



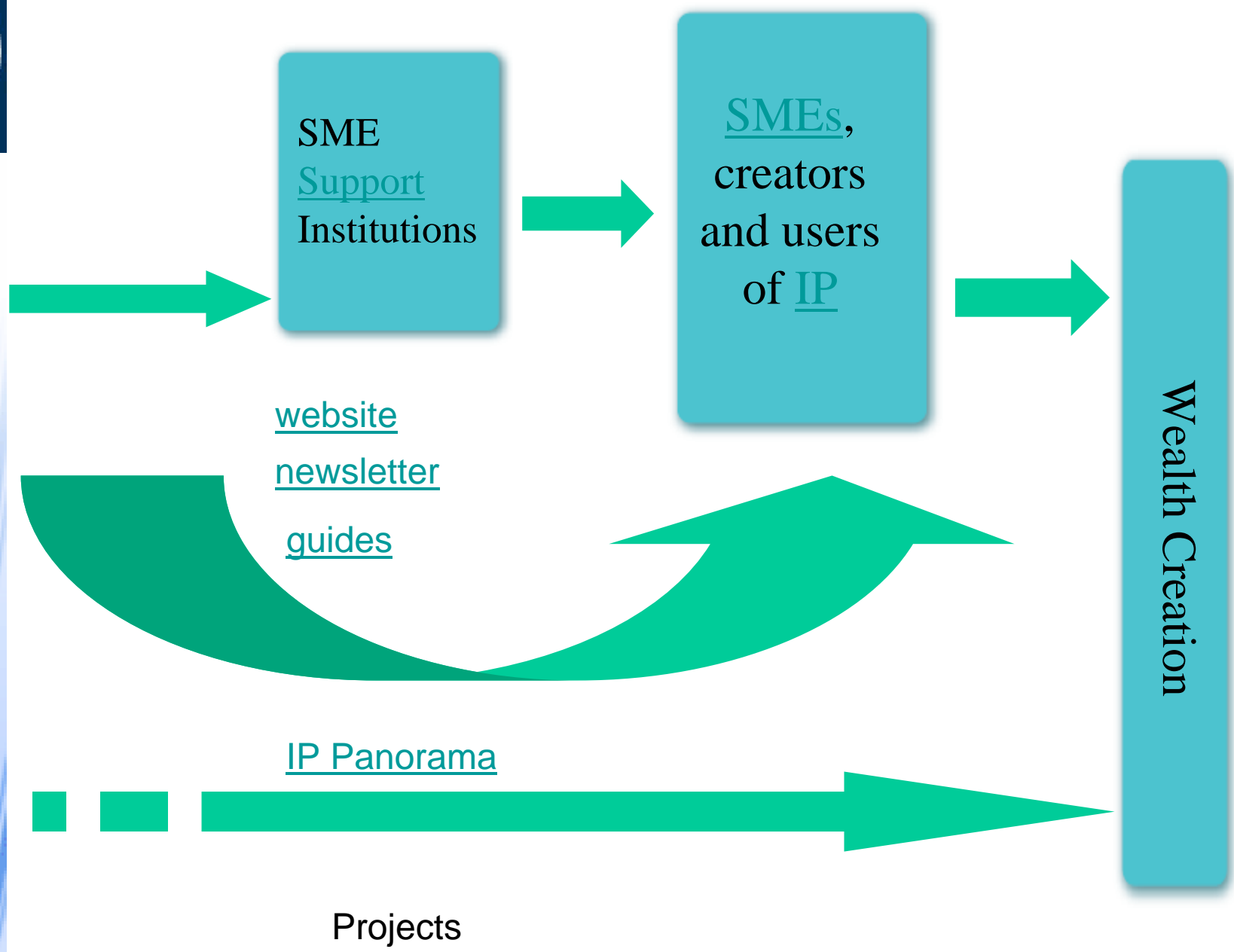
Small and Medium-sized Enterprises Division

World Intellectual Property Organization

Tamara Nanayakkara
Counsellor



Small and Medium-sized Enterprises Division





Intellectual Property Rights

Small and Medium-sized Enterprises Division

Innovative products/ process	Patents	Registration. Max 20 years right to exclude
Cultural, artistic and literary works	Copyright	No registration. Life of the author +50/70
Creative designs	Registered Design Rights	Registration. 10 – 25 yrs
Distinctive signs	Trademark	Registration. Perpetual. [rights also through use]
Geographical Indications	Collective, certification or special system	Depending on the system
Confidential bus info	Trade secret	NDA and other procedures



Exploiting IP Assets

- The right to prevent a third party from using and exploiting the IP right vests in the owner an asset not very different to a physical asset, such as a car or a house
- Like physical assets, IP assets could be creatively and profitably exploited



Exploiting IP assets

- Core to the competitiveness of the product or service
- Other options
 - Sale, license, franchise or merchandise
 - Joint ventures and strategic alliances
 - Defensive patenting, publication
- Finance



SMEs

- 90% of enterprises of any economy. The backbone of economic development and growth
- Few SMEs (high tech and start up) are technology developers (patents, copyright)
- Some are technology users (patent info)
- Most are technology followers (TM, GI, Design etc)
 - IP system is relevant to all for their competitiveness. Exclusivity (IP rights) and beyond (licensing, financing, partners, branding, franchising)



Obstacles

- However, the IP system is an under-utilized tool
 - Limited awareness of the IP system and its relevance as a strategic tool
 - High costs (filing, translation, drafting, maintain)
 - Complexity of IP system
 - Delays in obtaining IP rights
 - Lack of expertise to make use of the IP system
 - Success rate in getting IP rights (patents) low
 - Inability to monitor and enforce



Support Institutions

- SME focal points in national governments;
- Ministries, departments and other government-owned/funded agencies responsible for institutions or projects such as science and technology parks, incubators, as well as ministries responsible for particular sectors such as biotechnology, ICT, agriculture, higher education;
- Chambers of commerce, and associations of industry and trade;
- Intellectual property offices;
- Banking and financing institutions;
- Science and technology universities, Government funded R&D centres
- Innovation, testing and demonstration centres,
- Technology transfer, licensing, commercialization and management institutions;
- Science and technology parks, incubators; ;
- Small business consulting firms,
- Universities or other institutions providing training in business, innovation management, technology management, entrepreneurship, new product development etc
- Associations of inventors, patent and/or trademark agents; Law firms;
- IP management and consultancy firms etc



What Can Support Institutions do to Assist

- Awareness raising and Training
- Technological Information Services
- Financial Assistance
- Customized advisory services
- Assistance on IP exploitation and commercialization
- Diagnosis of IP needs of enterprises



Home > Program Activities > Small and Medium-sized Enterprises

Small and Medium-Sized Enterprises (SMEs)

IP RIGHTS

- » [Patents](#)
- » [Distinctive Signs](#)
- » [Copyright and Related Rights](#)
- » [Industrial Designs](#)
- » [Trade Secrets](#)
- » [New Varieties of Plants](#)

IP FOR BUSINESS

- » [Introduction to IP for Business](#)
- » [Marketing](#)
- » [Commercializing IP](#)
- » [Valuation of IP Assets](#)
- » [IP and Financing](#)
- » [E-commerce](#)
- » [Research and Development](#)
- » [IP Disputes Resolution](#)

RESOURCES

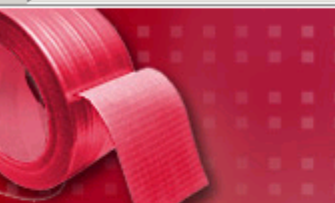
- » [Multimedia](#)
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New on the SME Website

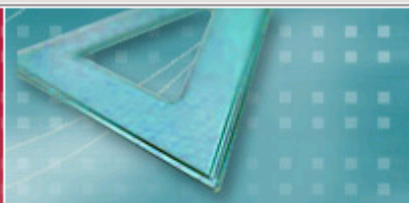
- » [Junkk.com®: Filling an International Patent for Maximum Protection and Commercial Gain \(UK\)](#) (Nov 20, 2008) New
- » [Mak Marine: Building a Strong and Defensible Worldwide Brand \(UK\)](#) (Nov 5, 2008)
- » [SPL: International Patent and Trademark Protection to Secure Licenses \(UK\)](#) (Nov 5, 2008)
- » [FAVEO Limited: An Innovative Bra Design and Development Company set up by a Female Cancer Research Scientist in the UK](#) (Oct 15, 2008)



Best Practices



IP & YOUR BUSINESS



IP COMMERCIALISATION



IP MANAGEMENT



IP PROTECTION



Australian Government
IP Australia

RESOURCES



Using intellectual property
in your business

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

SIGN UP FOR eNEWS

[Sitemap](#) | [Advanced Search](#)

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



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



Case Studies



Around 70 case studies of SMEs that have successfully used the IP system to enhance their competitiveness

Case Studies: Marketing

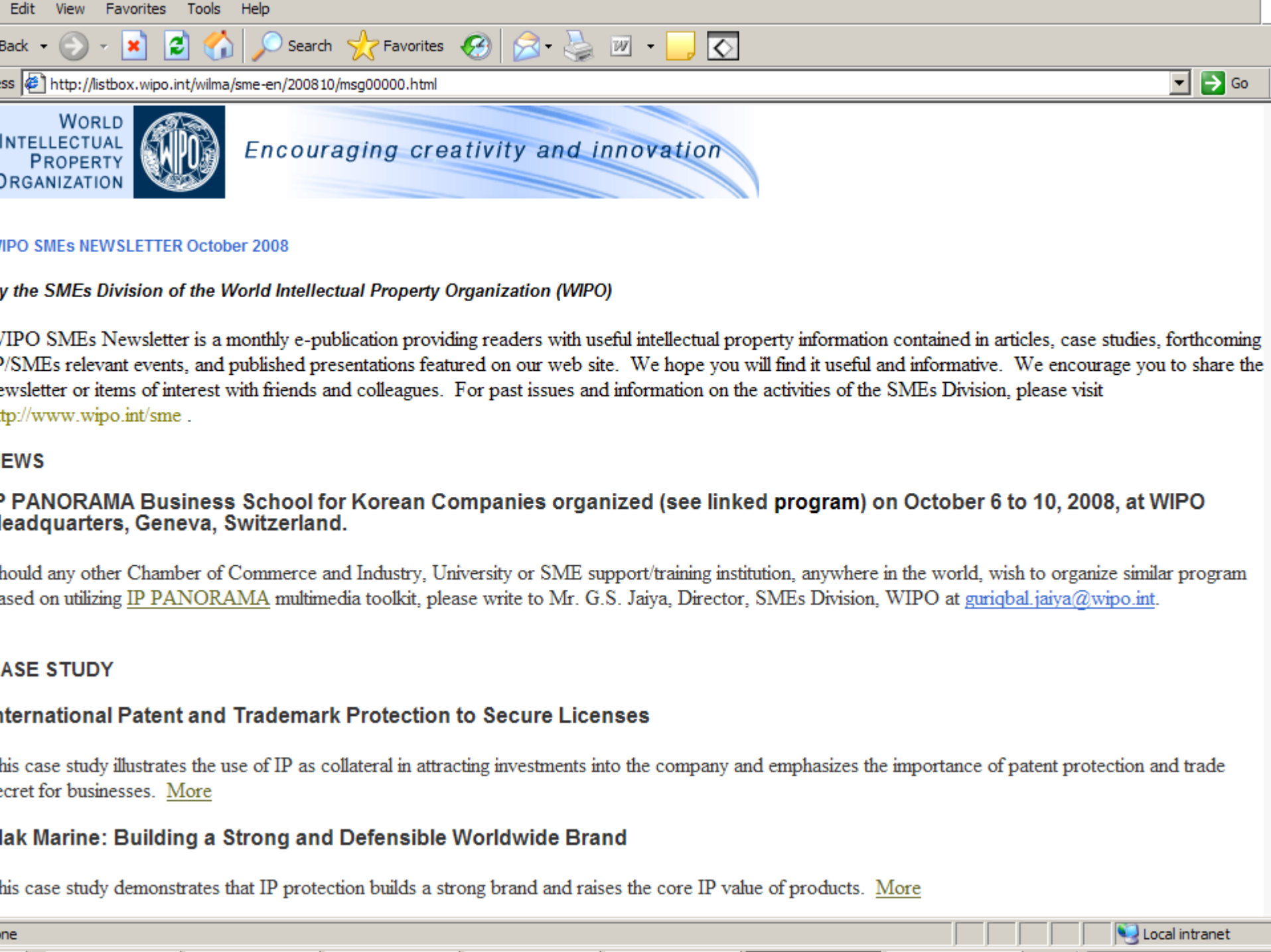
- » [Industrial Property Mistakes can be Expensive - the Experience of Alba Confecciones \(Cuba\)](#) (Mar 30, 2006)
- » [Commercialization of Invention Before the Grant of Patent - The Case of a Matrix Heat Recovery Unit - MHRU \(India\)](#) (Jun 1, 2005)
- » [Bubbles, Brains and Bright Ideas- Descorjet S.A. \(Argentina\)](#) (Mar 1, 2005)
- » [The Power of Brands - I.L.A.R. \(Italy\)](#) (Aug 4, 2004)
- » [Chirimoya Cumbe -The Value of a Name \(Peru\)](#) (Mar 27, 2004)
- » [Dairy By-Products - APDL Cajamarca \(Perú\)](#) (Mar 27, 2004)
- » [Nice & Clean - Saigon Cosmetics Corporation \(SCC\) \(Vietnam\)](#) (Mar 27, 2004)
- » [Queensland Tourist & Travel Corporation Stands by their Trade Marks \(Australia\)](#) (Mar 27, 2004)
- » [The First Italian Designer Apple - Melinda Consortium \(Italy\)](#) (Mar 27, 2004)

Case Studies: Franchising

- » [From Fast-Food Wagon to Successful Business — Emprendimientos Fast S.A. \(Paraguay\)](#) (Mar 1, 2005)
- » [Uruguayan Enterprise IP strategy in the IT sector - Memory Computación \(Uruguay\)](#) (Aug 9, 2004)
- » [An Impressive IP Strategy Model - The Dome Group \(Australia\)](#) (Mar 27, 2004)

Case Studies: Trade Secrets

- » [SPL: International Patent and Trademark Protection to Secure Licenses \(UK\)](#) (Nov 5, 2008)
- » [Management of Intellectual Property in Offshore Outsourcing: How Shinetech Software Inc. Sets Itself Apart From its Competitors \(China\)](#) (Apr 27, 2005)
- » [Recognition of the Importance of Intellectual property by a Start-up Business Manager - Enterprise S \(Luxembourg\)](#) (Dec 22, 2004)
- » [Australian Invention Dazzles Hollywood - Jim Frazier \(Australia\)](#) (Mar 27, 2004)
- » [Innovation with Focus](#) (Mar 27, 2004)
- » [Success of a Mauritanian initiative attributable to intellectual property management - Abdallah Ally \(Mauritania\)](#) (Mar 27, 2004)



WIPO SMEs NEWSLETTER October 2008

by the SMEs Division of the World Intellectual Property Organization (WIPO)

WIPO SMEs Newsletter is a monthly e-publication providing readers with useful intellectual property information contained in articles, case studies, forthcoming IP/SMEs relevant events, and published presentations featured on our web site. We hope you will find it useful and informative. We encourage you to share the newsletter or items of interest with friends and colleagues. For past issues and information on the activities of the SMEs Division, please visit <http://www.wipo.int/sme>.

NEWS

IP PANORAMA Business School for Korean Companies organized (see linked program) on October 6 to 10, 2008, at WIPO Headquarters, Geneva, Switzerland.

Should any other Chamber of Commerce and Industry, University or SME support/training institution, anywhere in the world, wish to organize similar program based on utilizing [IP PANORAMA](#) multimedia toolkit, please write to Mr. G.S. Jaiya, Director, SMEs Division, WIPO at guriqbal.jaiya@wipo.int.

CASE STUDY

International Patent and Trademark Protection to Secure Licenses

This case study illustrates the use of IP as collateral in attracting investments into the company and emphasizes the importance of patent protection and trade secret for businesses. [More](#)

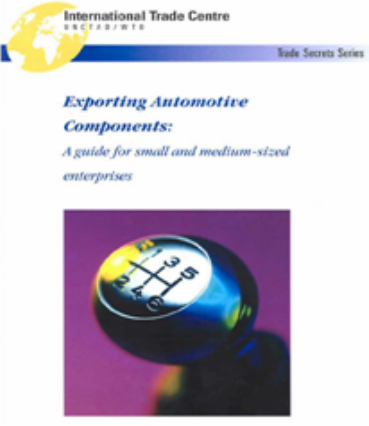
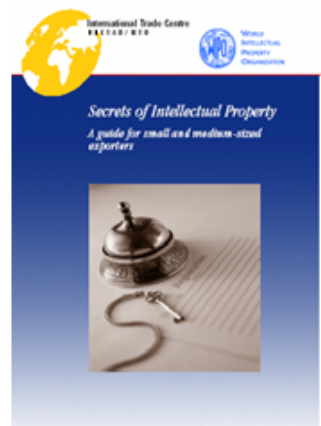
Lak Marine: Building a Strong and Defensible Worldwide Brand

This case study demonstrates that IP protection builds a strong brand and raises the core IP value of products. [More](#)



Easy to read, practical, business friendly guides

Small and Medium-sized Enterprises Division





Translations and/or adaptation projects

Countries are encouraged to translate and or adapt the guides to their local language (s) and their laws and procedures.

Over 20 countries have completed such translations and adaptations. Around 20 more have signed agreements and are in the process of completing.

Small and Medium-Sized Enterprises

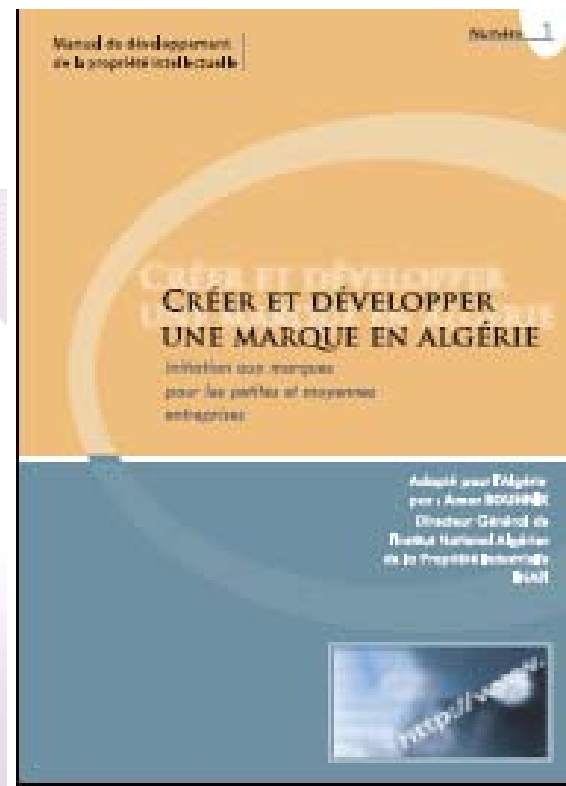


Uruguay

mozambique

Macedonia

Algeria





IP PANORAMA 10 Modules

Basic Modules

- 1 Importance of IP for SMEs
- 2 Trademarks and Industrial Designs
- 3 Invention and Patent
- 4 Trade Secrets
- 5 Copyright and Related Rights

Advanced Modules

6. Patent Information
7. Technology Licensing in a Strategic Partnership
8. IP in the Digital Economy
9. IP and International Trade
10. IP Audit

Further Development

Trademark Licensing, Valuation of IPRs
Arbitration and Mediation of IP Disputes
Franchising and IPRs, Enforcement of IPRs
Merchandizing of IPRs, etc.



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

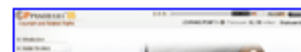


IP PANORAMA 04: Trade Secrets

- » 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





Free Access through Internet

- Publicly available from the website of SMEs division

SMALL AND MEDIUM-SIZED ENTERPRISES

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E-NEWSLETTER

Enter your e-mail address to receive our monthly e-newsletter:



Small and Medium-Sized Enterprises (SMEs)

IP RIGHTS

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- » [IP and Financing](#)
- » [E-commerce](#)
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- » [IP Disputes Resolution](#)

RESOURCES

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New on the SME Website

- » [Launching of IP PANORAMA: The Most Advanced E-learning Content on Intellectual Property for your Business](#) (Sep 24, 2007)
New
- » [WIPO Forum on Intellectual Property and Small and Medium-sized Enterprises, Geneva, September 13 and 14, 2007](#) (Aug 31, 2007)
- » [Support for Belgian Industry by Patent Information Activities \(Belgium\)](#) (May 1, 2007)
- » [The European IP Market Needs a Revolution](#) (May 1, 2007)



World Wide Promotion and Use

Small and Medium-sized Enterprises Division

- Agreed with Thai (Nov. 2007) and Portuguese IP Office (Apr. 2008) to produce translated versions of IP PANORAMA
- Organizing education programs with KIPA, MNCCI, VCCI, KWIA, NID, Napoli University, etc.
 - Sub-regional Seminar for Eastern/Central European Countries in Warsaw April 2009
- Referred and used by various institutions world wide

No cost or royalty payment for use by not for profit institutions



Overview

For Businesses ▾

- Intellectual Property Management (IPM)
- Intellectual Property Management (IPM) for SMEs Programme

Resources for Businesses

- FAQ

For General Public/Schools >

For IP Professionals >

education outreach
capability development
awareness education
outreach
capability development outreach

[Email to Friend](#) [Printer-friendly](#)

About IP

> [Definition](#)

Registrable IP

- > [Patents](#)
- > [Trade Marks](#)
- > [Designs](#)
- > [Plant Varieties Protection](#)

Other IP

- > [Copyright](#)
- > [Trade Secrets & Confidential Information](#)
- > [Geographical Indications](#)

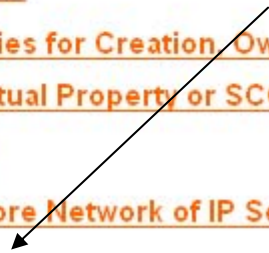
[Home](#) > [Programmes](#) > [For Businesses](#) > Resources for Businesses

Resources for Businesses

We understand that Intellectual Property is the lifeblood of modern businesses. To help companies manage their IP portfolios more efficiently, we have developed some practical tools for their use.

The following are some examples:

- [IP Starter](#)
- [Strategies for Creation, Ownership, Protection and Exploitation of Intellectual Property or SCOPE IP™](#)
- [SurfIP](#)
- [Singapore Network of IP Service Providers or SNIPS](#)
- [IP Panorama](#)





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български english

Find:

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- IP Education
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WIPO News

IP PANORAMA IS NOW AVAILABLE FROM THE WIPO'S WEBSITE

24.09.2007

"IP PANORAMA", an advanced e-learning tool on intellectual property (IP) for business, is now publicly available from the website of the World Intellectual Property Organization (WIPO) at <http://www.wipo.int/sme/en/multimedia/> and from the website of the IP Academy (<http://www.ipacademy.net/ipeng/>) which is operated by the Korean Intellectual Property Office (KIPO) and the Korea Invention Promotion Association (KIPA). IP PANORAMA was developed jointly by WIPO, KIPO, and KIPA under a project entitled, 'The Joint Development of E-learning Content' from 2004 to 2007.

IP PANORAMA is an interactive and user-friendly multimedia product which explains in layperson's terms the practical relevance and strategic uses of different aspects of the IP system for business and its potential role in enhancing competitiveness and boosting profits. The product consists of ten modules which introduce different aspects of the IP system including patents, trademarks, copyright and related rights, designs and trade secrets as well as patent information, licensing, e-commerce, international trade and IP audit.

IP PANORAMA is an effective capacity building tool for self learning, particularly within the micro-enterprise and small and medium-sized business sectors. It is hoped that the interactive multimedia content of the product will prove to be a versatile educational tool suitable for use in e-learning programs for owners, managers and company employees, especially within developing countries. It is already being used by two leading Korean Universities who have recently launched IP-focused business courses.

WIPO PRESS RELEASE

[Printer Friendly Version](#)

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- Q&A
- Site Map

News

CANDIDATES FOR POST OF WIPO DIRECTOR GENERAL PRESENT THEIR PLATFORMS IN INFORMAL MEETING IN GENEVA

15.04.2008

125 ANNIVERSARY OF THE SIGNING OF PARIS CONVENTION FOR THE PROTECTION OF INDUSTRIAL PROPERTY

21.03.2008

FIRST FIM INTERNATIONAL ORCHESTRA CONFERENCE

14.03.2008

Events

EXHIBITION OF ALEXANDER TERZIEV, National Library, Sofia ,April 4th- May 4th 2008

28.03.2008

WIPO SUMMER SCHOOL ON INTELLECTUAL PROPERTY 2008

26.03.2008

"STRATEGIES FOR MANAGEMENT OF IP" AN EXECUTIVE PROGRAM OFFERED BY WIPO AND KELLOGG SCHOOL OF MANAGEMENT

17.03.2008

WIPO News

LIST OF WIPO NEW PRODUCTS



The Trade Secrets Vault



The Trade Secrets Vault

« Trade secrecy must give way when it comes to the provision of public infrastructure? | [Main](#) | [Safeguarding Trade Secrets in China : key is to use the system and play the game the way the Chinese do](#) »

WIPO cartoon movies on trade secrets

For the fun of it... Sit back with some popcorn and enjoy the show. These are Flash files that take some time to load...sort of a puzzle from an NGO with a mandate to educate developing nations often with limited web infrastructure. Good stuff. "IP PANORAMA", an advanced e-learning tool on intellectual property (IP) for business, is now publicly available in English from the website of the World Intellectual Property Organization (WIPO) [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](#)

Posted by Jon Cavicchi on September 27, 2007 11:07 AM | [Permalink](#)

ABOUT THIS BLOG

Welcome to The Trade Secrets Vault

SEARCH

Search this blog:

ABOUT

This page contains a single entry from the blog posted on **September 27, 2007 11:07 AM**.

The previous post in this blog was [Trade secrecy must give way when it comes to the provision of public infrastructure?](#).

The next post in this blog is [Safeguarding Trade Secrets in China : key is to use the system and play the game the way the Chinese do](#).

Many more can be found on the [main index page](#) or by looking through the [archives](#).



Project on IP for SMEs

- Identify barriers, issues, challenges and opportunities of SMEs.
- Develop materials based on “IP for Business” series and “IP PANORAMA”,
- Undertake business-oriented IP education and training in teaching and training institutions that support SMEs
- Prioritize delivery of training - knowledge-intensive, high tech, export-oriented sectors, especially those which are already part of global supply or value chains/networks, or with SMEs that are in geographic clusters, or those linked to research institutes, universities, or housed in incubators and science parks
- As far as possible in implementing activities explore and develop synergies and partnerships with similar projects, draw lessons from the experience of other countries and use case studies.