

Country Report - Kazakhstan

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WIPO-PPO-KIPO EASTERN EUROPEAN REGIONAL FORUM
ON USING INTELLECTUAL PROPERTY (IP) PANORAMA
FOR BUILDING CAPACITY OF SMALL AND MEDIUM-SIZED
ENTERPRISES (SMES) FOR STRATEGIC INTELLECTUAL PROPERTY
MANAGEMENT

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The development of the patent system and market relations in Kazakhstan led to appearance in business amount a new type of articles of commerce – objects of intellectual property. The increase of activity of inventors and document file of protection documents have a good influence on the innovation activity of the country. The orientation to the final result – produce and profitable marketing of competitiveness product is typical for the market economy. The competitiveness is more determined by effective management of intellectual resources involving implemented processes and use of inventions and new technologies in production and promotion of products in the market. Accordingly, having rights on objects of intellectual property is the base of the dominant fight for the markets, especially under conditions of globalization and virtualization of modern world.

Intangible assets of enterprises, exactly applicants are an important economical side of rights on objects of industrial property. Intangible assets can be included as investments in statutory capital of enterprises that gives the possibility for enterprises to increase the regional denomination, to obtain possibility to convert their own assets to resources. It's necessary for the modification of production.

It's the evident fact that local industry especially small and medium enterprises will take more important role in the fast-changed global economic context.

At last time we observe how the attention to the problems of the use of objects of industrial property is growing. This is confirmed by normative - legal documents on questions of innovation activity accepted at last years. The study of world experience shows that without the professionals in the sphere of intellectual property the development of innovation processes is impossible.

Knowledge in the sphere of the industrial property is necessary at all stages of innovation processes, including development, legal protection and use of objects of intellectual property.

Therefore any participant of the innovation process cannot carry out his activity without the systematical, competent training in the economical aspects of it. Training of such specialists makes possible to carry out the transfer of technology competently without what is impossible to realize contemporary innovation policy.

All said above problems and searches for ways of their solution led to the creation of the program, approved by the President of our country called “Strategy of industrial- innovation development of the Republic of Kazakhstan on 2003-2015 years”. The basic purpose of the program is the creation of owner's climate, marketability, and systems of the public institutes. This will stimulate the national economy to the creation of productions with the high market value added. As has been mentioned above, the control of intellectual property can be called the foundation of industrial- innovation development. This is also confirmed by the Development Program of the Patent System of the Republic of Kazakhstan on 2007-2011 yr.

In this connection the National Institute of Intellectual Property” of Committee on Intellectual Property Rights of the Ministry of Justice of Republic Kazakhstan is one of the key elements of national innovation infrastructure. Tasks and functions of the Institute consist in the further development of the national patent system, improvement of examination and provision of new services to enterprises and citizens of our republic.

Special attention is intended to be given to the satisfaction of the needs of small and medium innovation enterprises, which do not understand and use all advantages and possibilities of the national and international system of the protection of the rights of industrial property entirely.

It's also assumed the intensive work with the institutes of development on questions of protection and use of rights of industrial property. The development of new investment mechanisms and resources will help to Small- and Medium enterprises to use the potential, concluded in the intellectual property.

This is caused by large role of Small- and Medium enterprises in the future steady development of our country and large receptivity of the latter to the innovations.

In this direction, on the way of creating the favorable environment for the development Small- and Medium enterprises, actively works also the branch office of NIIP - Centre of Patent - Legal Consulting, which is located in Almaty. There are the Training Centre and the Centre of Patent Researches in the structure of the branch. The work of Training Centre is directed towards training and retraining of specialists in the short term and remote courses, conducting seminars, training managers in the sphere of intellectual property. Specific character and subject directivity of training is determined depending on the object of intellectual

property and on the specialization of trainers. At present time a quantity of trainers from different enterprises is growing.

The investigators should use the results of patent researchers at all stages of scientific work to increase the probability of success of their propositions on the market. Usage of the patent documentation is especially important, because it makes possible to obtain the clear information about the most new achievements of scientific and technical ideas, this is the key to the solution of many scientific and technical, production and business problems.

The Centre of the patent researchers provides different patent services, such as:

- help on correct preparation of documents for obtaining the legal protection on different objects of intellectual property;
- patent researchers for purposes of the creation of the innovation objects of technology;
- the determination of the expediency of the export of industrial production for the International market; sale and the acquisition of licenses;
- the analysis of the created objects of industrial property for their further use on the market.

The practice of the activity of patent clinics during the public measures carried out by the Ministry of Justice shows the efficiency of patent clinics and the need to realize such programs. It's directed to provide consultations and other help concerning questions in the sphere of intellectual property, on disrupted rights, the usage of intellectual property for all who need it.

This task is also one of the priority directions of activity of the National Institute of Intellectual Property and it's branch office. The branch office is forming the funds of patent, technical-normative and commercial and economic documentation and literature, which any inventor or owner needs.

During the action "Intellekt" annually in April is conducted the Republic Competition in the sphere of intellectual property called "Shapagat". For the first time such action was carried out in April, 2004 in Astana.

The competition got wide popularity and became traditional in our country in the last years. Also it is carried out with purposes of the comprehensive propaganda of the best achievements in the sphere of industrial property, assistance to attraction of investments into this sphere and to the introduction of successful developments into the production sector.

Competition "Shapagat" in accordance with the existing rules has the following nominations: "Young talent", "For innovation input", and also "The

better invention of the year", " The most active inventor", "Woman inventor", "The youngest inventor" and others.

For example, according to results of the last year's Republic Competition of achievements in the sphere of the invention of " Shapagat" 3 inventions, nominated to obtain of this reward find their usage. We have already seen the positive and effective results of this measure. Now many conquerors successfully realize their inventions in the productions not only in our country and also on the International markets.

At this moment we have 39 laureates of this action.

At present time the state support of innovation activity in our country is achieved with the help of the following institutes of the development: The Investment Trust of Kazakhstan, The Development Bank, The National Innovation Fund, The Centre of Marketing and Analytical Studies and The Centre of Engineering and Transfer of Technologies. A number of technological parks and business- incubators is also created.

I've shortly described the work of NIIS, branch office and other organizations which solve problems of support for the usage of intellectual property in the work of small and medium enterprises. We try to extend international experience, including the teaching to our work. The IP Panorama is the most interesting training material, which is represented in the accessible form for the public, in particular for the owners of small and medium enterprises. I hope that we'll have the possibility to use the IP Panorama in our work.