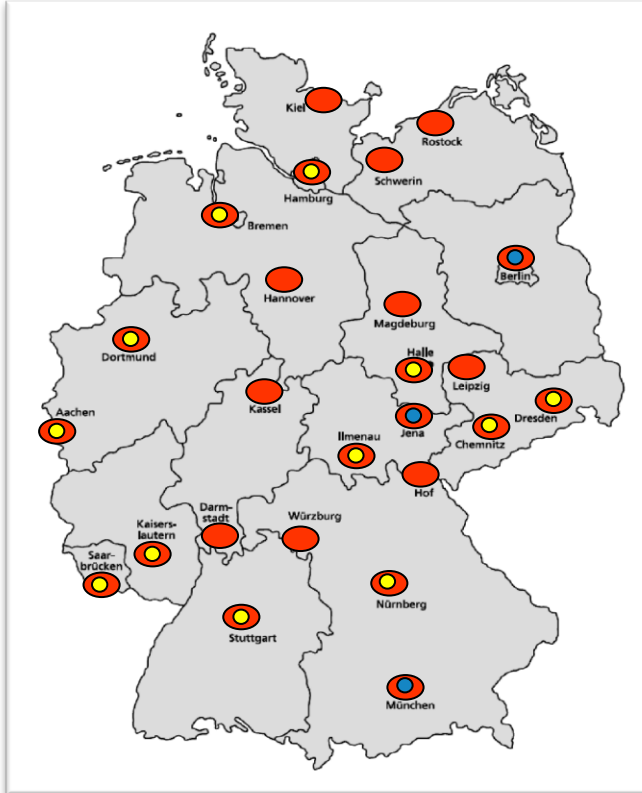
Information for the public  
search room / enquiry unit

Provision of patent documents





## PIC – regional distribution



● PIC

● DPMA  
as PIC

● PIC & point of filing

### 23 Patent Information Centers

**Regional contacts** for questions concerning IP rights especially for SMEs, universities, and R&D institutes

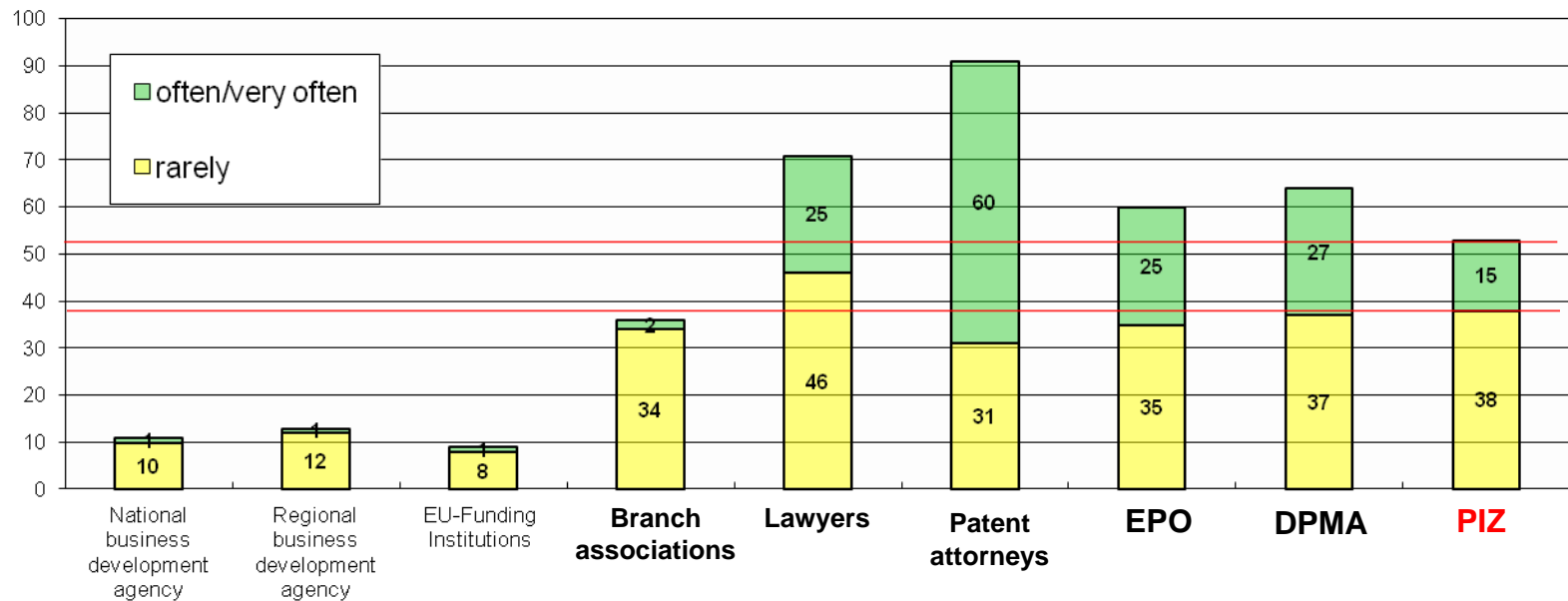
Accredited **cooperation partners** of DPMA (on the basis of a cooperation agreement between DPMA and PIC)

Members of the **PATLIB Network (EPO)**

12 PIC may act as **points of filing** for applications for patents, utility models, designs and trade marks



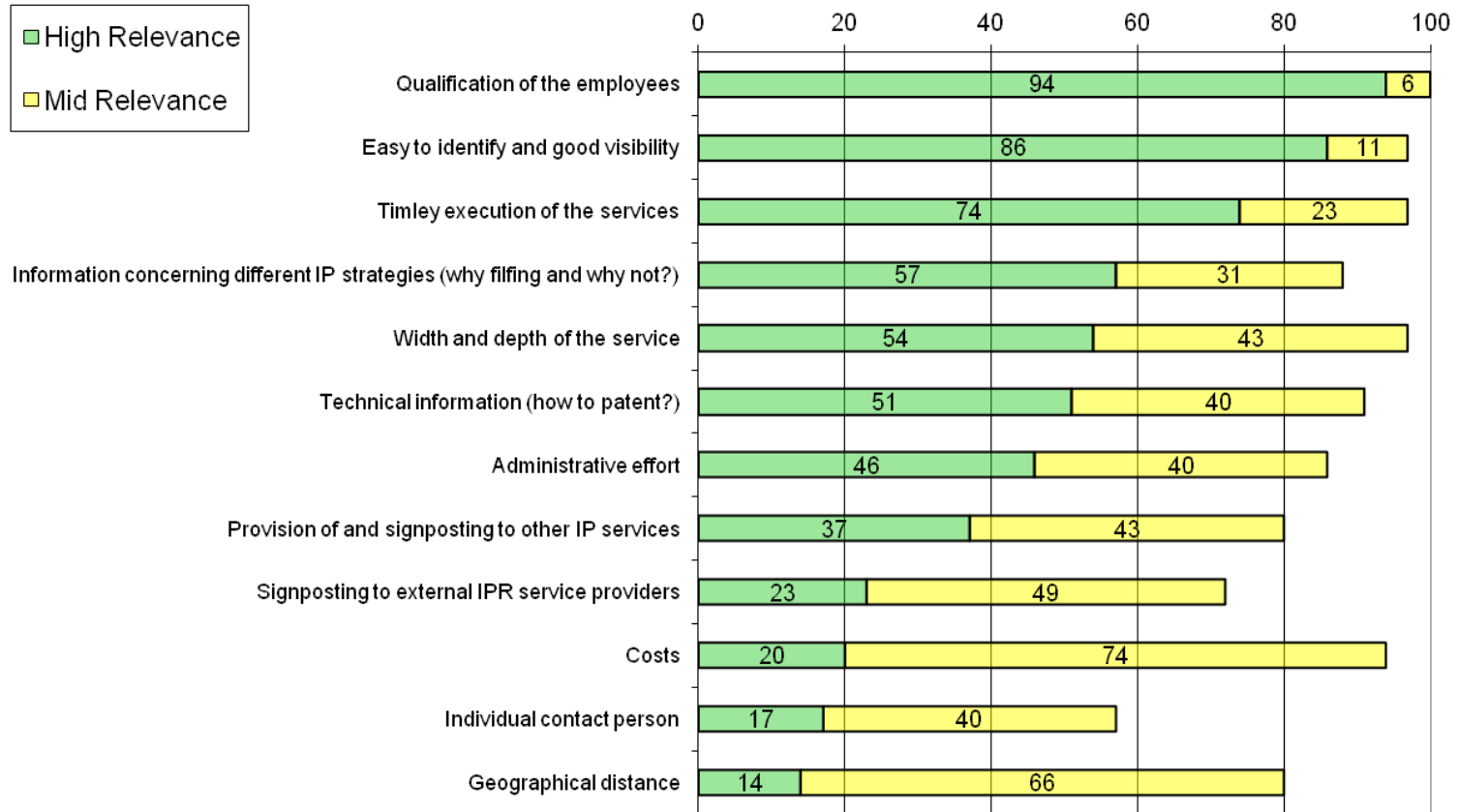
# Frequency of utilization of IPR services by SMEs\*



\* According to: BMWI final report „Die volkswirtschaftliche Bedeutung geistigen Eigentums und dessen Schutzes mit Fokus auf den Mittelstand, Berlin 2009



# Relevance of key performance indicators of IPR services for customers\*



\* According to: BMWI final report „Die volkswirtschaftliche Bedeutung geistigen Eigentums und dessen Schutzes mit Fokus auf den Mittelstand, Berlin 2009



# IPeuropAware to IPorta



## EUROPEAN IPR HELPDESK

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### European IPR Helpdesk

**NEW:** [Call for tender to renew the service contract relating to the European IPR Helpdesk](#) - **DEADLINE 10 September 2013**

The management of Intellectual Property (IP) and Intellectual Property Rights (IPR) is the ticket to innovation and competitiveness in Europe. The European IPR Helpdesk offers free of charge, first-line support on IP and IPR matters to beneficiaries of EU funded research projects and EU SMEs involved in transnational partnership agreements, especially within the Enterprise Europe Network (EEN).

A Helpline service provides professional advice on specific IP or IPR query. Training events on different aspects of IP management and IPR based on a practical and comprehensive training approach as well as regular publications such as an eMail Newsletter and the Bulletin to keep you updated on the latest developments in the field of IP and IPR.

Want to know more? [www.iprhelpdesk.eu](http://www.iprhelpdesk.eu)

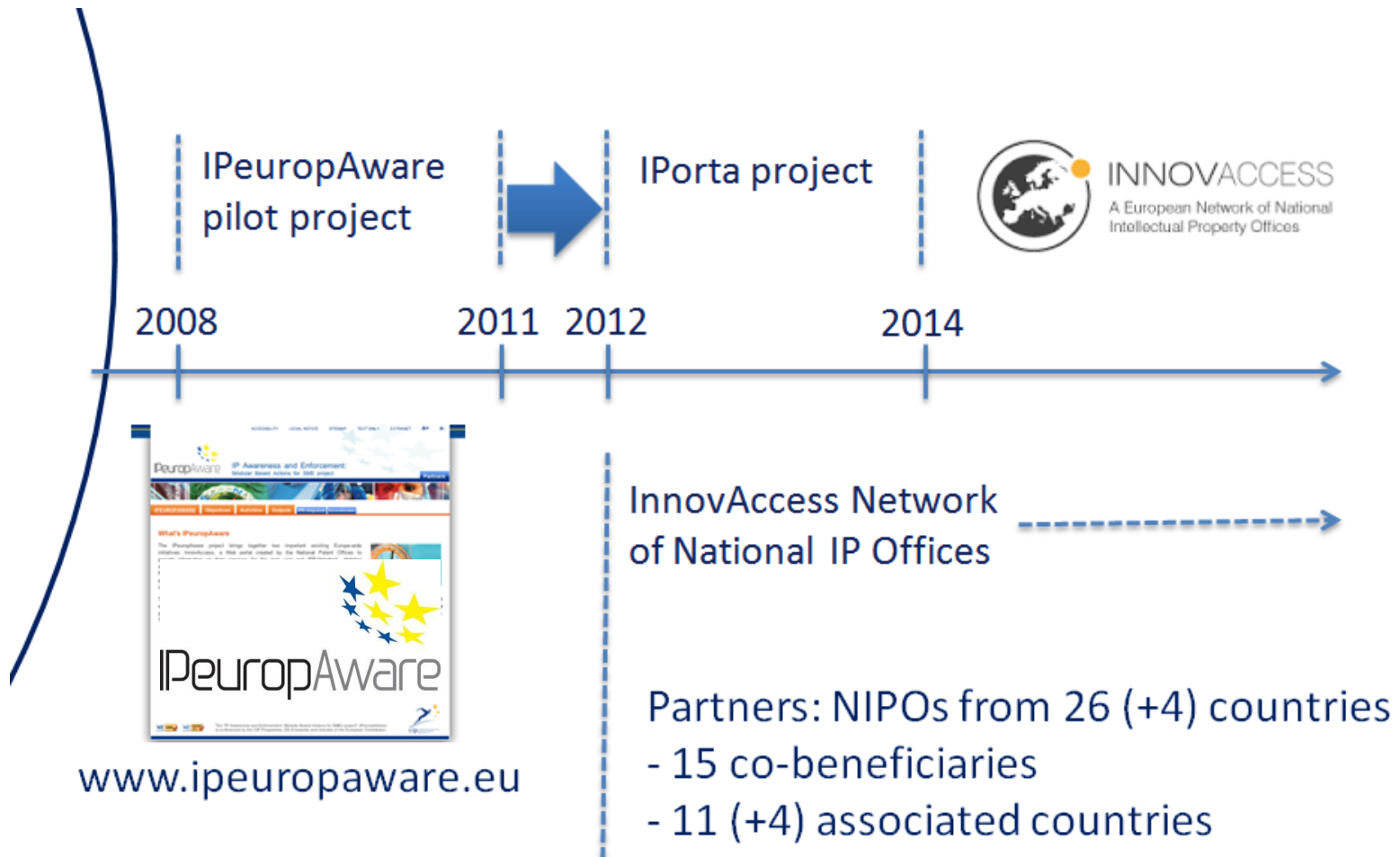
### EU Accessible Intellectual Property (IPorta)

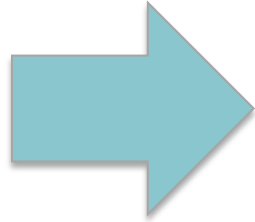
This project seeks to strengthen the cooperation between national intellectual property offices (NiPOS) from the Member States and associate countries. Building synergies among NiPOS, with business support organisations and with other IP stakeholders such as the European and China IPR Helpdesk and the Enterprise Europe Network should help SMEs to better integrate IP in their business strategies and better exploit them.





# IPeuropAware to IPorta





## IPeuropAware & IPorta main objectives

- EU-wide capacity building at IP service providers, networking and exchange of good practice
  - Creation and improvement of new tools and b.o. IP-services for SME
  - Creation of visibility of NIPOs and external networking with local business intermediaries / Patent Information Centres
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# Outline

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How has the project influenced the networking and strategic co-operation between PIC and other service-related IP stakeholders in Germany?

How did PIC benefit from good practices across Europe?

How did PIC develop new IP services and implement them according to the needs of German SMEs by using the project toolbox?

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## Capacity building



- Needs assessment and service implementation plans
- Mapping of local IP support providers and active networking on local level
- Train the trainer workshop on enforcement of IP\* (PIC addressed)
- National networking workshop for PIC

\* In cooperation with the Observatory on counterfeiting and piracy of OHIM



# Capacity building

IP4Inno\*  
trainings



Translation,  
licensing

Training of SMEs  
through  
intermediaries  
(Patent Information  
Centres) in  
coordination and  
with assistance of  
DPMA.

Training of the  
trainers through  
Patent Information  
Centres / DPMA.



\* A collection of over twenty training modules with almost 350 files in 14 different languages, available at IPR Helpdesk.



## Capacity building

IPR sectoral  
Guides\*

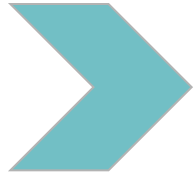


Awareness  
raising seminars


Dissemination of  
the IPR sectoral  
guides (textile,  
leather, furniture,  
footwear) to the  
SME target groups  
in major trade fairs  
and in cooperation  
with trade fair  
organisations such  
as „Messe  
Frankfurt“ and EEN.



\* Available at <http://www.innovaccess.eu/ipr-sectoral-guides-0>



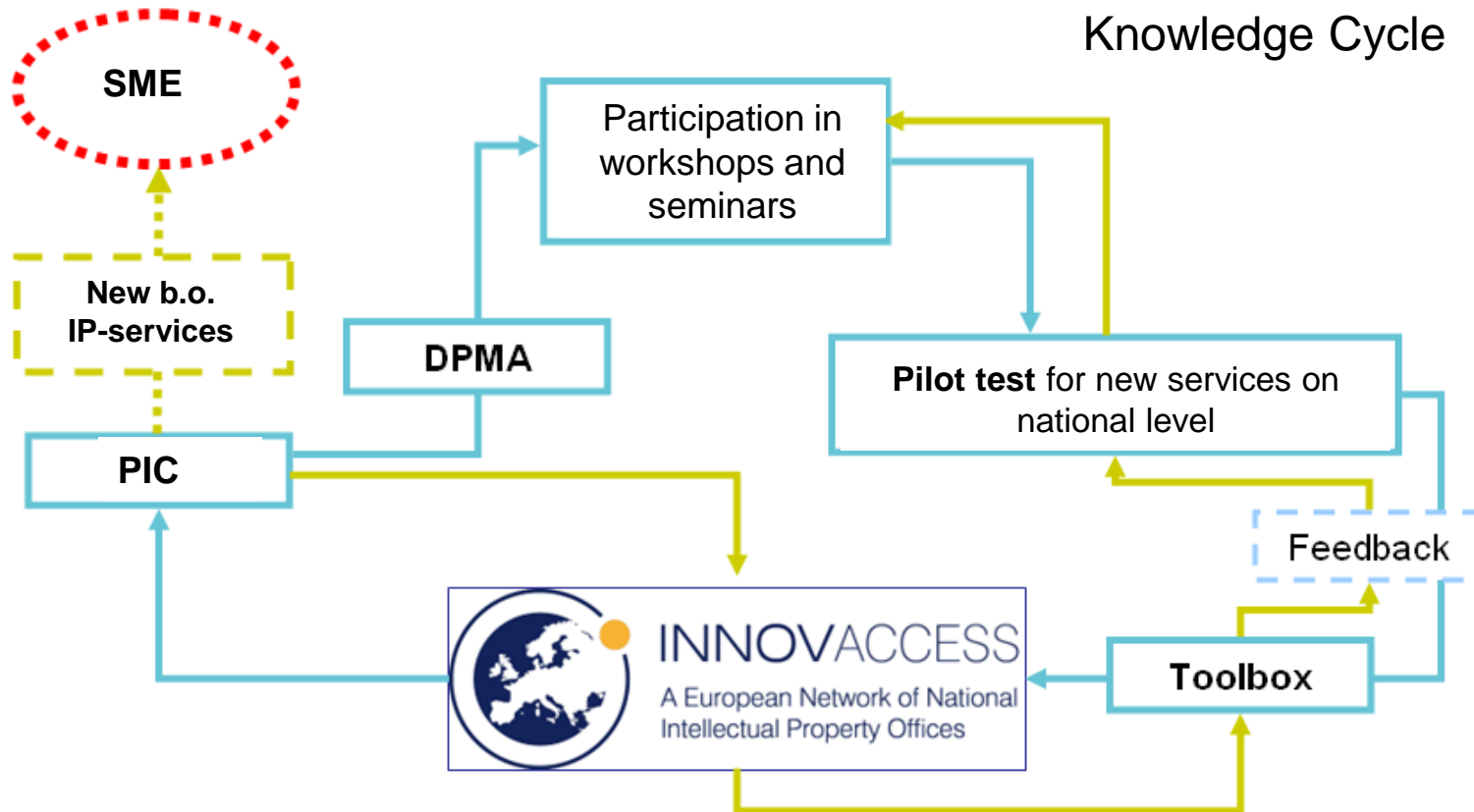
## Creation of new tools

- Adaptation of tools to national contexts: cost / benefit guide, IP marketplace, IP4Inno, etc.
- Creation of new tools (workshop on enforcement of IP\*  enforcement FAQ, etc.)
- Implementation of new / improved tools in PIC

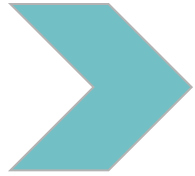
\* In cooperation with the Observatory on counterfeiting and piracy of OHIM



# PIC testlab







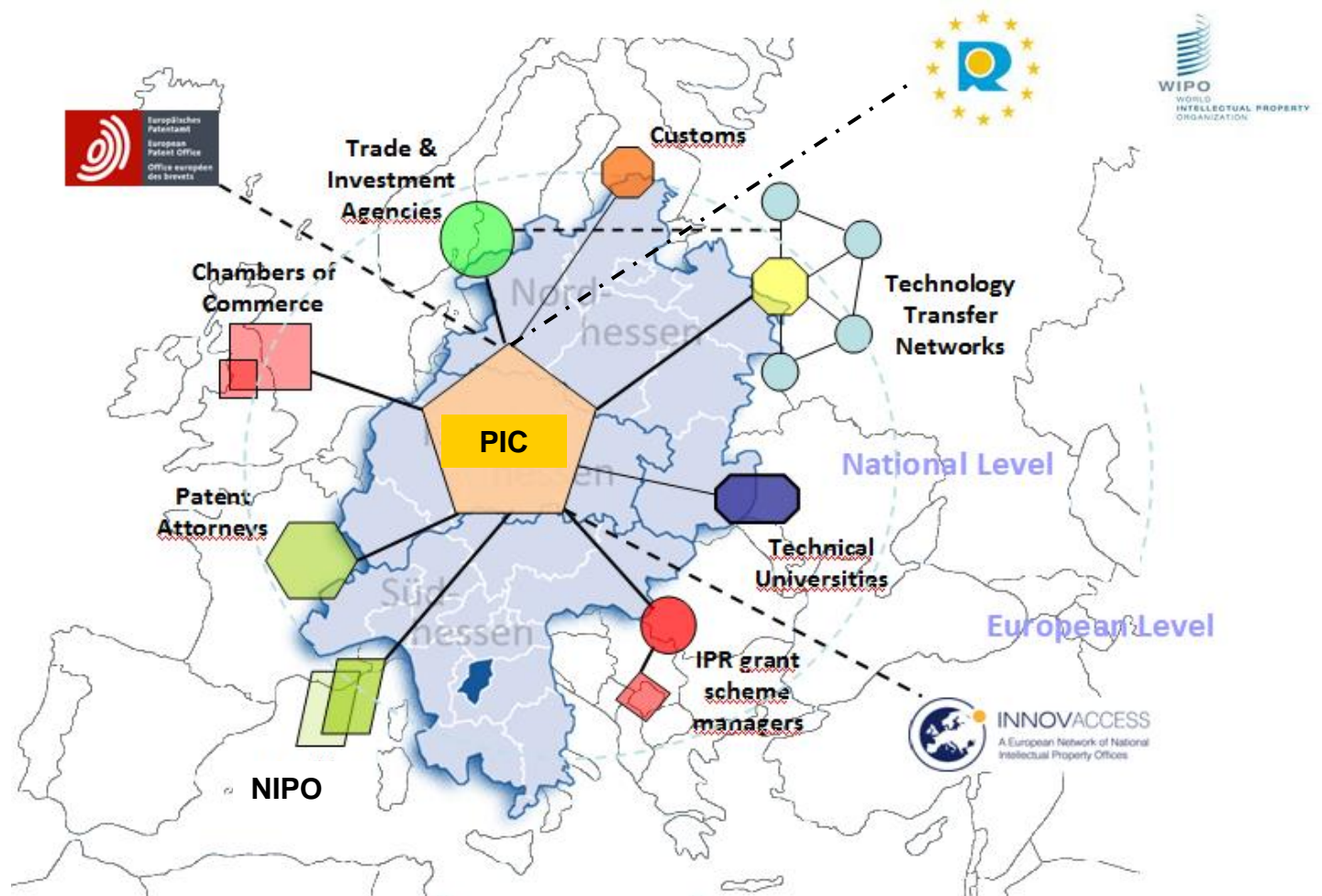
## Creation of visibility and external networking

- Signposting directory (incl. PIC) & roadmap
- INNOVACCESS website, promotional material & campaign for new services (with PIC services on board)
- Business oriented IP communication strategy, to “sell the message” to SMEs (to be used from PIC)



# PIC networking

## Vision





## 1. Identification of national / regional IP service providers

### Example:

#### DPMA contacts to national IP service providers

- Patent Information Centres (PIC)
  - SIGNO Initiative Partner
  - Enterprise Europe Network (EEN)
  - Chambers of Industry & Commerce
  - Project Management of IP related projects (PTJ Jülich)
  - Technologieallianz
  - Patent attorney bar
  - Patent licensing and monetization companies
  - Innovation agencies
  - Start-up initiatives
  - Clubs and professional industry associations
  - Trade fairs
  - Governmental institutions
  - Regional Administration
  - Universities and schools
  - User groups
  - ..
-



## 2. Identification of existing IPR services of the identified service providers

### A. Status Quo Analysis

### B. Target-group oriented check of own services

Which services are offered from what kind of provider in which form, where, to what extent and benefit, at what cost in what intervals to whom?

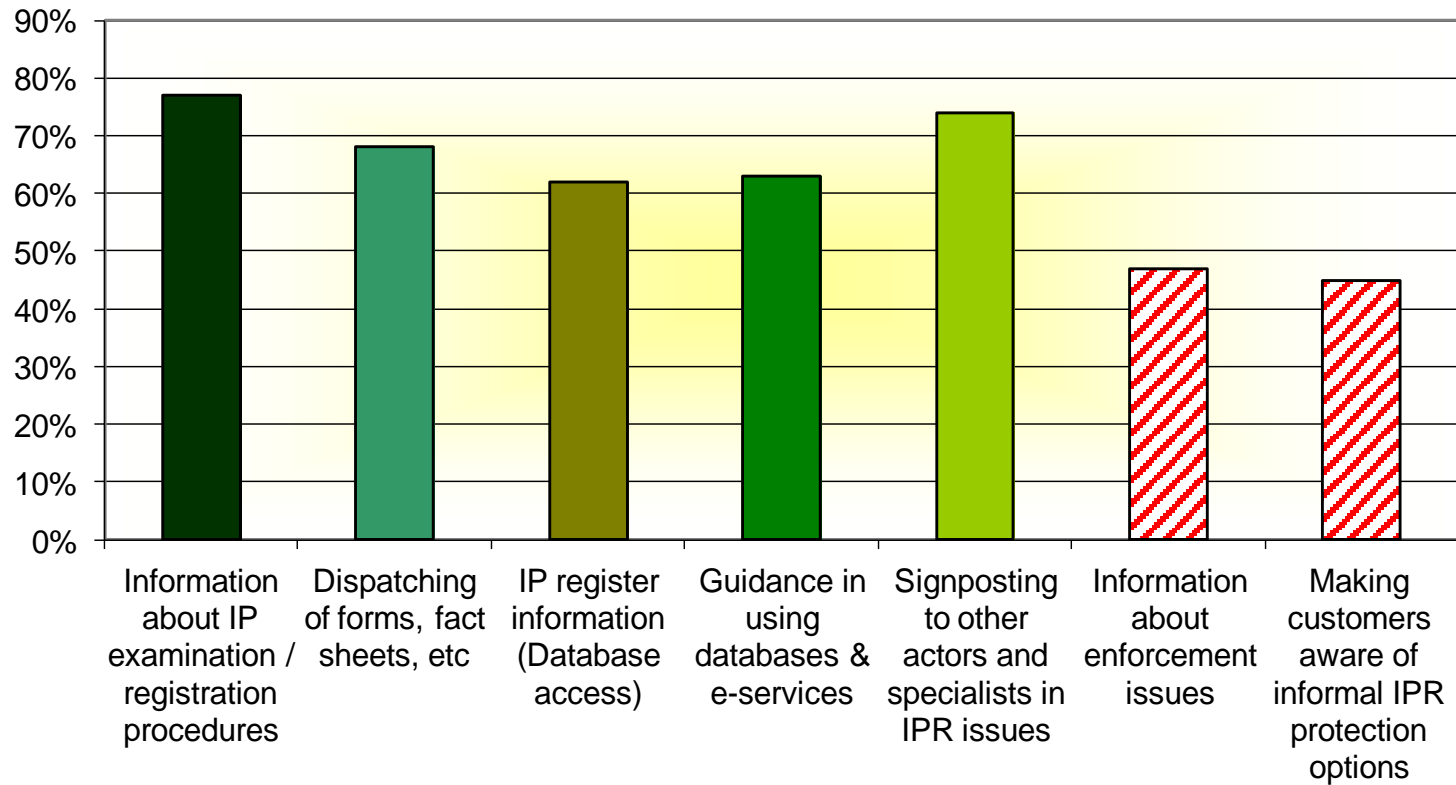
**What can YOUR PIC offer** to what kind of target group under what terms? (For SMEs, intermediaries, service provider, NIPOs, R&D, attorneys, helpdesks, customs, etc. ?)

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# Benchmarking

„Common Set“ Coverage





**IP GENERAL INFORMATION**

- What is intellectual property?
- Get the right IP for your business
  - Business creation
  - Business development
  - Merger and acquisition
  - Infringement/litigation
- Positive impacts for your business
- Manage your IP rights
- IP valuation
- Cost information
- Additional information

**NATIONAL PROCEDURES**

Choose a country ▼

### What is IP ?

Basic information on Intellectual...

[READ MORE](#)

### Get the right IP

There is a place for IP in each step of...

[READ MORE](#)

### Manage your IP

Good management of IP leads to earn...

[READ MORE](#)

#### Recently added tools



Informazioni sul sistema di PI in...

PDF - 720.99 KB



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E-mail: [info@dpma.de](mailto:info@dpma.de)

Website: [www.dpma.de](http://www.dpma.de)



Training Education



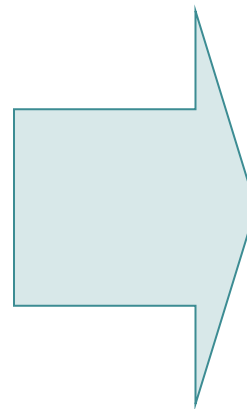
Patent libraries / Patent information



## Through EU-IP Projects

### PIC could:

1. Enhance Networking and cooperation with intermediaries and NPOs
2. Exchange good practices on EU level
3. Benefit from methodological guidance
4. Implement new services



**Raise transparency, quality and scope** of services at PIC and therewith better meet **SME demands** in the field of IP





# Thank you for your attention !

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