

WIPO-ICC Intellectual Property Training Workshop for Chambers of Commerce and Other Business Support Organizations

15-16 September 2008, Geneva

Practical exercises - 15 September

Case 1

The situation

You have invented a new type of bicycle and want to commercialize this but have no money to do so. You have patented the new elements of your bicycle in your home country, and in the EU and the US. You are not sure if you want to license the technology or try to commercialize the bicycle yourself. You are thinking of having the bicycle manufactured in China but are afraid that it may be copied there. You are interested especially in the European and US markets. You have not yet decided on a name for your bicycle.

Your task

Prepare an audit of the types of IP assets you might have and develop a strategy using these assets to achieve your commercial objectives. Think of the following:

- What kind of IP assets do you have?
- What do you need to commercialize your bicycle and how can your IP assets help you ?
- What kind of IP protection and exploitation strategy should you put into place to achieve your objectives?
- How else can you use the IP system to your advantage?

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Case 2

The situation

Your company, Advertissimo, is a well-established advertising company which uses photos, texts, and images produced by itself and by others in its work. It has a staff of about 100 people, and has a well-developed client database. The company has also developed a new type of Internet advertising model and is worried that its competitors might make use of this model. It has never paid any attention to IP issues before.

Your task

You have been asked to develop an IP strategy for the company to allow it to develop and commercially exploit its IP assets, including its new advertising model, and to ensure that it does not infringe third party rights.

Some issues you could consider are:

- What IP assets does the company have?
- What strategies can you put into place to commercially exploit its new model and to reduce the risk of the company's competitors using it? How can you find out if your new model is really "new"?
- What type of IP issues does the company have to think of, both with respect to its own IP and with respect to others' IP?

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Case 3

The situation

Your national chamber of commerce has members which are both regional and city chambers, and individual companies and belongs to an international chamber network. Its members would like to use its logo and the chamber itself would like to use the logo of the international chamber network. The chamber has many activities including the following: communications, publishing, conferences, trade promotion, trade fairs, business matchmaking. It is particularly successful in its import-export services and runs an electronic marketplace, conducts training and produces many publications on this topic. It also runs a certification scheme for products from the country.

Your task

The Chamber's new president is very keen to raise the chamber's profile nationally and internationally and to bring in revenues. You have been asked to see how the chamber's IP assets can be used to achieve these objectives. Some issues you could consider are:

- What kind of IP assets does your chamber have?
- What strategies should it put into place to protect its assets vis-à-vis its members and third parties?
- What strategies can it put in place to exploit its assets?
- What other IP issues should it consider e.g. IP rights of third parties?