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# IP Information-Education Patlib Centers and APO

**AUSTRIAN PATENT OFFICE**

*Johannes WERNER*

July 2 2015



Since 1899



# Why IP education?

- **Austria is rich in .... nothing material!**
- **But rich in immaterial goods e.g. tourism, education, INVENTIVENESS**
  
- **We have about 300 000 SMEs**
- **More than 80% lack IP knowledge/strategy!**
  
- **Role of NPOs is changing, creating IPR awareness is a natural extension of our core business: we experience an emerging 'knowledge economy' in a globalised economic framework**



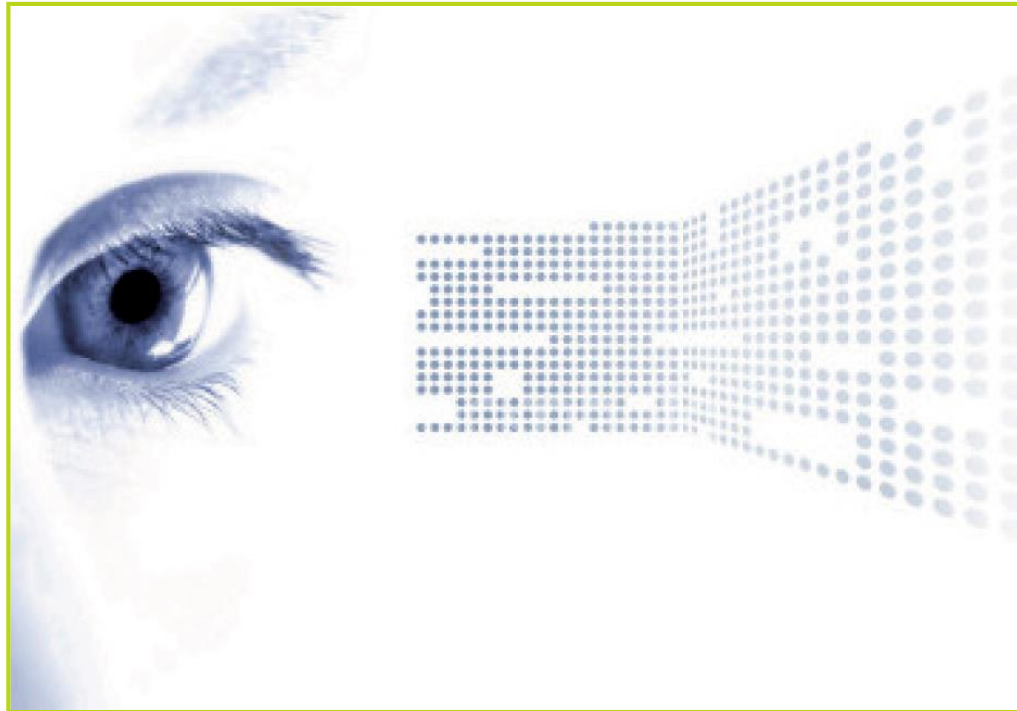
# Patlib centers in Austria

- **6 Patlibs all over Austria**
- **Patents, Copyright, Utility Models Trade marks ...**
- **Comprehensive Services e.g. IP strategy, Patent clinics, User Training**



# APO's Strategy in IP Education

- **Train the Trainers (e.g. Patlib center)!**
- **Focus on SMEs**
- **Services in APO:**
  - discover.IP: creating IPR Awareness
  - serv.IP : commercial services for our clients





- 80% of all SME's in AT need training in IPR
- 2/3 of company value = intellectual property rights  
+ knowledge + know-how etc.
- **no or few IPR knowledge** available

## Basic idea:

- IPR awareness service for SME's in AT



- IP-Prediagnoses in France
- since 2004
- Cooperation INPI with patent attorneys
- Similar project in Denmark
- Focus on patents / TM / designs / services



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# discover.IP Partners

Sponsorship and financing bank  
of republic Austria



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austria  
wirtschafts  
service



- patent, EP, PCT
- TM, design
- documentation
- secrecy ...

- licenses
- market studies
- financing
- contracts ...





# discover.IP Target Clients

- technology-oriented SME with an age of 3-5 years
- R&D / innovative
- no or few IPR



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**new service:** since October 2008

- raise **IPR awareness in Austria**
- co-operation  
APO & promotion bank  
**different business sectors**
- help SMEs to understand the **entire potential of IP**
- learn (customers / partners / markets)



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# discover.IP - the consultancy process

- **non-disclosure agreement**
- **Changing project teams**  
(1 employee APO & 1 employee aws)
- 1<sup>st</sup> meeting (**CEO**) / **customer side** – question session
- Optional: 2<sup>nd</sup> meeting (4-6 weeks) – report & answering session
- free of charge (SME < 50 employees)  
**feed-back questionnaires** (1<sup>st</sup> meeting, 2<sup>nd</sup> meeting)



# How do we get our clients?

- APO/aws (event, presentations)
- product folder / internet
- **word-of-mouth advertising**
- **co-operation:**
  - chambers of commerce
  - technology transfer centers
  - local support partners
  - **European Enterprise Network**



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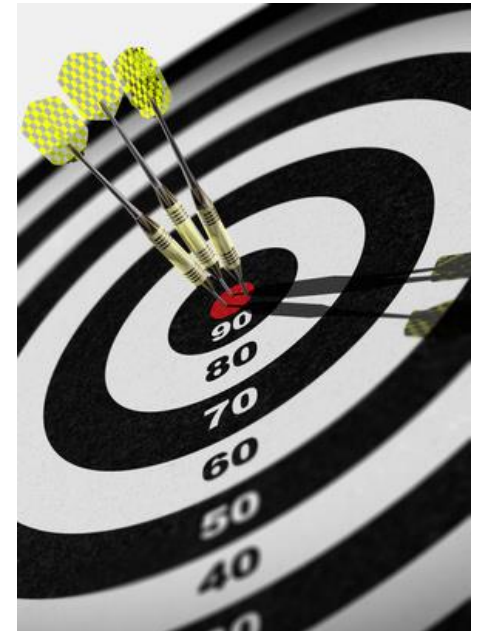


- started 15<sup>th</sup> October 2008
- **400 finished projects** – 10 pending projects
  - 2012: 60 projects
  - 2013: 82 projects
  - 2014: 94 projects
  - 2015: forecast 110 projects - 60 projects so far
- size: 1 to 230 employees



# discover.IP Summary

- ▶ **key to success – Co-operation**
- ▶ **combination of IPR know-how with promotion bank experience**  
**UNIQUE CONCEPT in Europe**
- ▶ **consider all aspects of SME (strategy)**  
**holistic consulting service**
- ▶ **open minded / willing to learn**



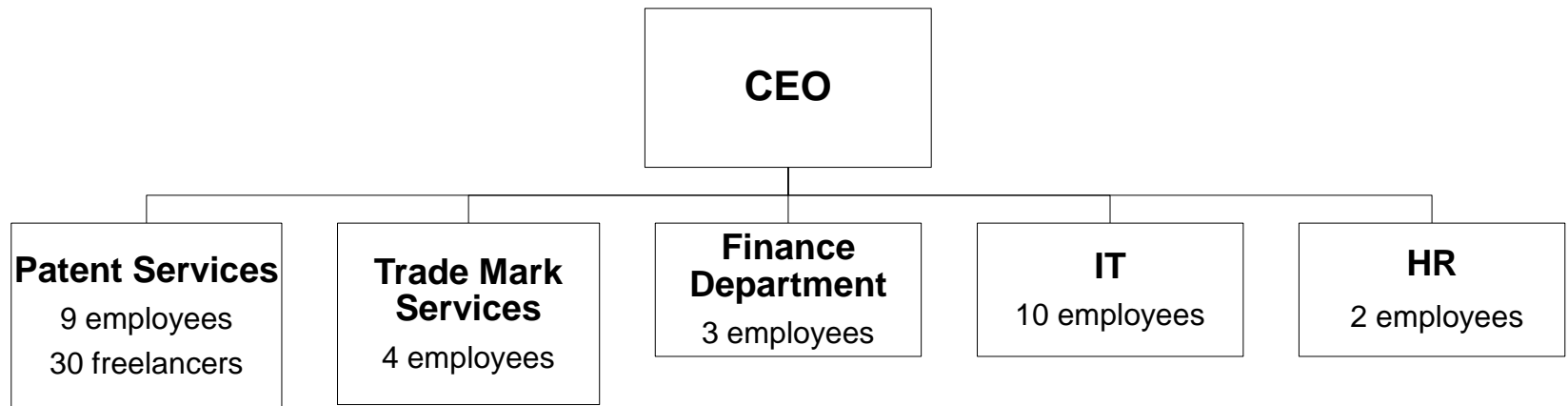
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**serv.ip**

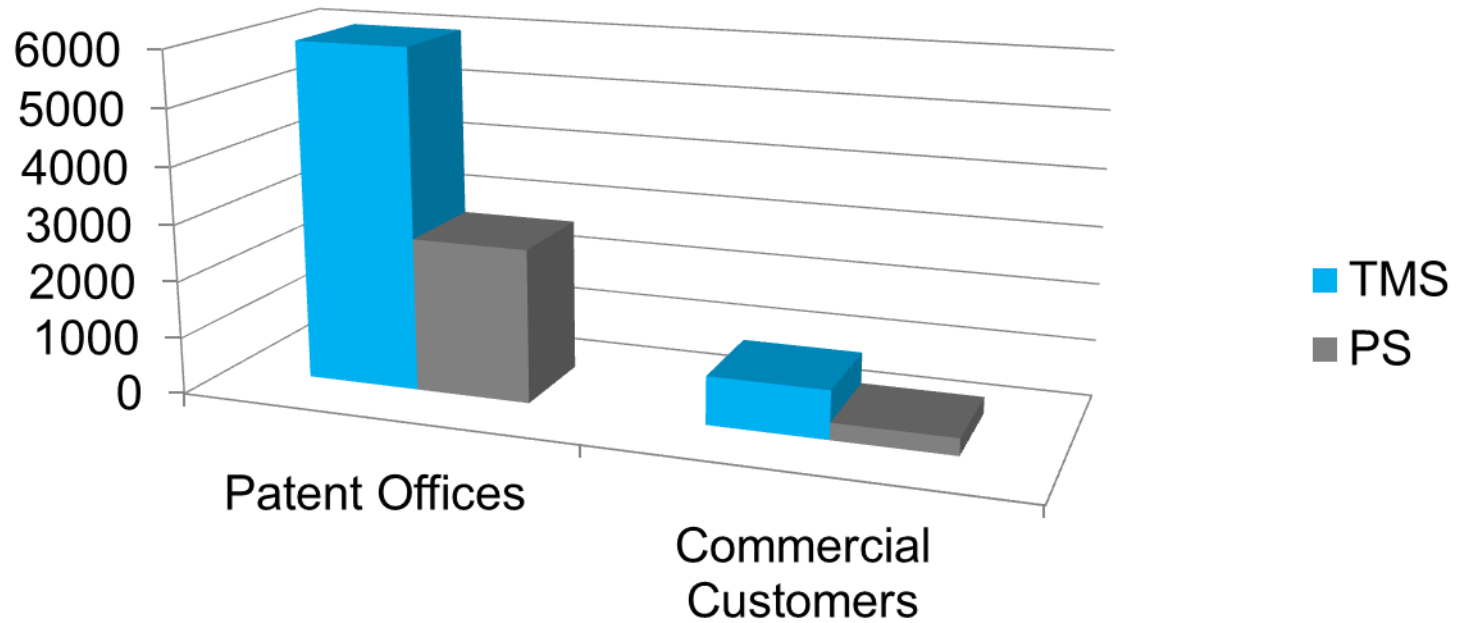
a company of the Austrian Patent Office  
(APO) under private law







## Statistics of orders in 2014





- Patent and trademark attorneys
- Lawyers
- SME and large scale enterprises
- Single inventors
- Other Patent Offices



## What do they need?

- Trademarks
  - Tricky names need a similarity check
  - Images are checked carefully in our special database
  - Trademark portfolios are monitored each month
- Patents
  - It's a matter of know-how to find the relevant state of the art
  - ... as well as of time → results within 2-4 weeks
- **In general**
  - **We support those who are not familiar with searching**
  - **...or who have better things to do...**
  - **A second opinion is requested**



- Prior art search: Standard and Premium
- Technology search
- Expert opinions



- Covers all technical fields
- Delivery time  $\leq$  four weeks
- We need: clear description of the invention including technical features that define the invention. Claims are not required
- Useful to identify relevant state of the art



# Express prior art search Standard

- Relevant prior art is identified
- The customer can evaluate the probability to get a patent granted
- The customer has the possibility to operate some changes to his application



## Express prior art search Premium

- Relevant prior art is identified
- Two examiners are involved in the search:
  - helpful to identify new state of the art relating to applied or granted patents
  - Search strategy is adapted to the complexity of the patent



- Covers all technical fields
- Delivery time  $\leq$  four weeks
- We need an exact defined field: IPC class and keywords
- Useful during the development phase when the customer searches for new ideas to develop his product or for constraints that limit the development of the product





# Technology search Results

- Give an overview of the relevant solutions in the relevant technological field
- Give an overview of the geographic allocation of the relevant patents
- Give an overview of the most important applicants in the relevant technological field
- The most important documents are emphasised



- The expert opinions comprise an interpretation of which claims of the application are anticipated by the documents cited in the Search Report
- The expert opinion permits to understand why an idea is new/inventive or not



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# Example

Clear statement with  
every claim



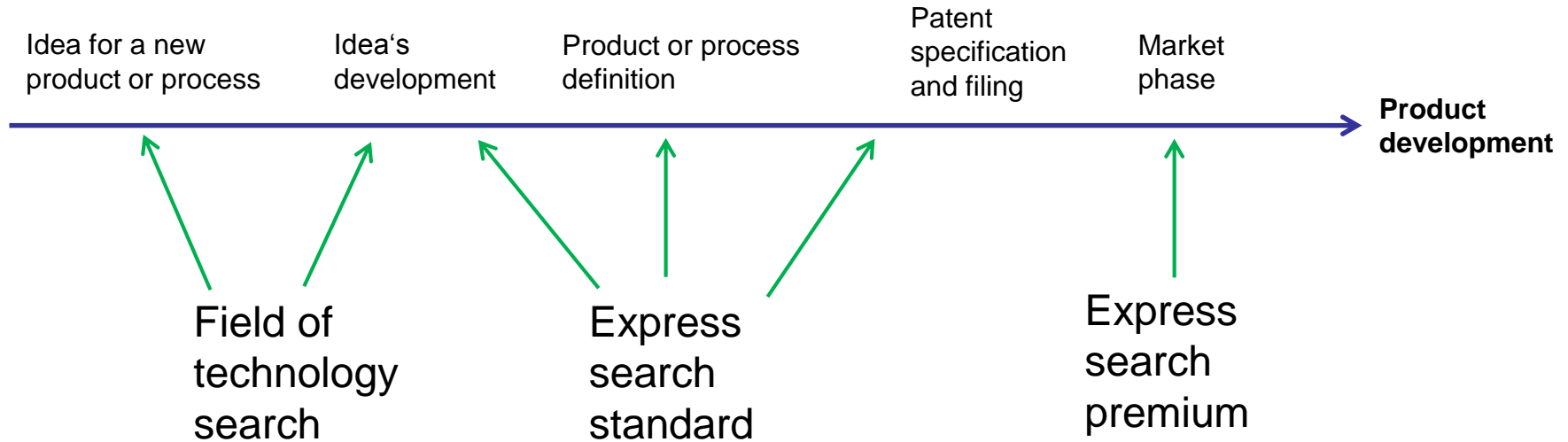
Unity of invention,  
basis of report,  
related Priority date,  
national Patent law,  
explanations,  
citations



	<input checked="" type="checkbox"/> EXAMINATION REPORT	Application No. 200508285-4
<input type="checkbox"/> WRITTEN OPINION		
Reasoned statement with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement		
Date of actual completion of the report / opinion: 9 February 2009 (09.02.2009)		
<b>1. STATEMENT</b>		
Novelty (N)	YES	Claims 1-16
	NO	Claims ---
Inventive step (IS)	YES	Claims 1-16
	NO	Claims ---
Industrial applicability (IA)	YES	Claims 1-16
	NO	Claims ---
<b>2. CITATIONS AND EXPLANATIONS</b>		
The following documents are cited in the International Search Report:		
D1: Grant et al., Grant & Hack's Chemical Dictionary, 1990, 5 <sup>th</sup> . Edition, page 328		
D2: US 4985585 A		
The subject-matter of the present application relates to the polymorphic form A of the substance 4-[6-Acetyl-3-[3-(4-acetyl-3-hydroxy-2-propylphenylthio)propoxy]-2-propylphenoxy]butyric acid and its preparation.		
Considering the amendments of claims 1-16 provided by the applicant in response to the First Written Opinion the amended claims are considered to be novel and inventive over the prior art cited.		
Industrial applicability is given for amended claims 1-16.		



# Life Cycle





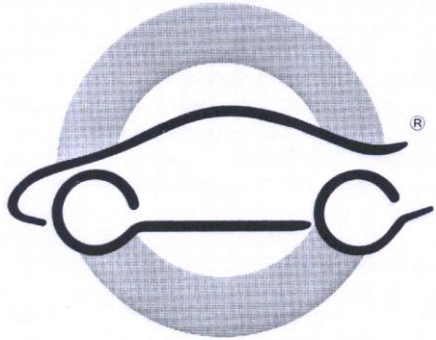
## Trade Mark Services

- Similarity Search
- Ranking
- Search in the Austrian commercial register
- Trade mark inquiry/owner search
- Monitoring of trade marks and owners
- Copies from the trade mark and design register



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# Image search



**AUTORING**





- Trademarks
- Design
- Patents & Utility  
Models
- Supplementary  
Protection Certificates



# Summary

- **IPR Awareness is needed for more than 80% of SMEs!**
- **Solution: Patlib Centers and Services of APO (a new paradigm)**
  - discover.IP: creating IPR awareness
  - serv.IP: commercial and professional search services for those who are already able to use it
- **Train the trainers**





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