

Making IP Work for SMEs – The Way Forward

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IP and SMEs:

Taking your ideas to market

 #worldipday
wipo.int/ipday

April 26, 2021



JONATHAN CALWA

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

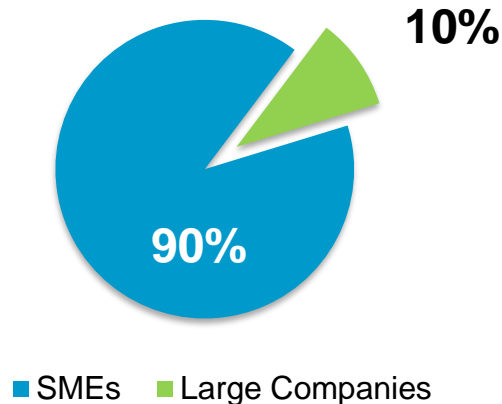
The Lighthouse in the Shadow of COVID-19



Small and Medium-Sized Enterprises

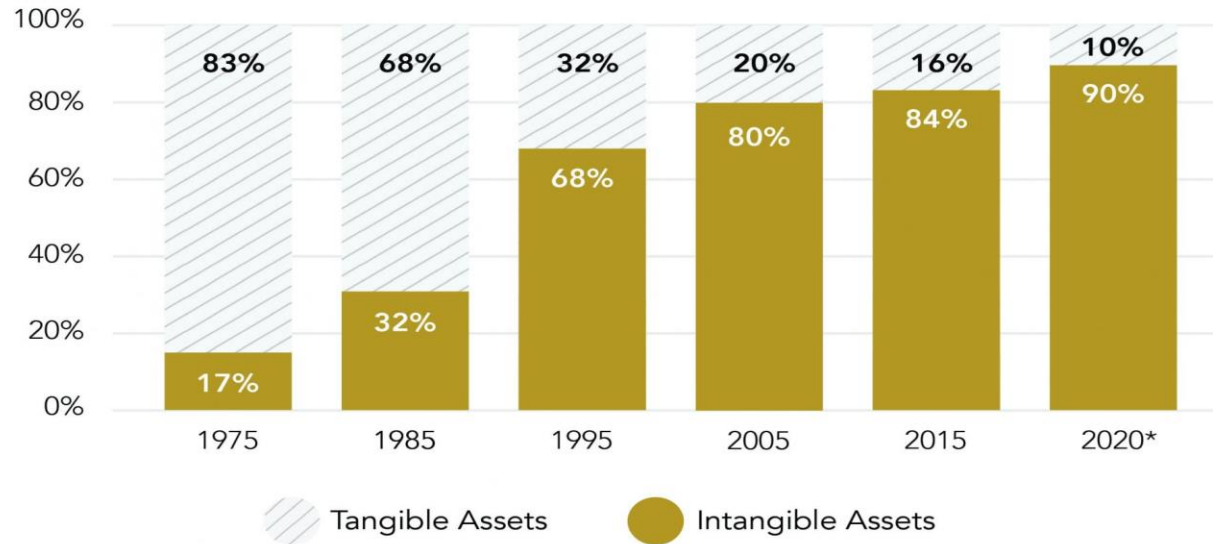
- SMEs play a key role in national economies around the world, generating employment, adding value and contributing to innovation.
- SMEs are central to the efforts to achieve a more sustainable and inclusive growth.

SMEs vs Large Companies



Intangible Oriented Economy

COMPONENTS *of* S&P 500 MARKET VALUE



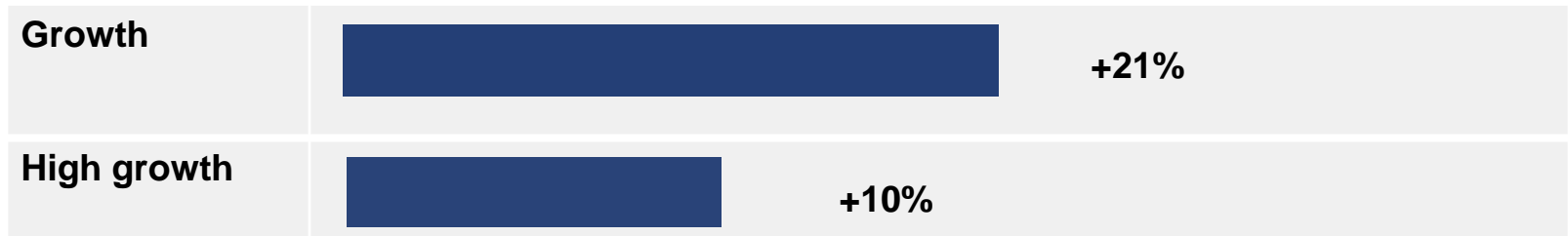
SOURCE: OCEAN TOMO, LLC INTANGIBLE ASSET MARKET VALUE STUDY, 2020
*INTERIM STUDY UPDATE AS OF 7/1/2020

SMEs and Intellectual Property (IP)

IP as an economic tool and not just a legal right



Increase in odds of growth with prior IPR use:



SMEs as Owners of IP

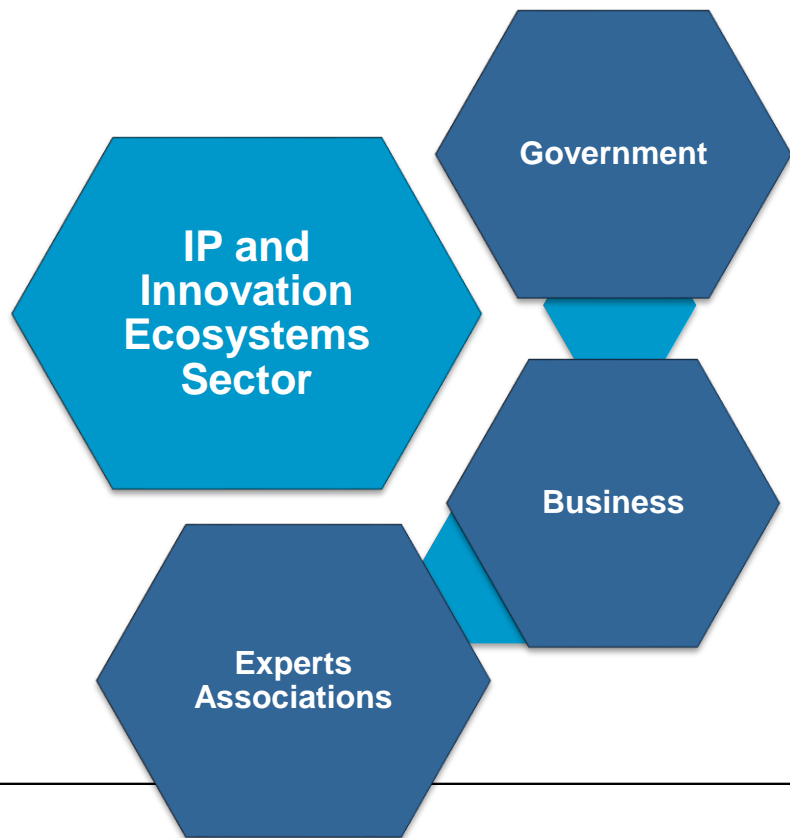
<u>Key Advantages of the IP System</u>	<u>Key Challenges (Barriers)</u>
Obtaining a competitive edge	Lack of IP awareness
Enhance the value or worth of a company	Insufficient information on the relevance of IP in day-to-day business
Operating beyond domestic markets	Costs associated with obtaining and enforcing IP rights
IP as a source of financing	Perceptions that the IP system is too complex and time-consuming



SMEs as potential users of third-party IP

<u>Aspects of SMEs as Users</u>	<u>Key Challenges</u>
Managing risks related to third-party IP assets	<u>Lack of knowledge of the IP system</u>
<u>Key Advantages of the IP System</u>	Lack of information on and access to appropriate innovation and knowledge partners
Utilizing third parties' R&D outputs - Joint R&D with universities or research institutes	Potential obstacles related to the integration of innovation
Generating alliances – Partner with other SMEs - gaining a greater buying power	Lack of specific provisions for participation in government contracts

Making IP work for SMEs



- Help governments, enterprises, innovators and creators use IP as a tool for growth and development
- Implement programs and initiatives which enable SMEs to make better use of the IP system
- Support SMEs in bringing innovative ideas into the market
- Establish a cooperation among innovation stakeholders

IP for Business Division

Programs & Tools for SMEs

Inventor Assistance Program (IAP)

- ✓ benefitted more than 100 inventors in three continents

DA Project on Women Inventors

- ✓ Increasing the Role of Women in Innovation and Entrepreneurship, and Encouraging Women in Developing Countries to Use the IP System

WIPO IP for Business Publications

- ✓ available in 6 languages & translated & adapted to the languages and national contexts of some 50 countries

WIPO IP Diagnostics Tool

- ✓ web-based self-assessment tool that allows businesses to identify their IP assets

Inventor Assistance Program (IAP)

- Benefitted more than 100 inventors in three continents
- Participating countries – Colombia, Ecuador, Morocco, South Africa, Peru, the Philippines

Pro bono attorneys
– Work with the IAP

Inventors – Benefit
from IAP help

Online **self check**
course for inventors

WIPO IP Diagnostics Tool

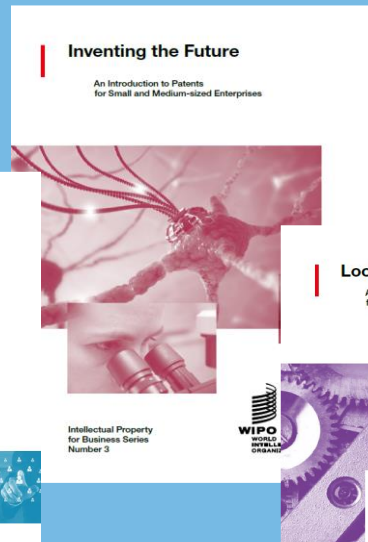
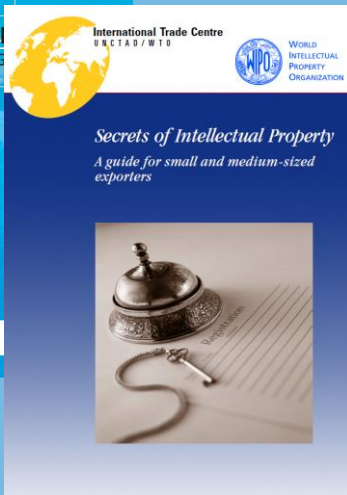
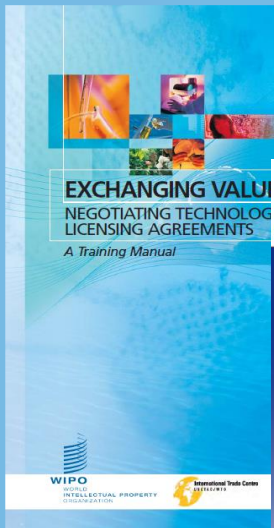
I. DIAGNOSTIC TOOL

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

II. DIAGNOSTIC GUIDE

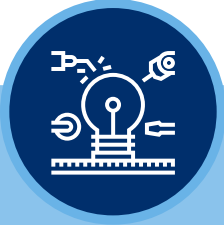
- ❖ A manual that would help Support Institutions conduct a face to face evaluation with SMEs
- ❖ Identify IP assets vested in the company and advice on the appropriate way to manage IP assets.

WIPO IP for Business Publications

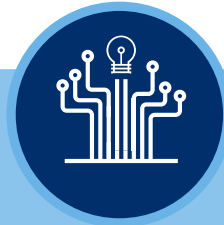


Key Strategies for the IP for Business Division

empowering enterprises to maximize their potential through intellectual property



create products and services that resonate with a business audience, are high-impact and embed IP into an enterprise's DNA



build **networks** by identifying those on the ground supporting businesses and upskill them to help their beneficiaries grow through IP

*e.g. innovation agencies,
entrepreneur centers,
accelerators, incubators*



craft **evidence-based** solutions that are adaptable and implementable by our beneficiaries



create



network



evidence

empowering enterprises to maximize their potential through intellectual property

New Initiatives



One stop shop for Business

Upgrade our online gateway and build a suite of tools in the language of business.

e.g. IP Diagnostics, Mentor Apps, Assess & Act



IP as an asset for raising capital

Identify and promote conditions, means, and markets where intangible assets can be valued, collateralized and monetized



Real-world materials for IP commercialization

Develop portfolio of materials that reflect “real life” products, services, and experiences with IP

e.g. product based approach, infographics, Cutting Edge Innovation in Practice, IP masterclass



Business-oriented IP Offices

targeted technical assistance for national IP offices to transform from registries to enablers of innovation ecosystems



SME Pulse

Annual survey of global SMEs to uncover trends in approaches to innovation and the creation and use of IP.



IP ecosystems landscape and support

Map effective networks and via the networks work with end users to support IP commercialization



Global Assignment Repository

provides a single repository of assignment of IP rights to facilitate related transactions



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