Innovation management — Tools and methods for intellectual property management

ISO 56005

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ISO 56005

Total training hours: 32 = 1 ECVET

16 hours physical training

16 hours individual learning

Activities:

1. Individual excercises
2. Self assesment
3. Group activities
4. Study cases

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2. Intelectual Property Strategy

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Take 3 minutes to think about IPR Strategy..
Why do you consider it is important for SMEs?

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Source: https://abounaja.com/blogs/ip-strategy-for-market-leadership

IPM Strategy Goals

The **purpose** of this process is to develop an **IP strategy, its goals and implementation**

Outcome list

1. Organisational Structure to Support development of a proper IP strategy
2. Resources for IP management teams
3. Clear communication of IP strategy goals by top management

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The ***IP strategy goals*** *will be build based on:*

- *the* ***proper allocation of resources****,*
- *the defined* ***IP strategy objectives*** *and* ***associated policies****;*
- ***minimizing the IP risk*** *associated with innovation activities and initiatives, and ensure the organization maintains ownership or access of innovation outputs and/or results;*
- ***optimizing IP assets****, and maximize innovation effectiveness, outputs, and/or results;*
- *and* ***strengthening organizational competitiveness*** *by leveraging IP.*

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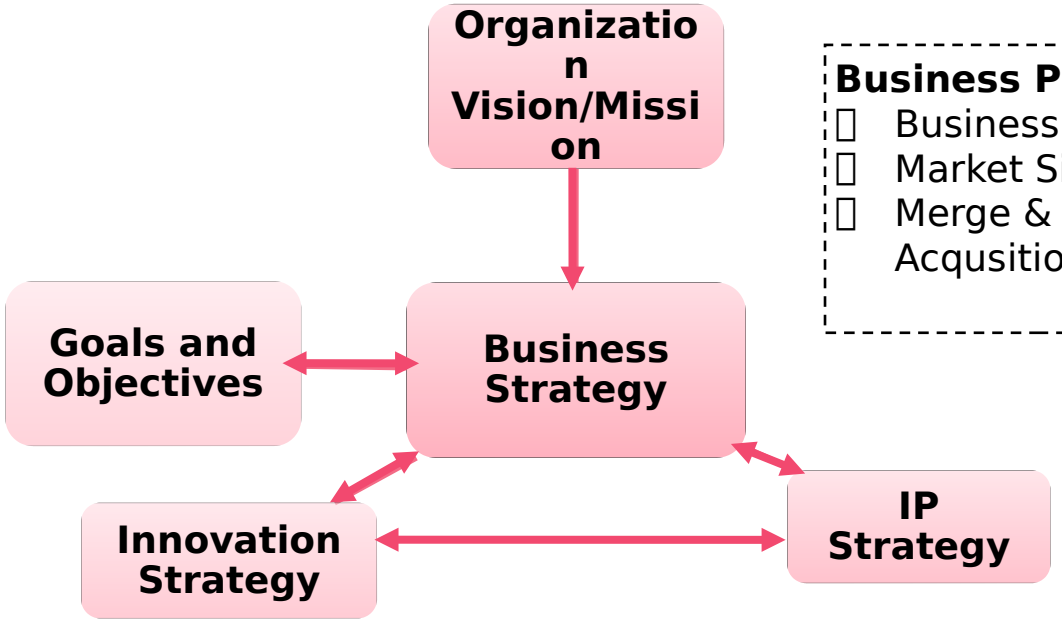
The relationship between Organization's Business Strategy, Innovation Strategy and IP Strategy



Business Process
- Business Model
- Market Situation
- Merge & Acqusition

Innovation Process
- Identify
- Create
- Validate
- Develop
- Deploy

IP Management
- IP Research & Analysis
- IP generation
- IP Aquisition
- IP Maintainance
- IP Exploitation
- IP Risk Management

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IP Strategy

Source:https://ised-isde.canada.ca/site/canadian-intellectual-property-office/en/ip-academy/plan-your-ip-strategy-html-version

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Developing IP strategy

The organizations develops the IP strategy as a tool to advance the **organization's objectives**, *and which supports the achievement of the* **organization's wider innovation and business strategies.**

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Developing IP strategy

The development of the IP strategy shall be made by:

- *considering the* **role of IP and IP management in both innovation** *and* **business strategy***;*
- *understanding and documenting the* **current IP position** *of the organization;*
- *and by setting up* **IP objectives** *that align with the innovation policy and organization roadmap.*

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Developing IP strategy

- *It is time for an exercise.. Group of 3-4 persons*
- *Let’s build our own IP Strategy*
- *How can we start?*
- *What should we take into consideration when developing the strategy?*

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Roadmap for Strategy development

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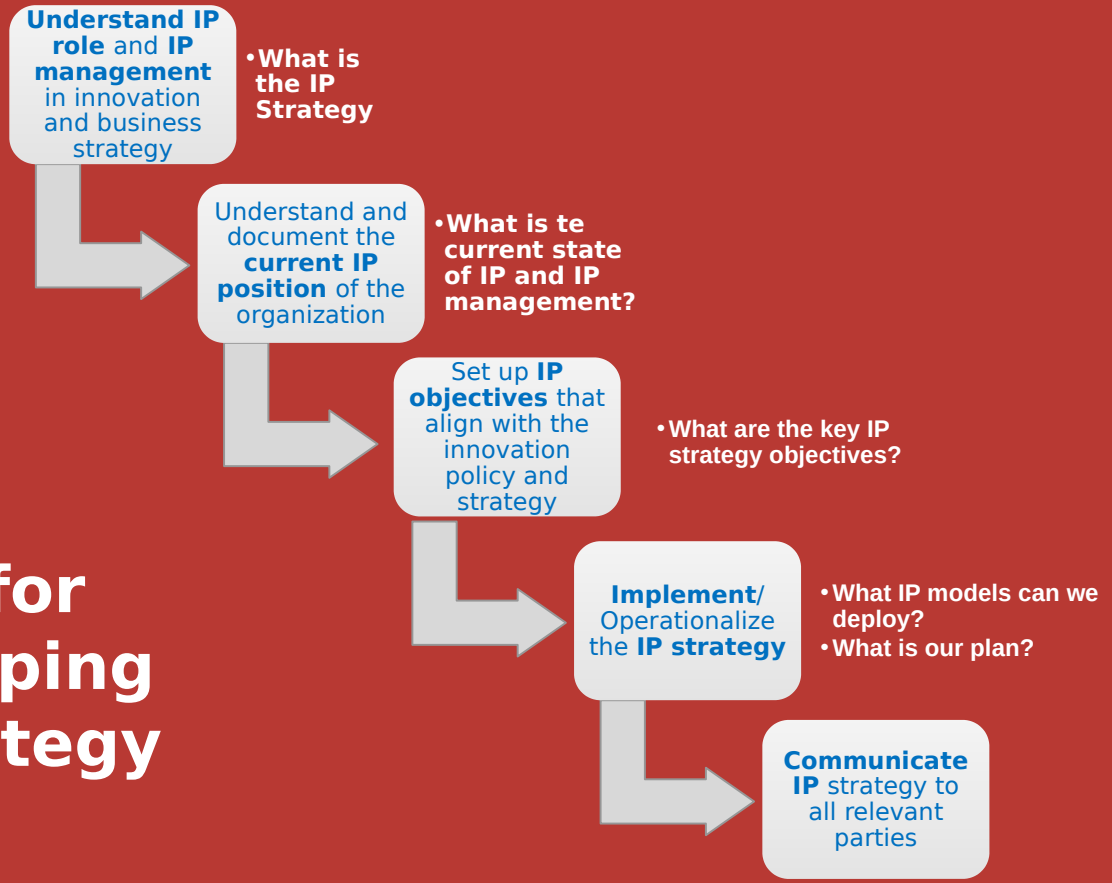
Steps for developing IP Strategy



Evaluate and review IP strategy regularly against the changing external environmentor internal changes

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IP Strategy development

Exercise:

*Use the **IP Strategy Checklist** to define the IP Strategy*

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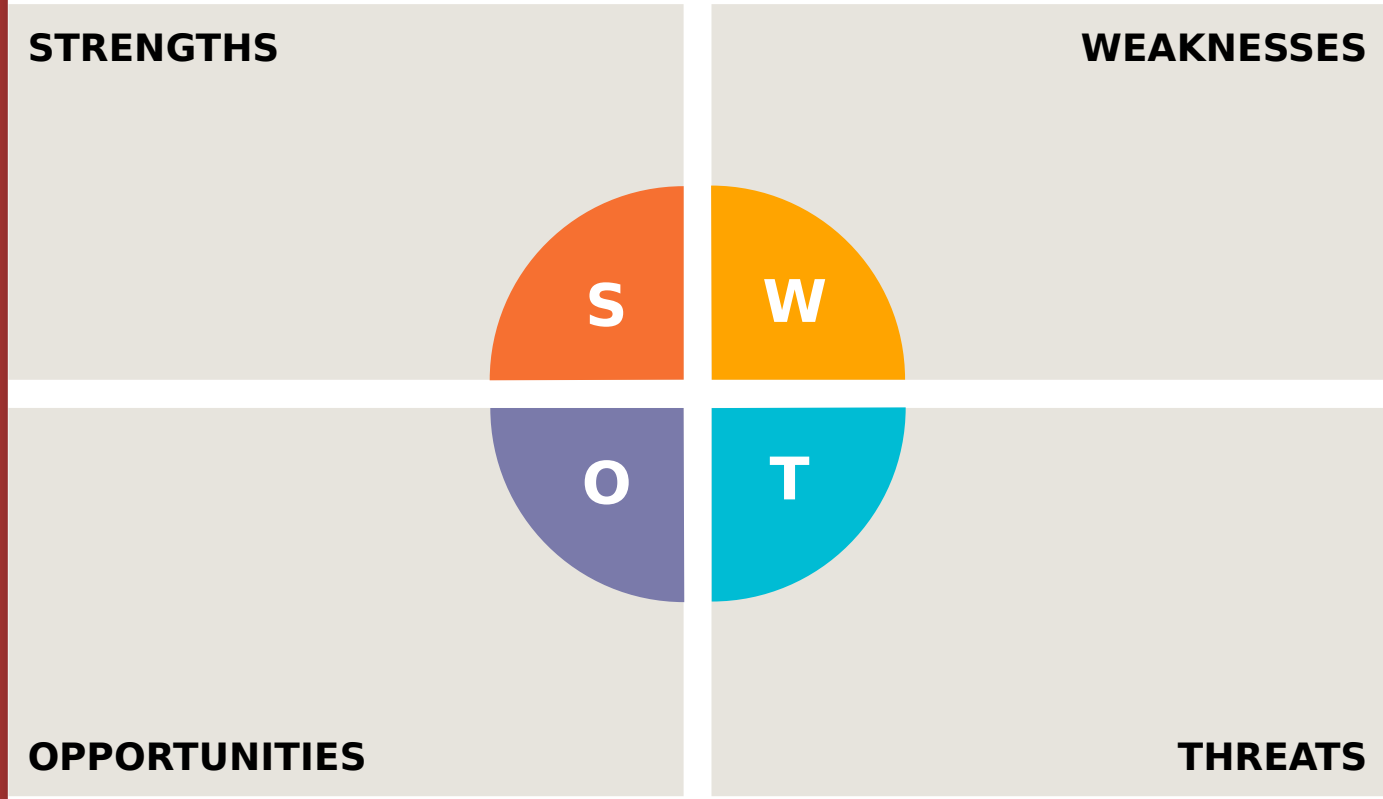
SWOT Analysis of the developed IP Strategy



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Implementing IP strategy I

The organization is **implementing the IP strategy** *and* **periodically evaluates and reviews it** *against the changing external environment or internal changes due to the evolution of organizational strategy.*

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Implementing IP strategy II

The **evaluation of the IP strategy** *is made by:*

- *performing* **SWOT analysis** *of organization's IP;*
- *reviewing the key IP strategic objectives and understanding how the IP strategy links to the strategic direction of the organization;*
- *by defining the responsible for implementing the IP strategy and the measurement of the business impact.*

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WIPO Academy

The **World Intellectual Property Organization (WIPO)** *is the global forum for intellectual property policy, services, information and cooperation.*

The **WIPO Academy** *is the center of excellence for intellectual property (IP) education and training for WIPO member states, in particular developing countries, least-developed countries (LDCs) and countries in transition. The Academy works to help build human capacity in IP, which is essential to innovation.*

Here you may find online training courses free of charge that will support gaining the knowledge on IPR protection.

Check the link to see calendar for the trainings:

https://welc.wipo.int/acc/index.jsf

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References

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References

1. https://ised-isde.canada.ca/site/canadian-intellectual-property-office/en/ip-academy/plan-your-ip-strategy-html-version
2. https://www.wipo.int/portal/en/

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