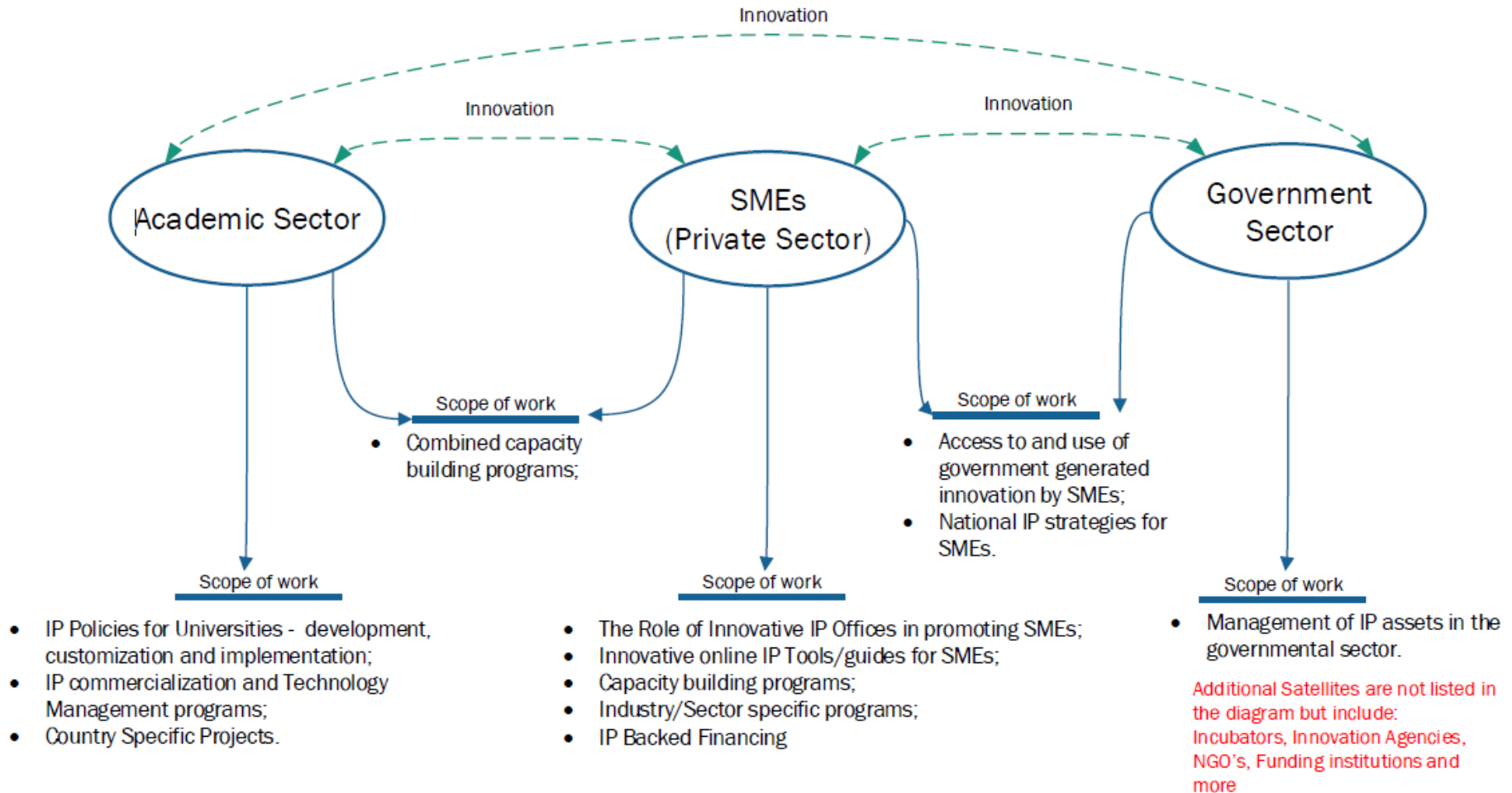




IP Commercialization Infrastructures: Capturing the Value of IP Assets

SMEs and Entrepreneurship Support Division, WIPO

PROGRAM 30: The Innovation Ecosystem
A Cross-Sectorial Approach to IP Commercialization

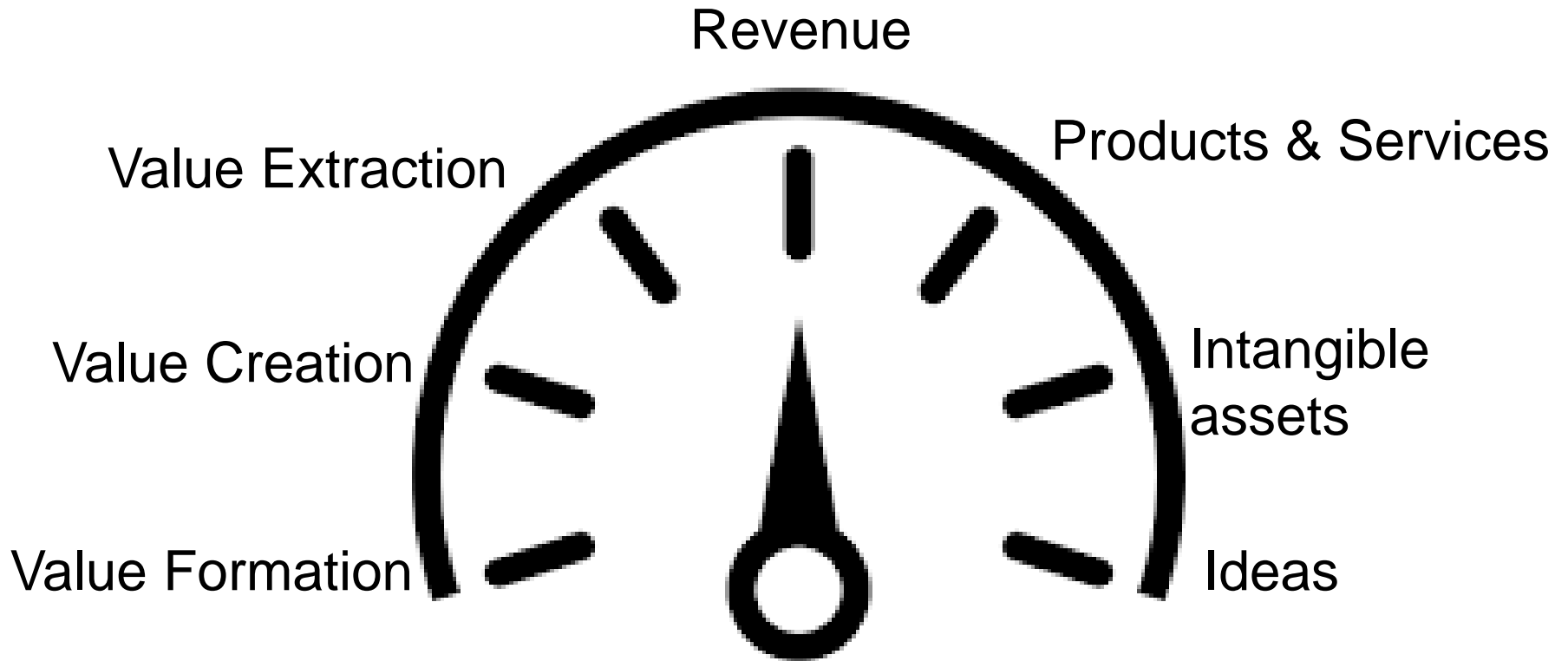


The cross-sectorial approach emphasizes the importance of successful collaboration between the different sectors which are part of national innovation ecosystems (SMEs/private sector, academia, governmental sector and additional bodies). Therefore, in the division's work, emphasis is put on programs and trainings that focus on the flow of innovation/IP assets/funds between the different sectors, in addition to the traditional way of addressing each sector separately.

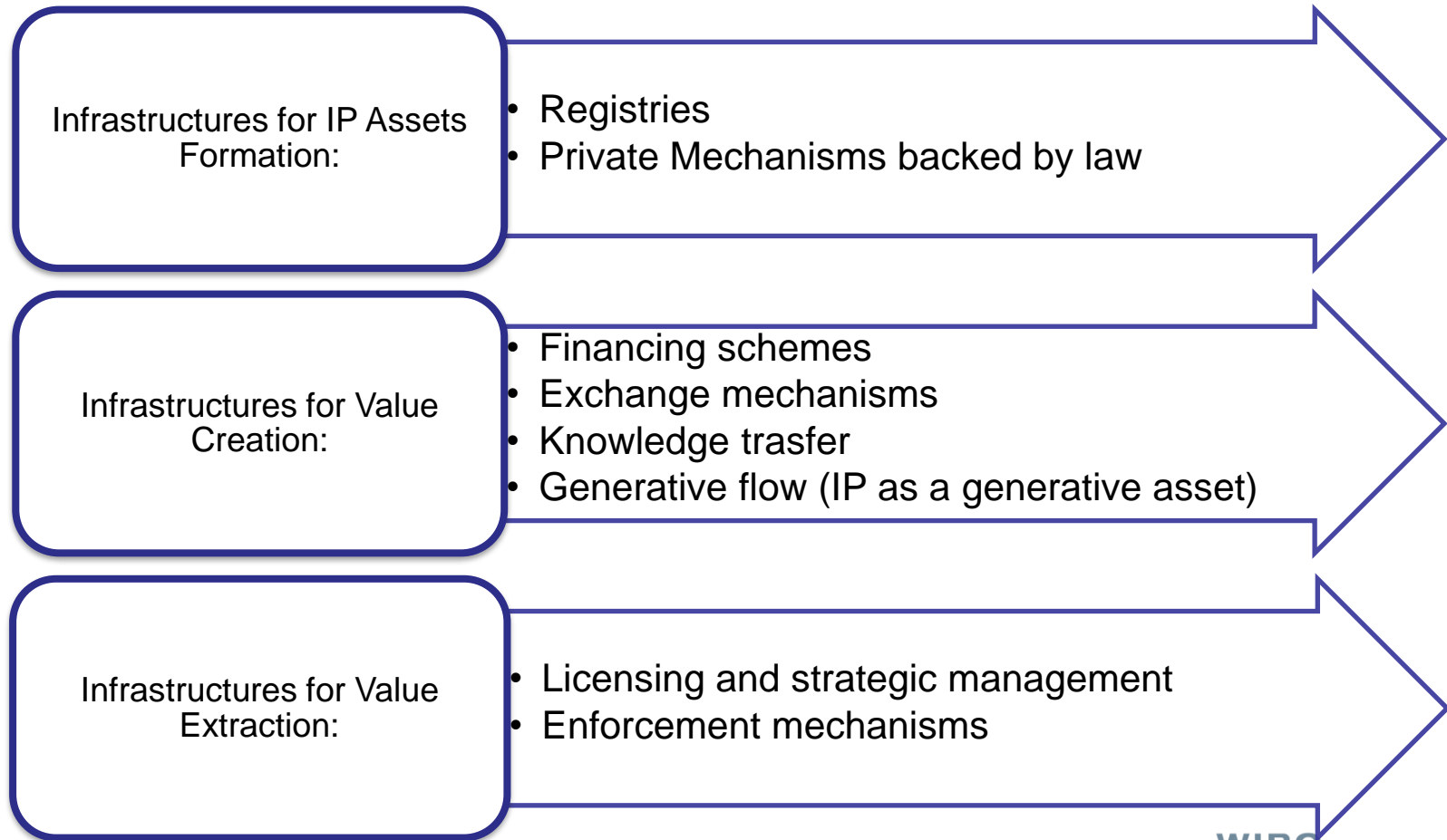
Schemes could also be developed for the creative ecosystems and for brands & designs/products & services oriented ecosystems, though they will vary in terms of the players and institutions involved.

IP Commercialization
infrastructures

Innovation cycle



IP Commercialization Infrastructures



Implementation strategy:

The division's current strategy is to move away from single ad hoc events to a more project-oriented approach that responds to the increasingly sophisticated needs of SMEs and focus on supporting enhanced cooperation among the different innovation stakeholders (private sector, academia and other innovation players) via joint projects and activities; e.g. for SMEs and Universities.

Basic support:

Awareness raising and capacity building activities on a wide range of topics;

Intermediate support:

Development of guides, tools, and web presence with the possibility to further modify and adapt some of them to the particular needs of end users
- member states;

Advanced project-based support:

Country-based or subject/industry specific projects; open to a range of stakeholders aiming at full involvement of national partners.

Bringing IP to life via Academic and Governmental Institutions

Within Academic sector, the division focuses on:

- WIPO IP toolkit for universities and research institutions – Awareness raising activities;
- National projects for customization of an IP Policy Template for Universities;
- Training programs for technology management offices;
- The development of supportive guides.

Within Governmental sector, the division focuses on:

- Management of IP Assets funded/generated by the public sector:
 - Supportive materials on different aspects of managing IP assets that are either generated or funded by governmental agencies;
 - Set of Guidelines on the Management of IP assets funded/generated by the public sector;
 - Pilot projects with member states.
- IP offices as Innovation Agencies:
 - A forum for Innovative IP Offices;
 - Provision of technical assistance and support.

Tools for Universities

The IP Policy Tool Kit for Universities:

- Template IP Policy which provides a compendium of key issues that are essential in an institutional IP policy for universities.
- The Guidelines for Customization - help universities adapt the Template to its particular mission, goals, the national laws, and the local "ecosystem".
- The Policy Writer's Checklist a practical tool, to guide universities through the different stages the process of creating an IP policy usually involves.

Volume II of WIPO Toolkit for Academic Institutions

Includes case studies of IP commercialization and templates for business negotiation during technology transfer, focusing on different forms of licensing agreements.

The Successful Technology Licensing KIT

Edited with inclusion of Competition Law Aspects, and translated in 10 languages by Member States.

Guide on Incentives for IP Commercialization and Knowledge Exchange by Researchers

(An advanced draft has been completed).

IP Valuation Guide for Academic institutions

Bringing IP to life via SMEs

- Training programs on IP management for SMEs, including sector/industry specific programs;
- Development of a Strategy to Support SME Intermediaries;
- Industry/Product based Approach – workshops and specific industry analysis support;
- Study visit to SMEs, Start-Ups and SMEs Support Institutions in Switzerland;
- Working with member states on the development of National IP strategies for SMEs;
- Innovative IP Offices:

Technical assistance in the development of support services for SMEs, and additional in-house services of IP offices.

Tools for SMEs

An Online IP Diagnostic Tool for SMEs

A general version was launched via the web-site. Tool can be adapted to particular industries as well as translation to different languages and customization to particular member states.

IP for Business Series

Guides on patents, trademarks, designs and copyright as well as on licensing and franchising designed particularly for SMEs. Translated to the six UN languages.

IP Issues for Start-Ups

(An advanced draft has been completed).

IP-Backed Financing for SMEs

(At a preliminary development stage).

IP-Backed Financing for SMEs

- To enhance the capacity of SMEs and enable them to realize the potential of IP assets in accessing funding opportunities, WIPO will undertake a two-pronged approach:
 1. Reports:
 - *Guide on the Use of IP Assets by SMEs to Access Funding*: Guide will provide SMEs with the general strategies on how to evaluate IP and use it as a collateral/security to access funding, as well as with the relevant legal and financial framework; and
 - *Country reports*: Studies focusing on specific countries to be identified after discussions with the relevant regional bureaus. The country reports will act as country case studies providing initiatives, challenges and recommendations on the use of IP assets in the identified countries.
 2. Technical Assistance:
 - Technical assistance and capacity building that will support further promotion of utilizing IP assets as a source of financing

WIPO IP DIAGNOSTICS

This is a software-based tool targeting SMEs and SME intermediaries.

It helps an enterprise identify the IP assets that it may possess and receive preliminary guidance on how the IP system can help it leverage those assets to enhance business potential and increase its competitiveness.

■ For SMEs

- Fast and simple: Can be completed in 10-20 minutes
- Self-directed: A user can use the WIPO IP Diagnostics in his/her own time, taking as long as he/she likes
- Personalized IP assessment report: adapted to his/her needs
- Free-of-charge
- Backed by WIPO: WIPO's 130+ years of IP expertise and its global, UN mandate ensures SMEs are getting the latest, authoritative guidance

■ For Member States

- Combines the best practices of other nationally-focused resources into a WIPO-curated assessment vehicle applicable to any country
- The WIPO IP Diagnostics can be further modified to the specificities of the country/industry

<https://www.wipo.int/ipdiagnostic/>



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