WIPO IP diagnostic tool

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Talia Bally
Program Support Officer | IP for Business Division (IPBD), IP and Innovative Ecosystems Sector (IIES), WIPO
Presentation plan

➢ Who are we?
➢ What is the IP diagnostic tool?
➢ What is its purpose?
➢ For whom?
➢ How does it work?
➢ Case Study
➢ Conclusion and final notes
Who? The IP for Business Division
IP and Innovation Ecosystems Sector of WIPO

- Develop value-added products and services for SMEs (that integrate IP in the company’s DNA)
  - i.e. the IP diagnostic tool

- Build partnerships identifying sources and resources of support and helping SMEs
  - i.e. innovation agencies; entrepreneurship centers; incubators; accelerators; etc.

- Develop evidence-based solutions...
  - ...that can easily be adapted and implemented by beneficiaries.
What is the WIPO IP diagnostic tool?

- A self-evaluation tool targeting IP strategy for SMEs.
- By answering a series of questions on their commercial activities, the users will instantly receive a personalized report based on the answers they provided.
- **Free and userfriendly.** The tool exists in the six official UN languages and in Japanese.
What is the IP diagnostic tool’s purpose?

SMEs often:

- Don’t acknowledge the **importance of intangible assets** (valorisation of the company through IP, commercial opportunities).
- **Lack guidance and knowledge** of the IP component in business strategies.
- Are reluctant to invest in IP registration (feel it is expensive or unnecessary).

Purpose of the IP diagnostic tool: allow young enterprises to **develop their capatial and strategy in terms of IP** by shedding light on certain elements that can **expand their commercial opportunities**.
_for whom?

- Any individual or company
  - Preliminary advice on their intangible assets (e.g. patents, trademarks...).
  - Information on business activities that may be affected by IP (e.g. website, employees, licensing agreements).

- Small business intermediaries or institutions that provide support to SMEs (e.g., innovation agencies, incubators, start-ups, chambers of commerce, etc.).
The IP diagnostic tool: how does it work? (1/4)

Access the page WIPO IP Diagnostics and click on start WIPO IP diagnostics.

No registration required.
The IP diagnostic tool: how does it work? (2/4)

- Preliminary assessment - which consists of general questions about the company
- The diagnostic questionnaire will then be adapted based on the pre-assessment
- You can take the questions at your own pace, as well as interrupt and resume your session where you left off
- Duration: approx. 1 hour for the 10 sections
- Accessible from a computer or a smartphone
The IP diagnostic tool: how does it work? (3/4)

Sections cover the majority of IP rights (patents, trademarks, designs, copyrights, and trade secrets).

The tool explores IP in all areas of business activity (employees, external suppliers, subcontractors, international trade, licensing and franchising).
The IP diagnostics tool: how does it work? (4/4)

- You receive a report for each completed section
- Approx. 4 pages per report
- Instantaneous, can be downloaded (PDF)
- Questionnaire to be redone as soon as the company evolves (no limit)
- Allows you to obtain updated reports
- IMPORTANT! The tool does not replace the advice of a specialized legal counsel
Case study – *Idrane Plus (Algeria)*

Types of IP rights potentially concerned:

Domain name, patent, design, trademark, trade secrets...

- Algerian SME in the field of industrial maintenance and mechanicals
- Developed automatic fire fighting devices (especially on vehicles, tanks)
- The Company has a physical workshop, employees and a website

WIPO IP Diagnostics
Conclusion and final notes

• A simple and accessible tool
• Pre-assessment that determines the next steps of the analysis
• Individual questionnaires on 10 IP topics applicable to the company
• Immediately downloadable individual reports tailored to the user’s information needs
• Capable of responding to different scenarios
• Free
• Enables the establishment of a real IP strategy
• Not data specific, very general
Useful guides for SMEs

Enterprising Ideas
A Guide to Intellectual Property for Startups

New releases 2021

Series available in English and arabic:

Publications: Intellectual Property for Business (wipo.int)
Publications: الملكية الفكرية لقطاع الأعمال (wipo.int)
Thank you!

talia.bally@wipo.int
IPBD, IIES, WIPO