



The Role of Effective IP Asset Management in Enhancing SMEs Competitiveness

WIPO Workshop on Creating IP Culture among Small and Medium-Sized Enterprises (SMEs)

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The knowledge economy

- Massive transition from an economy based on physical capital to an economy based on intellectual capital
- The rate of investment in intellectual capital are increasing at a rate that is much higher than the rate of investment in physical capital
- Intellectual capital is the basis of wealth creation; it is the source of competitive advantage for enterprises, industries and companies

What is Intellectual Property?

- IP very broadly means the legal rights which result from intellectual activity in the industrial, scientific, literary and artistic fields.
- IP is protected in law by, for example, [patents](#), [copyright](#) and [trademarks](#), which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

Intellectual Property

- The Convention establishing WIPO provides that “intellectual property” shall include right relating to:
 - literary, artistic and scientific works
 - performances of performing artists, phonograms, and broadcasts
 - inventions in all fields of human endeavor
 - scientific discoveries
 - industrial designs
 - trademarks, service marks, and commercial names and designations
 - protection against unfair competition
 - and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields.

IP Filings Statistical Country Profile: BG

IP Filings (Resident + Abroad, Including Regional) and Economy

Year	Patent	Trademark	Industrial Design	GDP
2010	391	18,911	2,153	112.87
2011	395	20,413	2,498	114.66
2012	371	21,947	3,599	114.93
2013	500	20,111	4,033	116.40
2014	467	26,312	3,454	118.21
2015	512	25,506	4,449	121.71

The statistics are based on data from IP offices or extracted from the PATSTAT database

What is WIPO?

- WIPO is the global forum for [intellectual property](#) services, policy, information and cooperation. Its a self-funding agency of the [United Nations](#), with 189 member states.
- Its mission is to lead the development of a balanced and effective international intellectual property (IP) system that enables innovation and creativity for the benefit of all. Its mandate, governing bodies and procedures are set out in the [WIPO Convention](#), which established WIPO in 1967.

What is WIPO?

We provide:

- a [policy](#) forum to shape balanced international IP rules for a changing world;
- global [services](#) to protect IP across borders and to resolve disputes;
- [technical infrastructure](#) to connect IP systems and share knowledge;
- [cooperation](#) and [capacity-building](#) programs to enable all countries to use IP for economic, social and cultural development;
- a world [reference](#) source for IP information

IP Management

- The management of intellectual assets has become key to coping with market competition in the knowledge-based economy
- Consider how best to use the IP System to your own benefit: from product development to product design, from service delivery to marketing, from raising financial resources to exporting
- It is very important to develop an IP strategy that should be integrated in the overall business strategy
- Business usually focus on supporting their business strategy with the IP they protect e.g. the products and services that they sell. Increasingly the licensing of IP is becoming a part of their strategy

Competitiveness Through Management of IP Assets

- To become and remain competitive, SMEs need a coherent business strategy to enhance and create value in IP portfolios:
 - Be aware of IP landscape (competitors)
 - Create defensive patents
 - Build IP portfolio to attract investment
 - Use collaborations with other companies

Strategic Use of IP Rights

IP rights may be used to:

- obtain access to new markets (e.g. by licensing)
- enhance the reputation of a company as a technology leader through access to, or ownership of, key patented technologies;
- creating a corporate identity through a trademark and branding strategy;
- segmenting markets through different designs targeted to different customer groups;
- avoiding wasteful investments in R&D by consulting patent databases;

This all will depend on the company's overall business strategy

Effective and efficient Use of the IP System

- SMEs face a number of difficulties in using the IP system such as: limited knowledge of the ins and outs of the IP system;
- Additional element is the issue of enforcement of IP rights (fear of the costs of patent-defense can have an impact on investments in generating inventions)
- Low awareness of the system; limited access to the necessary human resources and/or accessible legal advice; high costs, not just for acquiring and maintaining but also for monitoring and enforcing IP rights

Overcoming Challenges faced by SMEs

- Raise awareness about strategic opportunities offered by IPRs
- Diffuse knowledge about variety of IP instruments and the strategic objectives they serve
- Foster IP education and training, bringing services and expertise closer to SMEs
- Address SMEs financial constraints in the access to IPRs
- Make IPR system overall more “SME-friendly”
- Improve cross-border IP information, coordination and enforcement for SMEs operating internationally
- Improve metrics for measuring SMEs intellectual assets

WIPO Development Tools and Services-Meeting Training Needs

Training targeted to small and medium-sized enterprises (SMEs) includes:

- Programs for national and regional SME-support institutions;
- Training of trainers on effective IP asset management;
- National Studies on IP Policies for SMEs;
- Workshops on Enhancing SMEs competitiveness through the management and use of IP assets;
- Seminars on appropriate IP policies;
- Project based support on integrating IP management and use in Government initiatives supporting SMEs;

- Making a Mark - An Introduction to Trademarks for Small and Medium-Sized Enterprises
<http://www.wipo.int/publications/en/details.jsp?id=4208&plang=EN>
- Inventing the Future - An Introduction to Patents for Small and Medium-sized Enterprises
<http://www.wipo.int/publications/en/details.jsp?id=132&plang=EN>
- Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises
<http://www.wipo.int/publications/en/details.jsp?id=113&plang=EN>
- Creative Expression: An Introduction to Copyright and Related Rights for Small and Medium-sized Enterprises
<http://www.wipo.int/publications/en/details.jsp?id=152&plang=EN>
- In Good Company: Managing Intellectual Property Issues in Franchising
<http://www.wipo.int/publications/en/details.jsp?id=271&plang=EN>
- Making Intellectual Property Work for Business - A Handbook for Chambers of Commerce and Business Associations Setting Up Intellectual Property Services
<http://www.wipo.int/publications/en/details.jsp?id=295&plang=EN>
- IP PANORAMA <http://www.wipo.int/sme/en/multimedia/>

Joint publications with ITC

- Exchanging Value - Negotiating Technology Licensing Agreements: A Training Manual
<http://www.wipo.int/publications/en/details.jsp?id=291&plang=EN>
- Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters
<http://www.wipo.int/publications/en/details.jsp?id=294&plang=EN>
- Marketing Crafts and Visual Arts: The Role of Intellectual Property
<http://www.wipo.int/publications/en/details.jsp?id=281&plang=EN>