



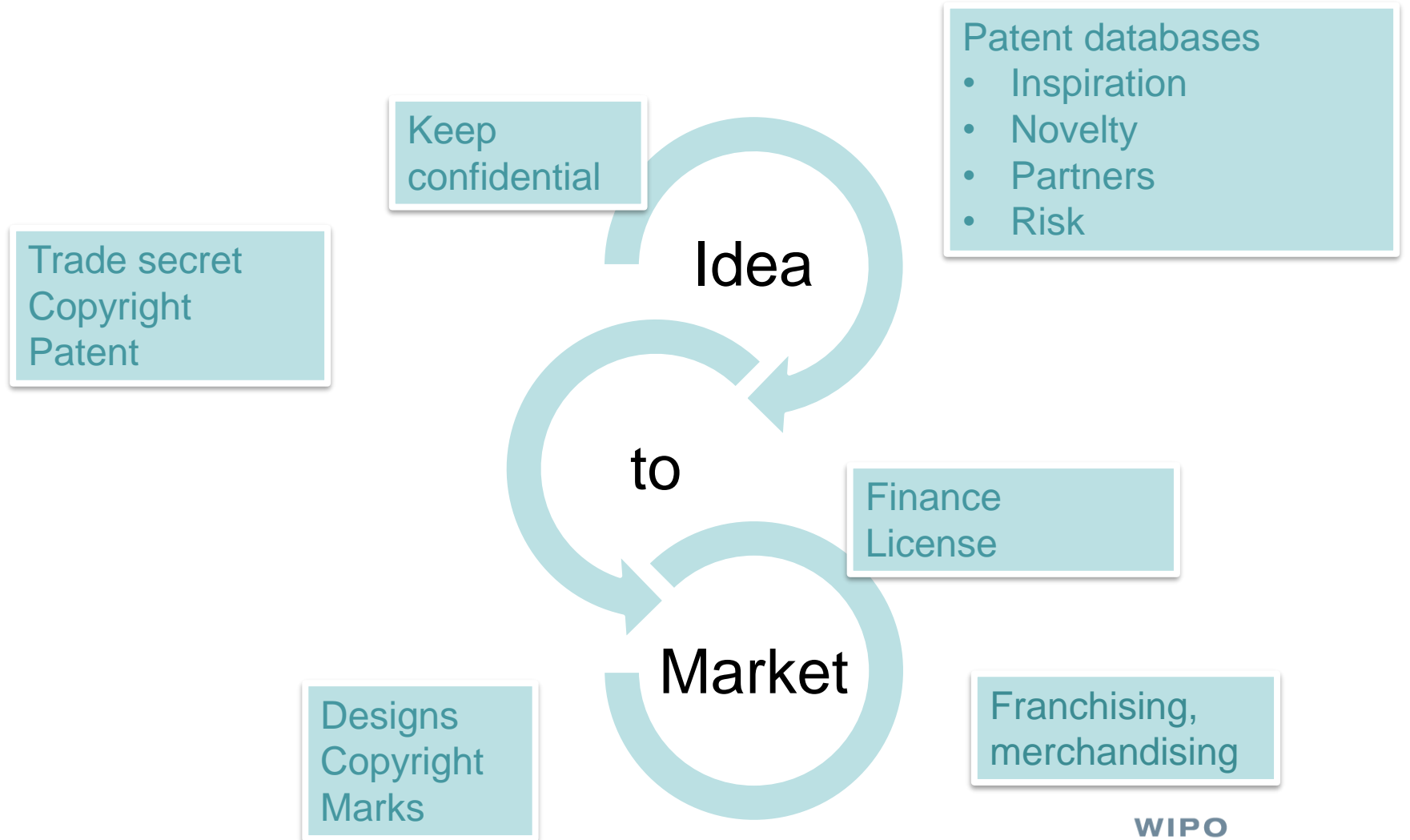
FOSTERING INNOVATION THROUGH IP POLICIES FOR SMES

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Innovative SMEs

- Governments around the world are focussed on creating the right conditions for innovative SMEs to thrive.
- Innovative, that is high growth, high tech, export oriented or niche market SMEs are crucial for driving economic growth and employment creation.
- The jobs they create are usually high wage and are knowledge intensive
- Given the knowledge intensity of these SMEs the intellectual property system which captures and protects innovative and creative output could be of great value to them

Innovative SMEs and IP



**YET, SMES DO NOT USE THE
IP SYSTEM**

Why do SMEs not use the IP system?

- Unfamiliar with the IP system
 - Insufficient knowledge about the potential impact of integrating IP management into overall business strategy
- Lack of expertise
 - Lack of in-house expertise and very little external professional expertise available to them
- Lack of finances
 - Patent office fees (application and registration fee, publication fees), Costs for legal advice; translation costs, enforcement costs
- Enforcement
 - How to handle and avoid infringements

What do SMEs need support in?

- They need to understand for example, the following:
 - Identify their IP assets, make informed business decisions about these assets, to protect them (or not - doing nothing is an option), how to protect (registered IP rights, trade secrets, defensive publishing...), IP rights of others and managing risk, going international, exploit IP rights that are not core to the business, how to use IP information, how to use IP to access finance, build partnerships, strengthen collaborations etc
- Expert support to be made available to them
- Financial support
- Find partners
- Cost effective dispute resolution

IP support services

- Sign post
- Information material; web page, guides, leaflets
- Awareness raising (road shows, open days, exhibitions) and training
- Technological Information services
- Financial Assistance; subsidies for pre grant costs and attorneys fees
- Customized advisory services
 - IP diagnosis
 - Network of IP professionals to provide free or subsidized services
- Licensing platforms – help in finding partners
- IP enforcement; ADR, insurance, financial support

How can this support be provided?

- Integrate IP support into business support services
 - IP Office is not the first and natural point of contact
 - Conflict of interest – IPO will promote registration
- If IPOs to provide this support they need more business knowledge (or confine themselves to technical areas of support – database searches for example)
- Ensure coordination and better linkages between IP offices, private actors providing business support and public actors providing innovation support.
- Which services should be left entirely to private providers?
- For the long term - Integrate IP management into business and management education

Other policy options

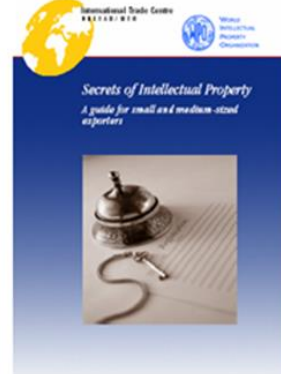
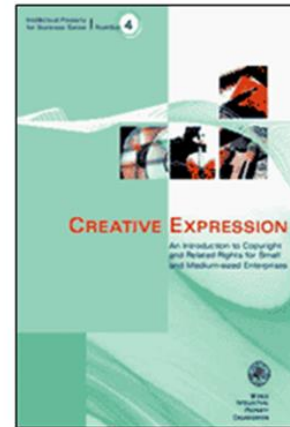
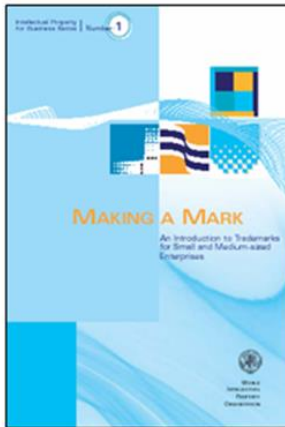
- Improve quality of patents, efficiencies in processing applications (fast track for SMEs?)
- Enact modern trade secret laws, explore utility model protections
- Fee reductions, proof of concept funding, subsidize IP expertise
- Tax incentives – lower (or no) tax for license revenue, particularly exclusive licenses, acquisition of IP assets to be a tax deductible, money spent on R&D tax deductible
- Voucher schemes – incentives to collaborate with research, to access legal and other services
- Procurement – SMEs given preference in government procurement calls

How can WIPO support?

- Policy development support – undertake assessments of national SME sector, determine their awareness, understanding, use and exploitation of the IP system. Identify gaps and challenges. Make recommendations for policy considerations
- Develop IP for business guides, manuals and tools.
- Build capacity of specific SME intermediaries to integrate IP into their business support services.
- Integrate IP into broader business competitiveness programs and projects of other intergovernmental organizations
- Focus on sector specific activities. Increased interest visible in the agro-food sector

WIPO Assistance – SME support

■ 1. IP for business content



series



IP PANORAMA

IP PANORAMA 01: Importance of IP for SMEs

- » Why is IP relevant to your SME?
- » IP as a business asset
- » IP as an investment
- » The value of IP assets
- » Introduction of IP Audit



IP PANORAMA 02: Trademarks and Industrial Designs

- » Trademarks and Industrial designs to Increase the Power of Marketing
- » Brand building
- » How to protect trademarks and industrial designs
- » Trademark management



IP PANORAMA 03: Invention and Patent

- » Basics of invention and patent
- » Patent application
- » Patent infringement
- » Patent management system

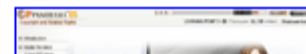


IP PANORAMA 04: Trade Secrets

- » Basics of trade secret
- » Trade secret management program
- » Misappropriation of trade secrets
- » Violation of trade secrets
- » A trade secret audit



IP PANORAMA 05: Copyright and Related Rights



WIPO Assistance – SME Support

2. Training program

1. IP for Business Competitiveness - overview
2. Making a Mark – The Importance of **Trademarks** in Establishing a Distinct Identity in the Market Place
3. “Looking Good” – The Appeal of **Designs** in Getting Noticed by the Customer
4. Collective Marketing - Adding Value with **Geographical Indications, Certification Marks and/or Collective Marks**
5. “In Confidence” – Putting in Place a **Trade Secret** Protection Program
6. “Inventing the Future” – The Importance of **Patents** in Maintaining Competitiveness
7. “Creative Expression” – Benefitting from your **Copyright** and Using the Copyright Works of Others
8. Competitive Intelligence – Using IP Information
9. Exploiting IP Assets: Licensing, Franchising and Merchandising
10. Intangible Assets and Finance
11. IP in the Digital Economy
12. International Trade and IP
13. IP Audit
14. Enforcing Intellectual Property Rights
15. Fostering University Industry Relations
16. Case Studies: Strategic Use of IP in an Enterprise or Industrial Sector
17. IP Support Services for SMEs
18. Local IP law and Administration

Case Studies on Intellectual Property (IP Advantage)

The case studies in the IP Advantage database offer insights into how IP works in the real world, and how its successful exploitation can contribute to development.

Please [contact us](#) to submit feedback and suggestions for new case studies.

Simple search **Advanced search** Full text search

Instrument of Protection

- *** Any ***
- Copyright and Related Rights
- Geographical Indications and Appellations of Origin
- Industrial Designs
- Integrated Circuits

Focus

- *** Any ***
- Branding
- Commercialization
- Financing
- Franchising

Search

Featured



(IMAGE: EYEDEUS)

Starting up in Pakistan



(PHOTO: FLICKR/RICHARD THOMAS)

Seeds of innovation



(PHOTO: PANAMA BLUE)

A design as clear as water



(PHOTO: GUANOMAD)

Bats, birds & rural business

To think about

- What policy support can be provided to SMEs in your country
- Who can provide it? Is the IP office the right place or would it be an SME institution. What institution would that be?
- What kind of support can WIPO provide?

To be discussed during the closing session

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THANK YOU