

WIPO/IP/BKK/02/6

ORIGINAL:English

DATE:February2002



WORLDINTELLECTUAL
PROPERTYORGANIZATION



DEPARTMENTOFINTELLECTUAL
PROPERTY
MINISTRYOFCOMMERCE
GOVERNMENTOFTHAILAND



JAPANPATEMTOFFICE

**WIPOASIANREGIONAL WORKSHOPONTHEUSEO F
INFORMATIONTECHNOLOGYANDMANAGEMENTOF INDUSTRIAL
PROPERTYRIGHTSBYS MALLANDMEDIUM -SIZED
ENTERPRISES(SME s)**

organizedby
theWorldIntellectualPropertyOrganization(WIPO)
incooperationwith
theDepartmentofIntellectualPrope rtyofThailand(DIP)
MinistryofCommerce
GovernmentofThailand
andwiththeassistanceof
theJapanPatentOffice(JPO)

Bangkok,February25to27,2002

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INDUSTRIALPROPERTY SYSTEMBYSME

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Using IT to enhance the use of Industrial Property System by SMEs IP Australia

Background

SMEs and individual innovators produce much of Australia's IP. However, current market research suggests that most of this target market do not understand the commercial benefits of IP and how to go about identifying, protecting and valuing IP and do not have access to advice about how to protect and commercially exploit their IP. IP Australia help to bridge this gap by providing IP resources and information to this important sector of the Australian business community through a range of information technologies.

It is important to Australia that SMEs deal with IP effectively as the Government policy direction recognizes that improved performance in the SME sector will lead to sustained economic growth. A key component of realizing growth is understanding and utilizing IP effectively.

Past Projects

IP Australia has implemented a number of IT related resources to help increase SME usage of the IP system. These have included:

- Get Smart With IP CDROM;
- IP Identifier CDROM;
- IP Navigator CDROM;
- IP Australia's website; and
- IP Australia's newest IT initiative targeted at SMEs - Online Services.

Each of these resources have relied on existing and cutting edge technology to educate and demonstrate to SMEs the value of understanding and using the IP system.

Get Smart With IP

Market research indicated that significant numbers of SMEs owned a PC with a CD ROM drive. Until this point, all IP Australia promotional material had been dispatched in hard copy in the form of brochures or information sheets. Get Smart With IP represented the first multimedia format for the organization.

The objective of the product was to educate SMEs regarding the importance of IP for a successful business through the use of case studies that featured successful SMEs utilizing IP effectively.

The decision to produce a CD ROM rather than another brochure was made based on a number of factors for users:

- CD ROM enabled users to interact with the product by choosing the case studies they were interested in;
- the search facility enables users to find exactly what they were interested in immediately;

- themultimediaelementenabledcasestudiesfeatureactualexperts speakingaboutkeyIPissues;
- anonlinelinkenableduserstogostraighttotheIPAustraliawebsiteatthe clickofabutton;
- a‘notebook’enable duserstoselectkeyelementsoftexttheywereinterested infortheirownrecords(thisdatacouldthenbeprinted);

ForIPAustralia,theCDROMofferedarangeofbenefits:

- cheapertomassproducethanexpensivecolorbrochures;
- easiertomakeeditsandchangesshouldthelegislationchange;
- positionedIPAustraliaasaninnovativeandcuttingedgeorganization;and
- cheaperandeasiertodistributethanbulkyA4brochures.

Outcome=To date Get Smart With IP is one of the most widely distributed government CD ROMs. User evaluation has revealed that SMEs appreciated the case study based approach and the multimedia format. It has become a reference for a number of SMEs throughout Australia.

IP Identifier

To further enhance the use of the eIP system by SMEs, IPAustralia developed a series of CDROM products, each with a different piece of IT as an integral part of the deliverable. In the case of IP Identifier, the CDROM contained software that enabled a user to identify any IP they may own from patent to plant breeder's rights. Using a simple form script, users completed various questions and were then provided the option of saving the information or printing it as a report.

IP Navigator

IP Identifier was followed by another CDROM based piece of IT which was IP Navigator. The IP Navigator was designed to both increase awareness and understanding of the process of applying for an IP right. An extensive case study is provided that documents a small business protecting an innovation through a patent, its trademark and also obtaining a registered design. The Navigator also had the objective of educating users of the terms used when discussing IP so that they could save themselves time and money when they were seeking professional advice - as a result the product included an IP glossary.

The navigational structure on IP Navigator enables users to follow different paths to find the same piece of information. Each area of IP was highlighted with users being able to access the process of applying for the right, strategies in dealing with the IP right and case studies.

IPAustralia's Website

A major part of IPAustralia's core business lies in the exchange of information with customers of its intellectual property services, with a significant cluster of customers being SMEs. This information exchange has traditionally been conducted through a variety of paper-based forms and other document types. IPAustralia is now progressively adopting electronic information exchange and transactional channels, along with associated internal

workflow and processing mechanisms, in order both to provide improved customer service to SMEs and to benefit from administrative cost efficiencies.

Due to the physical size of Australia, the internet plays a key role in making available resources to the whole of the SME community. As a result a key objective was developed to ensure that the IP process most commonly used by SMEs was available via the web in a simple and easy to use interface. The process referred to is trademarking and the IT tool built was something that permitted users to search the trademark database for existing marks and to submit a trademark application online.

From a business perspective of IP Australia, this development was also important for a number of reasons:

- if IP Australia could make searching the trademark database as simple a task for SMEs, it would reduce the number of rejected applications. This would have significant cost savings in terms of resources spending time on rejected applications; and;

- IP Australia made the strategic decision to try and reduce the number of applications rejected because of administrative problems, so the help system provided with our search service was an important factor.

Through IP Australia's website, SME's can firstly conduct a search for a registered trademark.

ATMOSS - Australian Trade Mark Online Search System - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address http://pericles.ipaustralia.gov.au/atmoss/Falcon_Users_Cookies.Run_Create Go Links >>

[Disclaimer](#) [Classifications](#) [Image Terms](#) [Apply Online](#) [Help](#) **IP Australia**

WARNING: Please note that the results of any search you conduct are not binding and that any subsequent application made will still be subject to a search by a trade mark examiner.

Fill in one or more of the fields below

Word/Image: 1 Exact word And 1 Exact word

If searching for an image, you need to use the appropriate [Image Terms](#)

Class/es: Associated For example: 1,3,5-10

Find the correct [class/es](#) for your goods or services

Trade mark no. range: Greater Than to

Trade Mark Status: Pending and Registered [Search Tips](#)

You can also search by trade mark number:

Trade Mark Number:

ANONYMOUS Connected

Internet

Start Re... C:\... Mic... A... IP... 5:11 PM

Users can also apply for a trademark online:

The ability to apply for a trademark online has been a significant development for SMEs. Our research indicated that SME owners are typically short of time and are reluctant to spend money on anything that is not directly related to their business. Research indicated that IP Australia had developed a tool that saved SME time and money.

The form itself is written in javascript and contains no graphics or unnecessary high technology to enable the form to have an exceptionally fast download time and be accessible by users with older computers or internet browsers.

Online Services

Since the development of the online trademark search and applications development has continued to add other processes to our online services suite of products. It was also important to increase the intuitiveness and ease of use of the application section.

The result is the development of the new Online Services Section to be released on the IP Australia website.

In developing the new online services, two vital aspects of customer-facing information exchange and transactions systems were considered, these were:

- The usability and 'friendliness' of the user interface
- The extent to which electronic forms are used to maximize the quality and quantity of the user information being captured

IPAustraliainitiatedthenewprojecttoaddressanumberofbroadaims:

- Documentandthenfol lowbestpracticeintheuseofelectronicforms.
- Re -designtheOnlineServicesuserinterfaceintermsofbothinformation architectureandgraphicdesign.
- EstablishascalablefoundationuponwhichIPAustraliacanexpandtherange ofonline servicesavailableandextendtheuseofelectronicformsinthe future.
- Developasolutionwhichcanbereadilymaintainedin -house.

Asastartingpoint,organizationslookingtoprovidebettercustomerservicewhile reducingthecostofdoingbusiness areincreasinglyturningtoelectronicforms(e -forms) systems.Whilee -formscanbedistributedandusedinavarietyofways,themainstream adoptionoftheInternetbygovernments,organizationsandindividualshassignificantly increasedtheviabilityandcost -effectivenessoflarge -scaleuseofe -formsbybothpublicand privatesectororganizations.E -formsarealsobeingincreasinglyusedacrossorganizational Intranetsforawiderangeofinternalprocesses.

Thee -formoffersanewparadigmover thepaperform,andbothformintelligenceand formautomationallowmaximumexploitationofthisnewapproachtodatacollectionand management.Differencesinclude:

Paperforms	E-forms
<ul style="list-style-type: none"> • Staticgraphicobjects • Inflexibleandcostly • Containsonlylayout,nointelligence • Requiresdatatobere -enteredinto electronicsystems • Placesentireburdenforcorrectand completedatacollectiononuser 	<ul style="list-style-type: none"> • Containsbothlayoutandintelligence • Separateslayoutandintelligencefrom content • Templatebased:onetemplatecan supportanunlimitednumberofdata documents(records) • Componentscanberapidlyreusedto makenewforms • Capturestheactualelectronicdata requiredforback -endsystems • Devolvesresponsibilityfordataentry totheformuser • Sharestheburden ofcorrectand completedatacollection

E-formsshouldnotbethoughtofsimplyaselectronicversionsofexistingpaperforms. Effectivee -formsaretypicallysubstantiallydifferentfromtheirequivalentpaperforms because:

- Theyaredynamicandcan becustomized‘onthefly’fortheneedsoftheuser.
- Theyarecapableofinteractingwiththeuser.
- Theycanbestructuredtoprovideanumberofdifferentlevelsofinformation andassistanceatbothformlevel,screenlevelandfieldlevel,accessible througha‘drilldown’model.

- They are capable of fetching and displaying information from back -end Systems.
- They make use of pick lists, calendars and other data selection tools not readily used in paper forms.
- They can make calculations.
- They have reviewed on a horizontal backlit screen, which typically shows less than an A4 page equivalent.
- They do not accept written signatures.

These major differences mean that specific skills should be developed or sourced for the implementation of any high level e-form development project. The necessary skills and knowledge are not commonly possessed by paper form designers, desktop publishers or non specialist IT staff.

Key Benefits of an Effective E -Forms Environment

E-forms clearly offer a wider range of potential benefits to organizations, even at low implementation levels. At higher levels, however, the potential benefits significantly increase. Benefits include:

Benefit	Description
1. Data collected at source	Data is entered by the actual owner of the information, who is in the best position to ensure accuracy and completeness, and who is most motivated to keep information up to date
2. Duplicated data collection reduced/eliminated	Duplication of data records can be greatly reduced or eliminated, reducing database size and administrative double handling
3. Error rate reduced	“Intelligent” e-forms validate information entered and prompt the user immediately for corrections or further information
4. Better help/decisions support	Single or multi -tier form level and field level help/decisions support can assist the user to: <ul style="list-style-type: none"> • make informed decisions about whether to initiate the business process represented by the form • understand what is required at each stage of the form to ensure the response is appropriate, correct and complete
5. Paper usage reduced	E-forms allow organizations to dramatically reduce paper consumption, with both environmental and overhead reduction benefits
6. Costs reduced	Paper form typically involves substantial costs in: <ul style="list-style-type: none"> • Production • Printing

	<ul style="list-style-type: none"> • Distribution • Inventory • Archiving • Formwaste • Dataentry <p>E-formscanreduceoreliminatemanymofthese costs.Mostorganizationsusinge -formsstilluse paperforms,butthequantitiescanoftenbe greatlyreduced</p>
7. Efficiencyimproved	<p>E-formsmadea vailableovertheInternetenable SMEstointeractwithanorganizationattheir convenience,24hours/7daysperweek,without anyactionrequiredbeyondnormalbackend processing.</p> <p>Directdataentrybyuserscutsoutdouble handlingofdata,reducingco st,timeandpotential forerrors</p> <p>Validationgreatlyincreasestheaccuracyand relevanceofthedatabeingrecorded,making subsequentuseofthisdatafaster,moreeffective andmoreefficient</p>

ErrorReduction

A major benefit of using electronic forms is the potential for substantial reduction in the level and severity of error typically found in conventional, manually completed forms. By validating the information provided by users, prompting for mandatory information not provided by users and providing relevant and detailed “decisions support”, intelligent forms can greatly improve the quality of form data provided to an organization.

Typical form errors which can be reduced or eliminated include:

- Misunderstanding the purpose of the form
- Missing data
- Unnecessary data
- Incorrect data
- Typographical errors
- Guesswork

Conclusion

IP Australia is committed to ensuring that the Australian IP system is accessible and easy to use for SMEs. We have this attitude as we recognize that the SME market is a great source of innovation and IP creation. As I have discussed, in order to achieve high levels of IP use by SMEs, we have implemented a multi-stage approach.

Initially it is important to raise the awareness of the importance of IP to SMEs through public education and the development of resources and tools that express the benefits of using

the IP system. These benefits are best expressed through real life case studies, expressing ideas and information in simple language and providing contact details so that the IP office and organizations who can provide them with valuable advice.

During this awareness raising process it is important to consider if you have the internal systems and processes in place to provide appropriate services and information to meet SME needs. At this time you may wish to consider the value of making available certain processes online. If you feel this is too much of a quantum leap, a middle ground alternative may be making available certain application forms on the website. Making key resources and documents available through a number of different mediums will assist SME's to utilize IT to increase the use of the IP system.

Key to all of these actions and approaches is information. Without adequate information on the SME market in your country, your best efforts may be wasted. For this reason, prior to the commencement of any new initiative related to this important market, effective market research needs to be undertaken to gauge current level of understanding of IP within the SME community, best ways to communicate to the market and types of resources that would best meet SME needs. Related to this need for information is the importance of testing; any new information products or online processes need to be thoroughly tested with a sample of SMEs to ensure the language used is appropriate, the messages are relevant and the product operates in an easy to use manner. tha

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IPA Australia

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