

discover.IP – Creating intellectual property rights (IPR) awareness mainly for SMEs

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Organisation: Austrian Patent Office (APO), Austria Wirtschaftsservice GmbH (aws)

Country: Austria

Level of government: Central government

Sector: General public services

Type: Communication

Launched in: 2008

Overall development time: 3 month(s)

Link to the innovation's website

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Description

discover.IP is a collaboration between the Austrian Patent Office (APO, Österreichisches Patentamt) and the Austria Wirtschaftsservice GmbH (aws,) that provides information on the protection of intellectual property within a company. With a main focus on SME, we also support founders and larger companies, providing the service for free for all entities up to 50 employees.

The service provides general information for companies on registered protection rights such as patents, trademarks and designs, as well as on IP strategy, contracts and possibilities of subsidies, and on trade secrets and copyright. The main focus, however, is on individual questions and problems regarding the protection of intellectual property in the addressed companies.. Recommendations are given on how to proceed with a tailor-made IPR strategy for the company.

Why the innovation was developed

- In Austria there are about 300.000 SMEs, most of which are not aware of the potential and the dangers of IPRs.
 - As global economy is developing towards a knowledge economy, IPR awareness is even more important. Thus we aim to increase IPR awareness for SMEs making them fit to develop their own IPR strategies and turning their know-how and their inventions into economic assets.
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Objectives

Improve effectiveness, Improve efficiency, Improve service quality

Main beneficiaries

Businesses

Existing similar practices

'IP Pre-Diagnosis' was originally invented in France with teams of patent officers and patent attorneys.

In other countries' public administrations

French Patent Office INPI

[https://les-aides.fr/fiche/apViAW5Xzf\\$CGnhAU1LG\\$udm/inpi/pre-diagnostic-propriete-industrielle.html](https://les-aides.fr/fiche/apViAW5Xzf$CGnhAU1LG$udm/inpi/pre-diagnostic-propriete-industrielle.html)

Results

Effectiveness

- A lot of our clients are now doing patent searches for themselves already in the stage of research and development
- Periodical meetings with patent attorneys
- Increased awareness on contracts containing IP clauses
- Extended focus on protection measures such as patent, confidentiality agreement, defensive publication etc.
- Consulting on subsidies
- Sharpen the understanding for the necessity of a tailor-made IPR strategy
- More than 85 additional patent applications / multiple EP-/PCT-applications
- More than 50 additional trade mark applications / multiple CTM
- More than 16 additional design applications
- Multiple search requests; 18 market searches

Development

Design

n/a Design time: 1 month(s)

Testing

- n/a

Testing time: 1 month(s)

Implementation

Tools used:

- Setting up mutual contracts taking into account EU regulations
- Training the teams
- Creating a marketing strategy, e.g. collaborating with the Austrian Chamber of Commerce
- Analysing feedback

Implementation time: 2 month(s)

Diffusion

- Introducing discover.IP in seminars and workshops for the public using multipliers like the chamber of commerce to get SMEs acquainted with discover.IP
 - Offering our service on our institutions' web pages
 - Constantly improving the talks and lessons given by us to make it even clearer in which way discover.IP can serve SMEs
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Challenges and solutions

- Creating IPR awareness but not interfere with IPR consultant services; our work is fully covered by existing laws
 - Merging the different competences of APO and AWS to make optimal use of synergies. This is achieved by continued joint training.
 - Optimising the service in terms of budget and time, e.g. by bundling visits in the province
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Partnerships

The service is provided by two partners: Austrian Patent Office (APO) and Austria Wirtschaftsservice GmbH

Other

n/a

Lessons Learned

Conditions for success

- Highly motivated and trained teams with industrial background
- Low-threshold service, low cost service, even free of charge for small companies