



The Role of the World Intellectual Property Organization in Promoting Innovation

WIPO Inter-Regional Symposium

**Moscow
November 30, 2010**

Overview

- World Intellectual Property Organization (WIPO)
- Innovation and Economic Growth
- WIPO Strategic Goals

World Intellectual Property Organization

- WIPO is a specialized agency of the United Nations
- It is dedicated to developing a balanced and accessible international intellectual property system, which rewards creativity, *stimulates innovation* and contributes to economic development while safeguarding the public interest



World Intellectual Property Organization

- Established in 1967 with its headquarters in Geneva, Switzerland
- 184 Member States
- Administers 24 international treaties, including: PCT, Madrid, Hague, etc.



Innovation and Economic Growth

“Innovation is central to economic growth and to the creation of new and better jobs. It is the key to competitiveness for countries, for industries and for individual firms. It is the process by which solutions are developed to social and economic challenges. And it is the source of improvements in the quality of all aspects of our material life. It is also the reason why we have intellectual property. Innovation and its many benefits do not come without the investment of time, effort and human and financial resources. Intellectual property provides the incentive for that investment.”

Director General Francis Gurry

Innovation Process

- From “mind to market”
 - Creation
 - Development
 - Protection
 - Commercialization
- Successful innovation integrates at least:
 - Technology
 - Organization
 - Marketing
 - Design

The Intellectual Property System

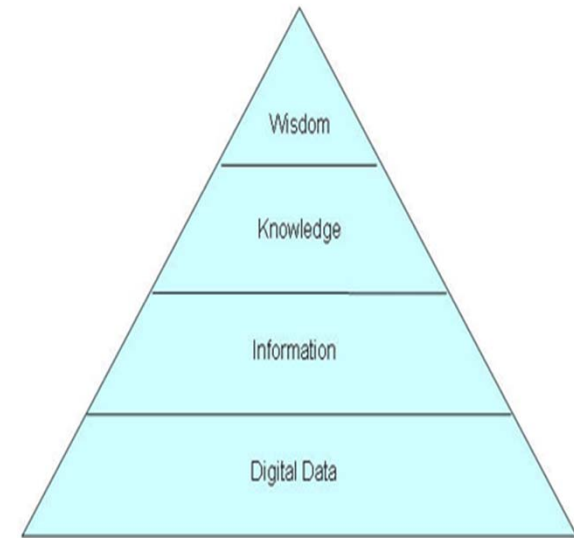
- WIPO plays a role in developing various elements related to the IP system which promotes innovation:
 - IP Legislation
 - IP Culture & awareness
 - IP Offices' competences
 - IP Automation & technical infrastructure
 - Patent information & documentation
 - IP and juridical professionals
 - Education and training

WIPO Strategic Goals

1. Balanced Evolution of the International Normative Framework for IP
2. Provision of Premier Global IP Services
3. Facilitating the Use of IP for Development
4. **Coordination and Development of Global IP Infrastructure**
5. World Reference Source for IP Information and Analysis
6. International Cooperation on Building Respect for IP
7. Addressing IP in Relation to Global Policy Issues
8. A Responsive Communications Interface between WIPO, its Member States and All Stakeholders
9. An Efficient Administrative and Financial Support Structure to Enable WIPO to Deliver its Programs

Global IP Infrastructure in the context of the Knowledge Pyramid

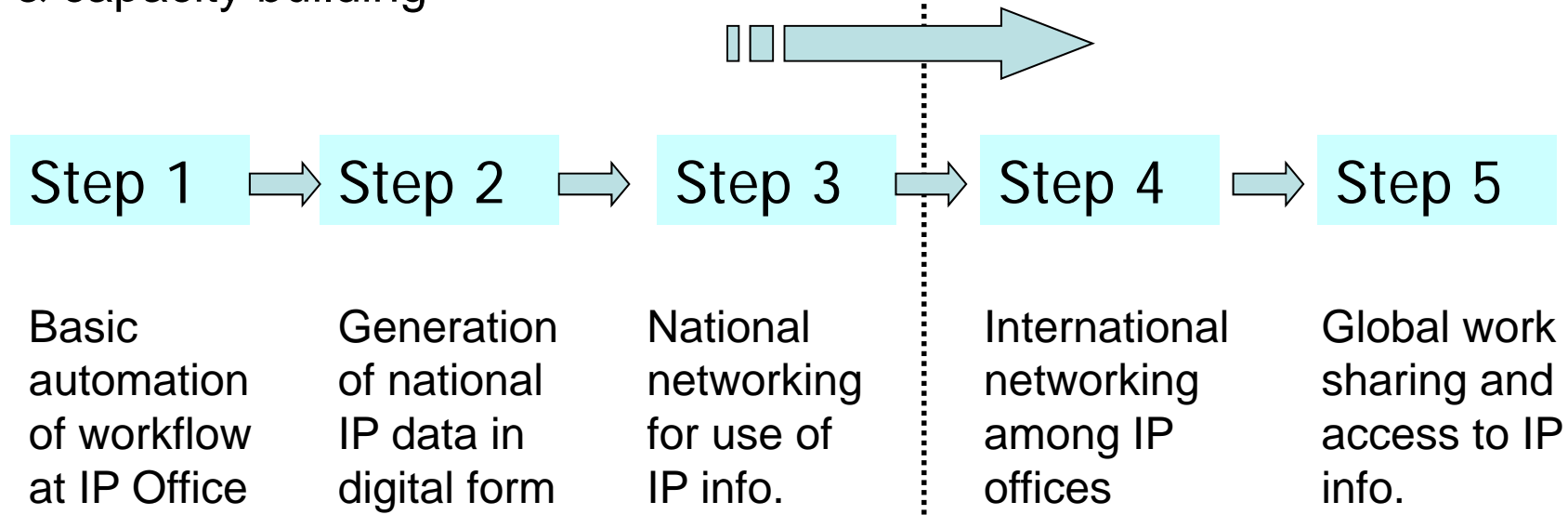
- Assistance in digitizing IP documents to create electronic IP databases
- Providing international technical standards (WIPO Standards) and tools (classifications and databases such as PATENTSCOPE®) to facilitate information flow between different databases
- Supporting institutions (such as Technology & Innovation Support Centers - TISCs) to assist innovation stakeholders in extracting knowledge and wisdom from IP information



Global Infrastructure Sector Activities

National IP infrastructure building:
WIPO's role is technical assistance
& capacity building

Global IP infrastructure building:
WIPO's role is coordination



IPAS software → Digitization software → TISC, aRDi, ASPI, Patent Landscapes → Int'l Class., ST, DAS → Links to WIPO services, ICE, IP DBs

Bridging Research & Development and Commercialization

- Technology and Innovation Support Centers (TISCs) assist in more effective:
 - Access to technology databases
 - Analysis of technical, legal and business information
 - Search of potential business partners and essential know-how
 - IP valuation and strategic use
 - Drafting of licensing agreements
 - Liaison with academic research and business institutions

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World Reference Source for IP Information and Analysis



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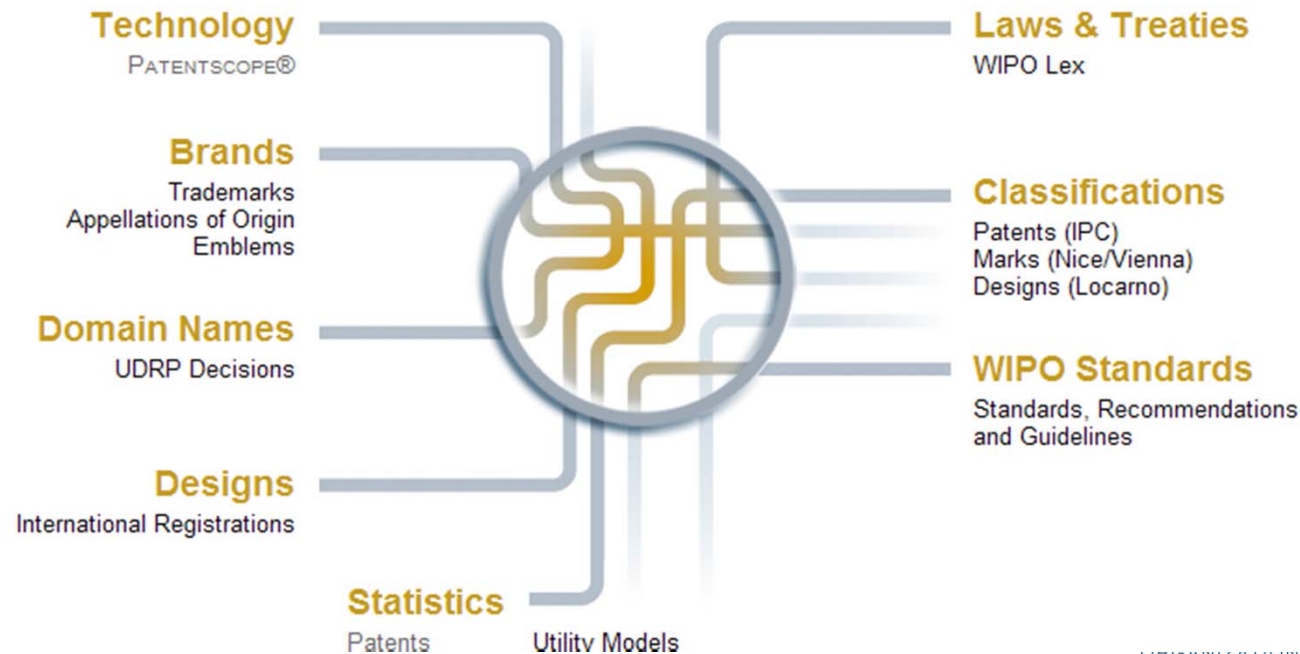
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ORGANIZATION

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Thank you for your attention!

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