

The Role of WIPO in Supporting Innovating SMEs

Workshop on the Role of IP for SMEs

Tel Aviv, June 29 and 30, 2011

Marco Marzano de Marinis, Program Officer
Small and Medium-sized Enterprises Division
World Intellectual Property Organization

WIPO in Pills



What's WIPO

What's his Mandate

- IP protection in the World
- Promotion of an IP culture
- Demystification of IP
- International cooperation with IP Offices and institutions
- Supporting the development of the IP knowledge in the less industrialized countries
- etc....

WIPO in Pills....

– 182 Member States



– The Management of 23 Treaties on IP

- IP Protection
- Global system protection
- Agreements concerning the international classification and registration of intangibles assets

– Support *vis à vis* of:

- Intangibles protection
- Development of IP regulation world wide
- Cooperation with member state



Roadmap

1) Knowledge Economy

2) IP and SMEs

3) WIPO and SMEs



PI

STRATEGIC
USE OF IP

Knowledge Economy

Intellectual capital at the heart
of the new economy



Intangibles:
Ideas, Designs,
TM, Logos,

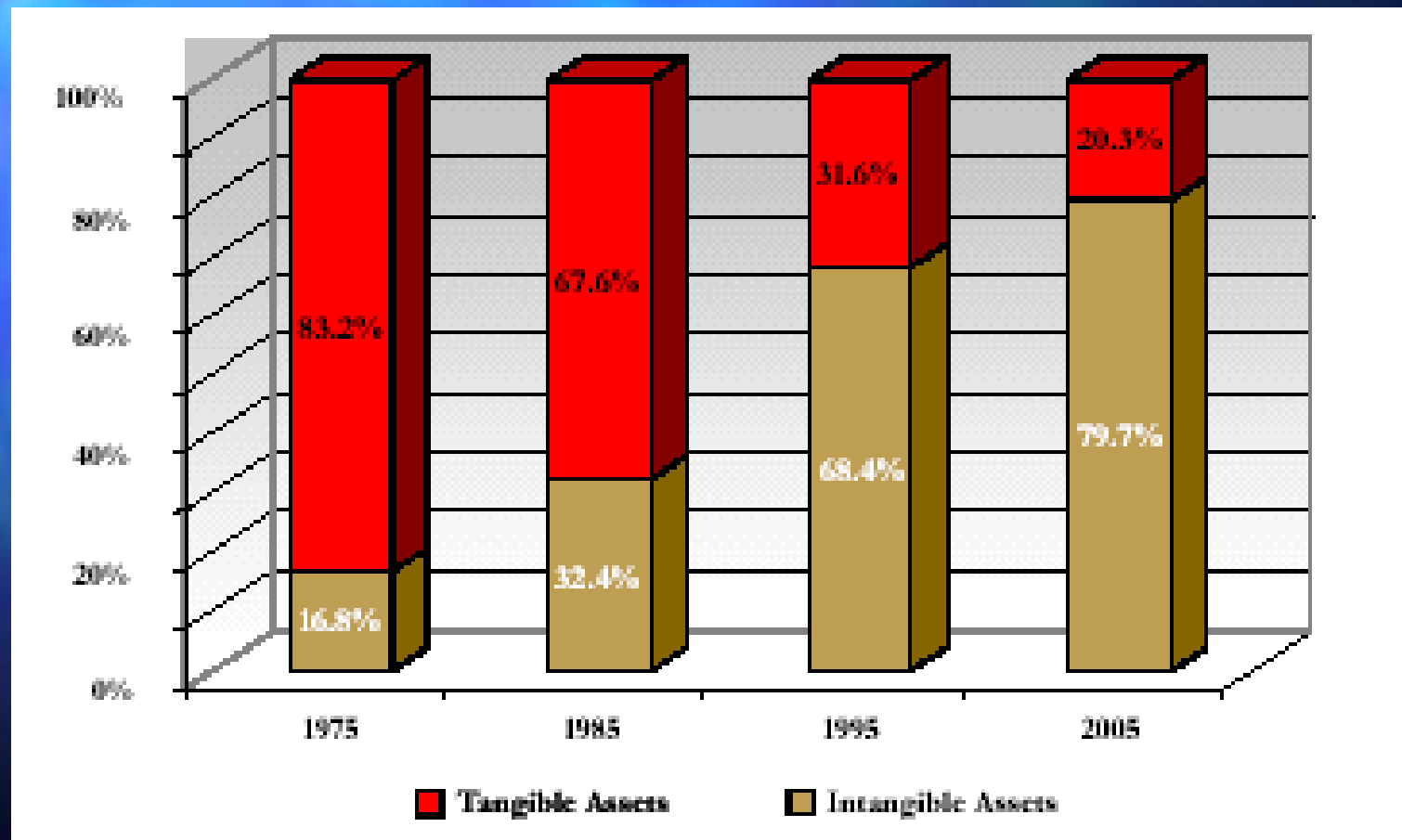
MARKET DEVELOPMENT



Tangibles:

Factor of production: Land, Labor and Capital

./.. Knowledge Economy: Il valore degli intangibili nel tempo, l'esempio statunitense



IP and SMEs

- Dominant Position of Intangibles assets in the new Economy
- 90% of enterprises existing in the market are SMEs
 - Presence in the market
 - Employment
 - GDP
- 70% of products and services produced every day belong to SMEs
- However, the use of the IP system from SMEs is dramatically low 2%
 - Weak knowledge of the IP system;
 - The system is considered to be too complex and articulated, need for external experts: Lawyers or Agents;
 - The system is perceived as expensive for SMEs, accessible only to gin enterprises.

./.. IP and SMEs

PATHOLOGIQUE APPORACH TO THE IP SYSTEM

Limited knowledge of the IP system: the Use of the IPRs is limited to the fight against unscrupulous competitors counterfeiters

DYNAMIQUE EXPLOITATION OF THE IP SYSTEM:

The IP system become crucial in supporting the enterprise 's market development

Static Approach

Exploitation

Exclusive Right

Patent
Trademark

Design
Internet :
Domain Names

New sources of
income

Licensing

Franchising

Merchandising

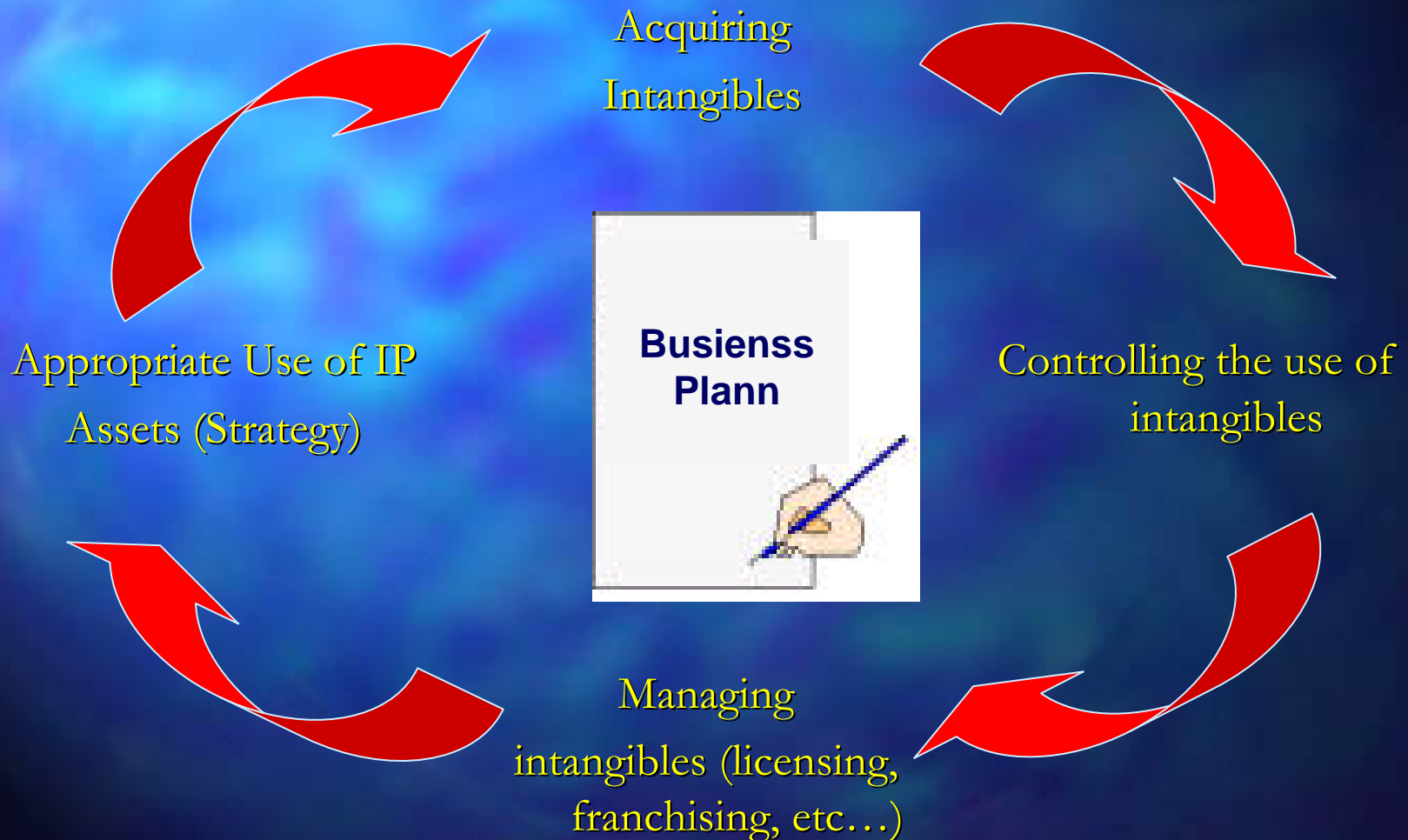
Partnerships, R&D
Research Agreement

IP for Finance

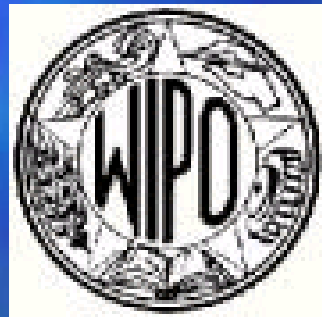
•Public Investors : CE,
Government,
Universities, etc..

•Private Investors :
Banks, Business
Angels, etc.

./.. Intangibles Management



Some **WIPO** activities to bridge the innovation gap of innovating stakeholders



./.. WIPO support to SMEs

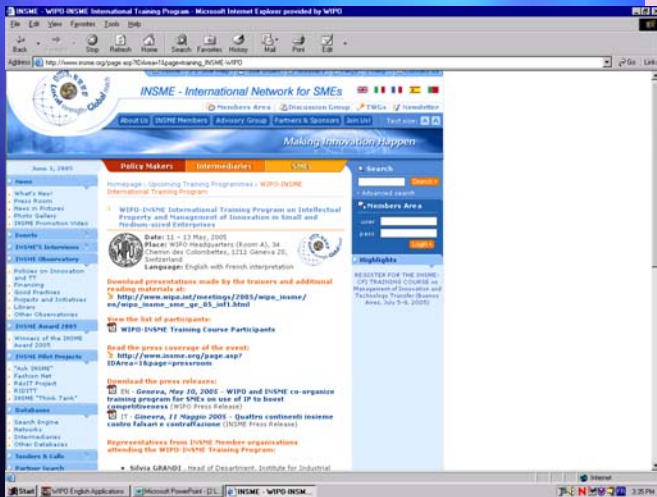
- **Mandate: Generate awareness amongst SMES on the business use of IP assets**
- **SMEs information and Education: Conference, Seminars, Workshops,**
- **Education Material: Guide, Brochures on the business use of IP**
- **SMEs website: more than 1500 pages on the business use of IP assets**
www.wipo.int/sme/
- **Studies and Researches related to the use and development of IP**

./.. WIPO support to SMEs

- Conferences
- Seminars and Training
- Distance learning

WIPO support to SMEs Educational Activities

OMPI-Italy: Forum on IP and competitiveness of SMEs in the textile sector



WIPO-INSME, Training

For more information contact the
World Intellectual Property Organization

Address:
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Telephone:
41 22 338 91 11

Fax:
41 22 733 54 28

e-mail:
wipo.mali@wipo.int

or its SMEs Division at:

Address:
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Fax:
+41 22 338 87 60

e-mail:
smes@wipo.int

Web page:
<http://www.wipo.int/sme>

Visit the WIPO website at:
<http://www.wipo.int>
and order from the WIPO Electronic Bookshop at:
<http://www.wipo.int/ebookshop>

WORLD INTELLECTUAL PROPERTY ORGANIZATION

Ministero delle Attività Produttive

WIPO-Italy Forum on Intellectual Property and Competitiveness of Small and Medium-Sized Enterprises (SMEs) in the Textile and Clothing Industries of Mediterranean Basin Countries

Organized by
the World Intellectual Property Organization (WIPO)
and
the Italian Institute for Industrial Promotion (IPI)
in cooperation with
the Italian Patent and Trademark Office
Prato (Italy), December 10 and 11, 2003

Discussion circles amongst IP institutions (IP Offices, Institutions)

WIPO Forum on Intellectual Property and SMEs, May 27 and 28, 2004 (general information)

WIPO FORUM ON INTELLECTUAL PROPERTY AND SMEs FOR IP OFFICES AND RELEVANT INSTITUTIONS OF OECD AND EU ENLARGEMENT COUNTRIES

organized by
the World Intellectual Property Organization (WIPO)
and hosted by
the Office for Harmonization in the Internal Market (Trade Mark and Designs) (OHIM)

Alcobaça, May 27 and 28, 2004

The World Intellectual Property Organization is organizing its annual Forum on Intellectual Property and SMEs for IP Offices and relevant institutions in the member countries of the OECD and the EU Enlargement Countries. The Forum will be held at the headquarters of the Office for Harmonization in the Internal Market (Trade Mark, Design and Models), it will take place in the OHIM headquarters, on May 27 and 28, 2004.

The Forum is a key event for IP Offices and relevant institutions to discuss and share experiences on the effective use of the IP system by innovators, creators, entrepreneurs and SMEs. The aim of the Forum is to provide an open and interactive platform for rural questions and to share experiences and views on matters concerning intellectual property for industry and business, in particular, the participants will:

- Discuss IP-related issues relevant to entrepreneurship and competitiveness of SMEs,
- Share experiences on their subsector activities, special programs, services and products, and best practices on IP for innovators, creators, entrepreneurs and SMEs,
- Explore possibilities of cooperation and partnership in the subsector and marketing activities for greater and more effective use of the IP system for wealth creation.

The confirmed participants include 22 IP offices, namely:

Alcobaça	Osaka	Prato
Austria (Belgium, Luxembourg, Netherlands)	Osaka	Republic of Armenia
Canada	Paris	Slovenia
Ecuador	Zurich	Switzerland
France	Latvia	Netherlands
Italy	Lithuania	Turkey

./.. WIPO support to SMEs SMEs Division website

The screenshot shows a Microsoft Internet Explorer browser window displaying the WIPO Small and Medium-Sized Enterprises (SMEs) Division website. The browser's address bar shows the URL <http://www.wipo.int/sme/en/>. The website header includes the WIPO logo and the text "Small and Medium-Sized Enterprises". A navigation menu on the left lists various sections: SMEs Home, About SMEs Division, IP for Business, IP Rights, Case Studies, Publications, Newsletter, Events, Links, Feedback, and Search. The main content area features a welcome message and a table with three columns: IP RIGHTS, IP FOR BUSINESS, and RESOURCES. The IP RIGHTS column lists links for Patents, Distinctive Signs, Copyright and Related Rights, Industrial Designs, Trade Secrets, and New Varieties of Plants. The IP FOR BUSINESS column lists links for Introduction to IP for Business, Marketing, Commercializing IP, Valuation of IP Assets, IP and Financing, E-commerce, Research and Development, and IP Disputes Resolution. The RESOURCES column lists links for Publications, Events, Research, Case Studies, Best Practices, Links, Partners, and Helpline. Below the table is a NEWS section with four recent articles, each with a "New" icon, a title, and a date. The first article is "A Provisional Application - An Important Tool in the Right Hands" (SME-ARTICLE/44989) dated 01-06-2005. The second is "Commercialization of Invention Before the Grant of Patent - The Case of a Matrix Heat Recovery Unit (MHRU)" (SME-CS/44990) dated 01-06-2005. The third is "Assessing the Value of a Patent: Things to Bear in Mind" (SME-ARTICLE/43369) dated 27-04-2005. The fourth is "Management of Intellectual Property in Offshore Outsourcing; How Shinetech Software Inc. Sets Itself Apart From its Competitors (China)" (SME-CS/43372) dated 27-04-2005. The browser's taskbar at the bottom shows the Start button, several open applications including "WIPO English Applications" and "Microsoft PowerPoint - [2 L...", and the system tray with the date and time "3:12 PM".

Small and Medium-Sized Enterprises (SMEs) - Microsoft Internet Explorer provided by WIPO

Address <http://www.wipo.int/sme/en/>

WIPO Small and Medium-Sized Enterprises

Home > Activities & Services > Small and Medium-Sized Enterprises

Welcome to the Small and Medium-Sized Enterprises (SMEs) Division

IP RIGHTS	IP FOR BUSINESS	RESOURCES
<ul style="list-style-type: none">PatentsDistinctive SignsCopyright and Related RightsIndustrial DesignsTrade SecretsNew Varieties of Plants	<ul style="list-style-type: none">Introduction to IP for BusinessMarketingCommercializing IPValuation of IP AssetsIP and FinancingE-commerceResearch and DevelopmentIP Disputes Resolution	<ul style="list-style-type: none">PublicationsEventsResearchCase StudiesBest PracticesLinksPartnersHelpline
NEWSLETTER		
The free monthly e-newsletter provides practical information on IP for SMEs.		
NEWS		
<ul style="list-style-type: none">New A Provisional Application - An Important Tool in the Right Hands (SME-ARTICLE/44989) 01-06-2005New Commercialization of Invention Before the Grant of Patent - The Case of a Matrix Heat Recovery Unit (MHRU) (SME-CS/44990) 01-06-2005New Assessing the Value of a Patent: Things to Bear in Mind (SME-ARTICLE/43369) 27-04-2005New Management of Intellectual Property in Offshore Outsourcing; How Shinetech Software Inc. Sets Itself Apart From its Competitors (China) (SME-CS/43372) 27-04-2005		

[Printable version]

Trusted sites

Start WIPO English Applications Microsoft PowerPoint - [2 L... Small and Medium-Siz... 3:12 PM

WWW.WIPO.INT/SME

./.. WIPO support to SMEs SMEs Division website

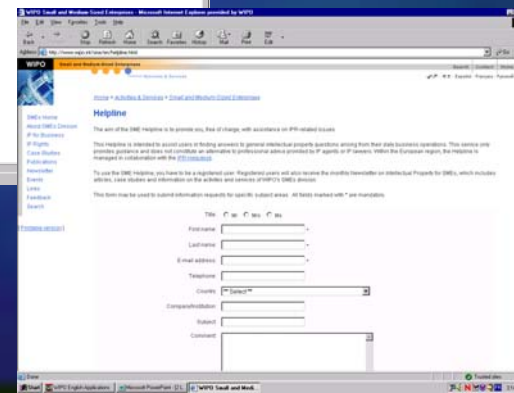
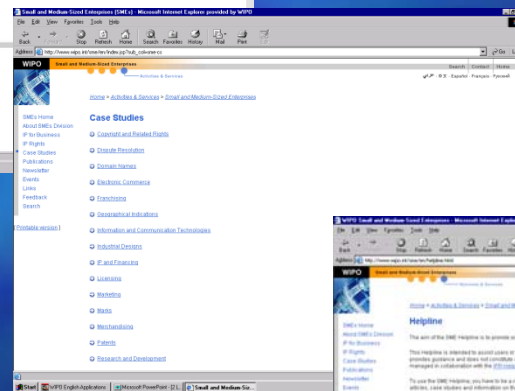
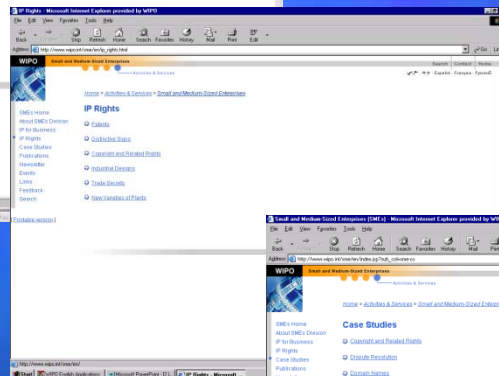
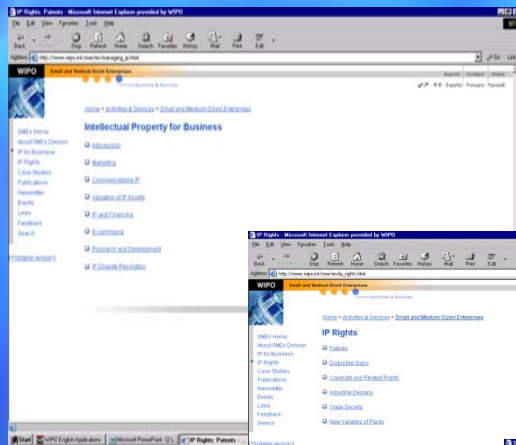
Aspects:

-- Legal

-- Business

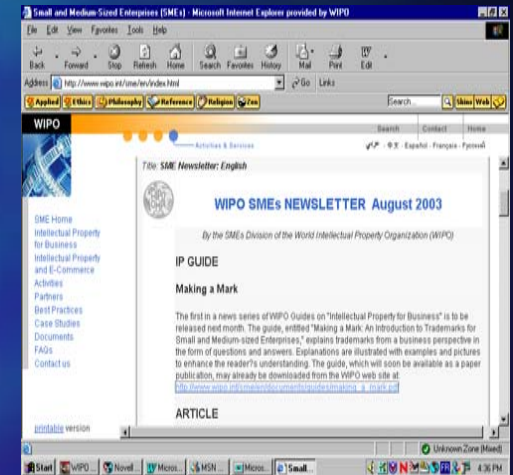
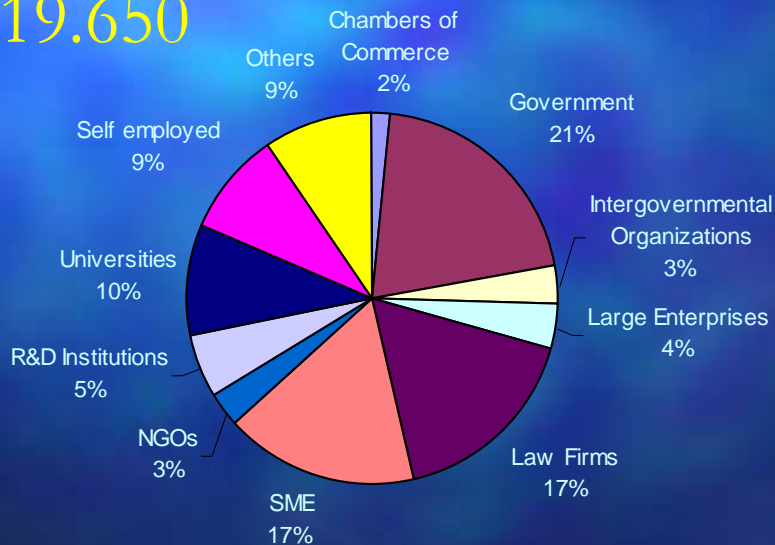
-- Case studies related to the
use of IP assets

-- Helpline



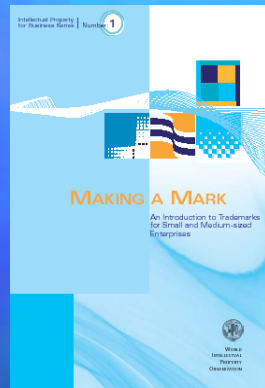
./.. WIPO support to SMEs SME Newsletter

- Monthly Publication in 6 languages
- created in August 2001
- Users : 19.650

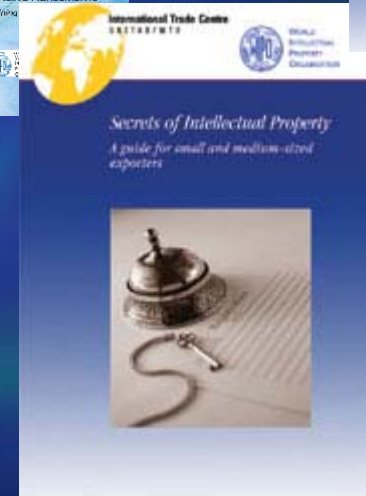


Publications

IP for business series



Specific sector and IP



Studies on the use of IP in given countries (Tunisia, Norway)

Thank you!

WIPO, SMEs website: www.wipo.sme/int
marco.marzano@wipo.int

Trademark:
"Google"
bi-tridimensional TM:
Shape of the logo



Patent:
Algorithm for
searching in the
Internet (patent
granted only in few countries,
other country provide ©
protection for software)

Trade Secret:
Starting
research and
flop
investigations

Industrial Design: for
merchandising and for the
tri-dimensional shape of
the logo



440 patentes al año
para que tu belleza sea única.
PORQUE TÚ LO VALES.

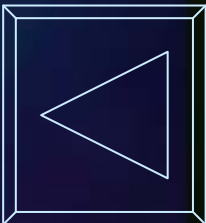
Agbani Darego

L'ORÉAL
PARIS

www.lorealparis.com



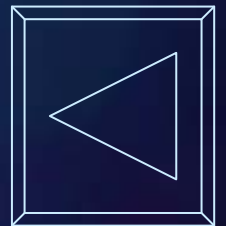
Watch Cuff[®]
PATENT PENDING



Pickwick



- An Italian entrepreneur who has created an attractive logo, applied on textile products (denims, shirts, etc.).
- The company has no tangible assets, all business is managed from the garage of his apartment
- After 5 years from the start, and through an active licensing strategy in Italy and in Europe, the business activity has over-passed 20 MI € per year.



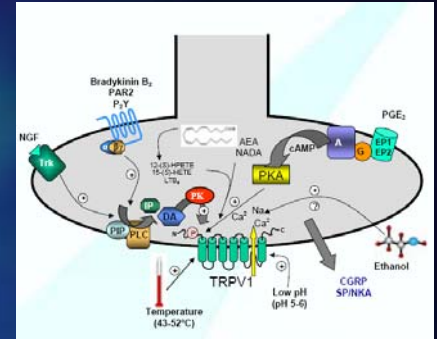
Suberis



- An Inventor who has created a innovative technique to extract from the cork a natural fabric, soft like the silk
- The Invention was protected in the country and then extended through the international Patent System PCT in many other countries: Australia, USA, Europe
- It has registered also the Suberis TM in few countries using the TM International Registration system (Madrid System).
- The enterprise has also registered a domain name and created an Internet portal www.suberis.it
- Thanks to its investments in protecting the intellectual capital generated, Suberis got **3ML EURO** from the Italian Government

PHARMAESTE:

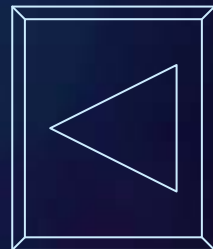
A biotech case Study;



- Biotech spin-off from the University of Ferrara
- The research is aimed to treat pathologies as neuropathic pain, overactive bladder and other sensory neurons-mediated diseases.
- Generally medical (biotech) research requires long development times (10-15 years) with high costs (€ 10-15 million): IP protection is thus one of the most decisive factors for the success of a spin-off, but IP is also Very expensive:
- Funding: Pharmaeste started with EURO 200.000, because of the accent put by researches on the IP system, Pharmaeste was able to raise considerable venture funds in a very short period of time:

Financial resources raised for the different development phases:

1. Phase 1 (toxicity verification) €6 million (January 2007)
2. Phase 2 (efficacy verification) €12 million (September 2008)
3. Phase 3 (clinical experimentation) €20 million



BTG e UK Universities

Risonanza Magnetica (Magnetic Resonance Imaging-MRI)

- BTG da pubblico a privato: Istituto britannico per la commercializzazione dei risultati scientifici delle università UK
- MRI, Tecnologia sviluppata da tre Università UK: Nottingham (Peter Mansfield, Premio nobel per la Medicina nel 2003), Aberdeen, e Oxford
- Nel generare tale tecnologia la BTG ha combinato le tre tecnologie, introducendo alcune migliorie
- BTG si è incaricato di sviluppare commercialmente la tecnologia tramite accordi di licenza mirati in tutto il mondo
- Tra il 1986 e il 1989 il 99% degli MRI erano licenziati su tecnologia BTG, I principali licenziatari erano: Marconi, Siemens Toshiba, Hitaci, GE, Bruker, Fonar, Shimadzu, Esaote.
- Attraverso la strategia adottata da BTG per gli accordi di Licenza, la BTG ha distribuito sino ad ora \$64 Ml.

Artesania de Colombia
