



Strategic Use Of The IP System By SMEs; What Support Institutions Could Do To Assist

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What Can Support Institutions do to Assist

- Awareness-raising and training
- Technological information services
- Financial assistance
- Customised advisory services
- Assistance on IP exploitation and commercialisation
- Diagnosis of the IP needs of the enterprise (IP Audit)

An initiative of the UK Intellectual Property Office, 'Cracking Ideas, Get Cracking' brings innovation into the classroom, celebrates creativity and explores the benefits of protecting ideas. [More](#)

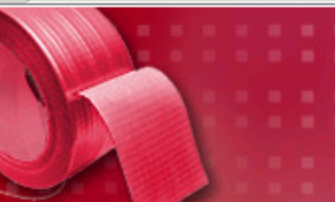
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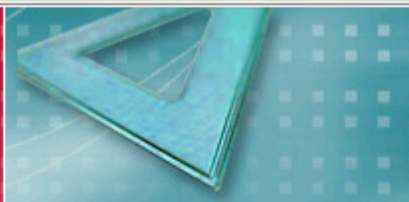
activities for



Sample Best Practices



IP & YOUR BUSINESS



IP COMMERCIALISATION



IP MANAGEMENT



IP PROTECTION



Australian Government
IP Australia

RESOURCES



Using intellectual property
in your business

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Welcome to the IP Toolbox

Welcome to the **IP Toolbox**, your online guide to the practical use and management of intellectual property (IP).
The **IP Toolbox** is a unique resource covering IP issues and concepts. It is an essential guide for all IP owners and managers.

Make sure that you bookmark this page so that you can access it quickly whenever you have a question on IP.

CASE STUDY : : TALES OF CYBERSQUATTING - SOUTHCORP*




Southcorp, Australia's biggest wine company, received an unwelcome email through the 'contact us' facility on one of its web sites. It was from a United States based cybersquatter, who told Southcorp that he had registered the name of one of its flagship brands, Lindemans, as a global top-level domain name. He offered to sell or rent lindemanswine.com back to Southcorp.

Read this case study

UPCOMING EVENTS

Sorry, There are no articles
in this category

IP DIRECTORY

A comprehensive directory of IP
related businesses.



“Grandir avec la propriété industrielle”

- > Première visite
- > Mises à jour
- > Questions / Réponses
- > Rechercher sur le site
- > Contacter l'INPI

L'INPI

L'INPI en région

La propriété industrielle

Déposer à l'INPI

Exploiter vos innovations

La propriété industrielle

Propriété industrielle ou intellectuelle ?

Pourquoi protéger vos innovations ?

Formation en ligne

Formation professionnelle continue

Campus INPI, pour les étudiants

Enseigner la PI

Aides aux PME et aux centres de recherche

Les principaux acteurs de la P.I.

L'INPI et la mémoire de l'innovation

Chercheurs et PI

Le Pré-diagnostic propriété industrielle

Le **Pré-diagnostic** permet à une entreprise de faire **un état des lieux pour évaluer ses enjeux de propriété industrielle**.

> Qui est concerné ?

Les TPE et PME innovantes ayant peu ou pas recours à la propriété industrielle, et notamment au dépôt de brevets.

> Qui réalise la prestation ?

Un expert de l'INPI, un spécialiste en propriété industrielle ou un consultant, proposés par l'INPI.

> Combien ça coûte ?

La prestation est prise en charge par l'INPI et donc gratuite pour l'entreprise.

A qui s'adresser ?

- A la [délégation régionale de l'INPI la plus proche](#)
- Au réseau RDT de votre région : www.rdt-france.org

Services de recherche

Boutique électronique

 Rebonds

- Fiche pratique : Organiser un audit de propriété industrielle

Espace Professionnel

Espace Presse

Search

- Patents
- Patents Database
- Trade-marks
- Trade-marks Database
- Copyrights
- Copyrights Database
- Industrial Designs
- Industrial Designs Database
- Integrated Circuit Topographies
- Service Standards
- Newsroom
- On-Line Forms
- FAQ
- Fees
- Printable Forms
- Publications
- Navigation Guide
- Learn & Discover
- LINKS:
- Canadian
- International

Learn about IP

Business people, the education sector and Canadians in general all need to consider the importance of IP from a strategic perspective.

This section provides resources to help you answer questions like:

- What is IP?
- Why should I care?

IP in Business

Entrepreneurs, SMEs and Canadians can learn about IP and how it is used in business.



Stand out from your competitors

Make intellectual property your best business ally.

Bank of Speakers

Planning an event? Request a speaker today.



IP Toolkit

A source of information and resources.



Trade-marks Database Tutorial

Success Stories

IP in Education

CIPO is working with education sector stakeholders to improve understanding of IP in high schools and post-secondary institutions. Additional content will be developed as needs are identified.

- [CIPO at the Canada-Wide Science Fair](#)



Korean IP Office

Small and Medium-sized Enterprises Division

Thirty one regional IP centers – patent info services, consultations and presentations.

50% fee reduction for SMEs for patent filing;

Patent management advisory service for universities and SMEs

R&D patent center – customized consultations on patent strategies;

Consultations on branding strategies

Facilitated funding for SMEs with promising inventions

IP Mart - Patent technology market for potential licensors and licensees to meet;

What is IP

IP Management

SCOPE IP™

Grant Scheme

Consultants

What is SCOPE IP™

SCOPE IP™ methodology

What's next

SCOPE IP™ (Strategies for Creation, Ownership, Protection and Exploitation of Intellectual Property) is a diagnostic tool developed by IPOS to help businesses assess the strengths and weaknesses of their IP deployment and IPM system.

>> more

Is the health of your business at risk?

SCOPE I?

scopeip@ipos.gov.sg

AN INITIATIVE OF I? OS

Business services

About Business services
 Patent - commercial services
 Trademark and Design - commercial services
 How to file

Business services

Idea phase ▶ Product development ▶ Protection ▶ Production ▶ IP-strategy

The Danish Patent and Trademark Office shows you the way - turning ideas into assets

You will receive the precise information that you need

We search in international databases with the latest information about patents, trademarks, designs and techniques.

Take advantage of us being an authority

We combine our search competencies with our knowledge about practices within the areas of rights and legislation.

Easier access to international systems

Our guidance and help meets the practice you will find in international systems.

Experts at your disposal

Whether it is patents or trademarks you have questions about, we have more than a hundred experts at your disposal.

Tailor-made courses and workshops

The Value of Trademarks

International conference hosted by The Office of Harmonization for the Internal Market (OHIM) and The Danish Patent and Trademark Office (DKPTO).

Contact us

Do you wish to receive more information about our work? Fill out [the form](#) and we will get back to you as soon as possible.

For more general questions you can also get in touch with us on +45 43 50 83 01 or via mail on pvs@dkpto.dk

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Key recommendations from interviewed SMEs

- **Develop an IP strategy** : define your goals and know the level of patent protection you need at each step
- **Get professional help** : enlist the support of a patent attorney if you do not have the skills in-house
- **Choose the right patent attorney** : he/she should possess good knowledge of your technical field, plus fair and efficient advice taking into account your resource constraints
- **Do not underestimate the cost** : attorney charges, translation costs, renewal and other fees add up
- **Demand information** : get your attorney to give you a clear overview of the filing process, waiting periods and costs involved in a patent application
- **Adapt your filing strategy to your real business needs** : do not patent everything and everywhere. Be selective and determine which ideas and markets are worth protection
- **Do not view licensing as failure**: it can be a lucrative alternative or adjacency to manufacturing your invention
- **Revise your patent portfolio continuously** : filter out patents with no business perspective, either for own exploitation or for licensing
- **Start a technology and competitor watch process** : use cost-free patent information and other sources (e.g. scientific publications, trade journals) both to inspire yourself and to identify potential infringers as soon as possible
- **Communicate pro-actively** : communicating the protection of your IP is a cost-efficient mean to reduce the potential risk of infringement
- **Keep in touch with your licensee** : regular contact and meetings provide you with information on your licensee's activities and thus can prevent default
- **Be sure of your case** : if you are planning to fight an infringement make absolutely certain that you are in the right as a lawsuit could otherwise be a quick route to going out of business

companies and academic circles.



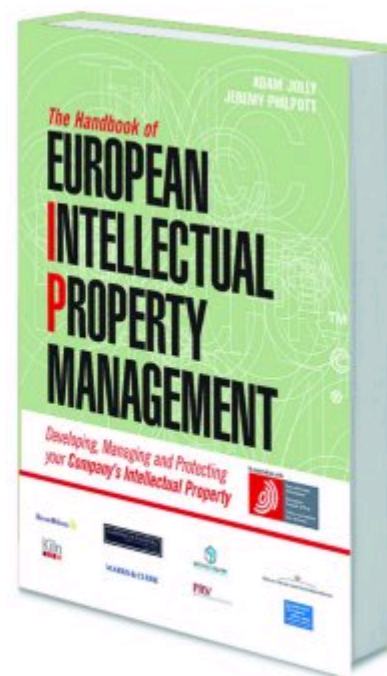
New handbook looks at IP management in Europe

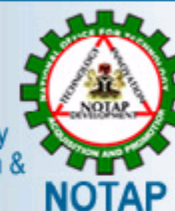
The Handbook of European Intellectual Property Management has just been published by Kogan Page in association with the European Patent Office. It was developed under the guidance of two consultant editors: business writer Adam Jolly, and the EPO's Jeremy Philpott.

This practical and comprehensive guide shows how companies can put IP at the heart of their business strategies. With almost sixty chapters, each written by a different expert in the field, the Handbook provides real-world insights into the best ways to secure, develop and exploit IP. Topics include valuing and raising finance from IP, commercialisation, litigation and enforcement, and the authors come from several national patent offices, respected law firms and key industry players.

"Good IP management is becoming more important to companies in all sectors," says Jeremy Philpott. "Understanding threats and opportunities is part of staying ahead. This Handbook equips businesses with strategic IP knowledge which will save them from costly mistakes, and bring them greater success in the future."

The book includes dedicated chapters on the IP idiosyncrasies of many European countries including the UK, France, Italy, Spain, Germany, Ireland, the Nordic states, the Benelux countries and the new EU Accession states.





Services

- [Monitoring Consultancy and Extension Services](#)

- [Intellectual Property Right Promotion](#)

- [Commercialization of R&D/Inventions](#)

- [Patent Information & Documentation Center \(PIDC\)](#)

- [Research & Industry Linkage](#)

- [Technology Transfer Agreements](#)

Help Desk


[FAQ's](#)

[Contact Us](#)

Achievements

Intellectual Property Rights Promotion

SEMINARS AND WORKSHOPS

NOTAP has over the years used the medium of seminar and workshop to promote and expand the frontiers of Intellectual Property in the country. In recent years such seminars and workshops include:

- WIPO Regional Seminar On Intellectual Property for African Women 12-14 September 2000 Abuja. Regional Seminar on Management of Intellectual Property for Commercialization of R&D Results, October 30-1st November 2000, Abuja.
- Administration of Intellectual Property in Nigeria - A Stake-Holders Conference, 13-15 December 2000 Abuja. International Seminar on Technology Licensing as a Tool for Industrial and Sustainable Development, Abuja, March 29-30 2004.
- WIPO-NOTAP Sensitization Seminar on Intellectual Property Rights at University of Lagos April 1 2004, Lagos.

Intellectual Property Rights (IPR) Awareness Programme

Realizing that IPR awareness is abysmally low in the country, particularly amongst researchers scientists and students in tertiary institutions NOTAP planned awareness campaigns in all the geo-political zones in the country. The campaign was aimed at creating awareness of the usefulness of IPR to researcher scientists and students. In 2001 the Awareness Building Campaign was taken to North Central: in 2002 the team visited the South



Cuban Industrial Property Office (OCPI)

Small and Medium-sized Enterprises Division

SME specific services include:

Diagnosis of the IP needs of the enterprise (IP Audit)

State-of-the Art searches

Training and advice

Proposals on the selection of marks

Marks and distinctive signs searches



Enterprise Ireland

Irish companies seeking assistance are assigned a Development advisor, who acts as mediator with the various services offered by EI

The Intellectual Property Assistance Scheme provides advice on the protection, development and commercialization of patentable technology, including the use of IP, the drafting of confidentiality agreements; assistance with licensing negotiations and technology transfer, etc.



INTELLECTUAL PROPERTY SERVICES CENTRE 知識產權服務中心

Services provided by IPSC

Services provided by IPSC



Functions and Services of IPSC

- [Implementation agency of the HKSAR Government's "Patent Application Grant" Scheme](#)
- [Intellectual property database -- search for the latest information about patents and trademarks from major countries around the world](#)
- [Intellectual property application \(including patent, design and trademark\)](#)
- [Organizing promotional events such as training courses and seminars on intellectual property rights](#)
- [Consultation clinic -- offer consulting and problem-solving services on intellectual property rights](#)
- [Monthly publication "Patents Update" to supply the latest information on inventions and patents from all over the world](#)
- ["Technology and Business Intelligence Centre" to provide online worldwide information search](#)
- ["My Innovative Business Proposal"--an One-Stop Service](#) (Temporarily Out of Service)

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- Services
- Innovation Gallery
- Reference Site
- Event Schedule
- FAQ
- Contact Us





IP Wales

Raising levels of awareness of IP issues amongst SMEs

- On line advisory service
- Patent information through PATLIB
- IP talks
- IP Newsletter

Investing in selected SMEs who could grow through the commercial use of IP assets

- Grants to facilitate IP protection

Advising SMEs on the commercialization of their IP assets