

Using Intellectual Property information for SMEs Competitiveness

Facilitating Access to Intellectual Property Rights (IPRs) and
Its Role in Enhancing the Competitiveness of
Small and Medium-Sized Enterprises (SMEs)

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Outline

1. Intellectual property & Competitiveness.
2. How can IP 'add value' to your business?
3. Intellectual Property Information ?
4. Importance & benefits of IP Information
5. IP information (Patent , Trademark, Doman Name Information).

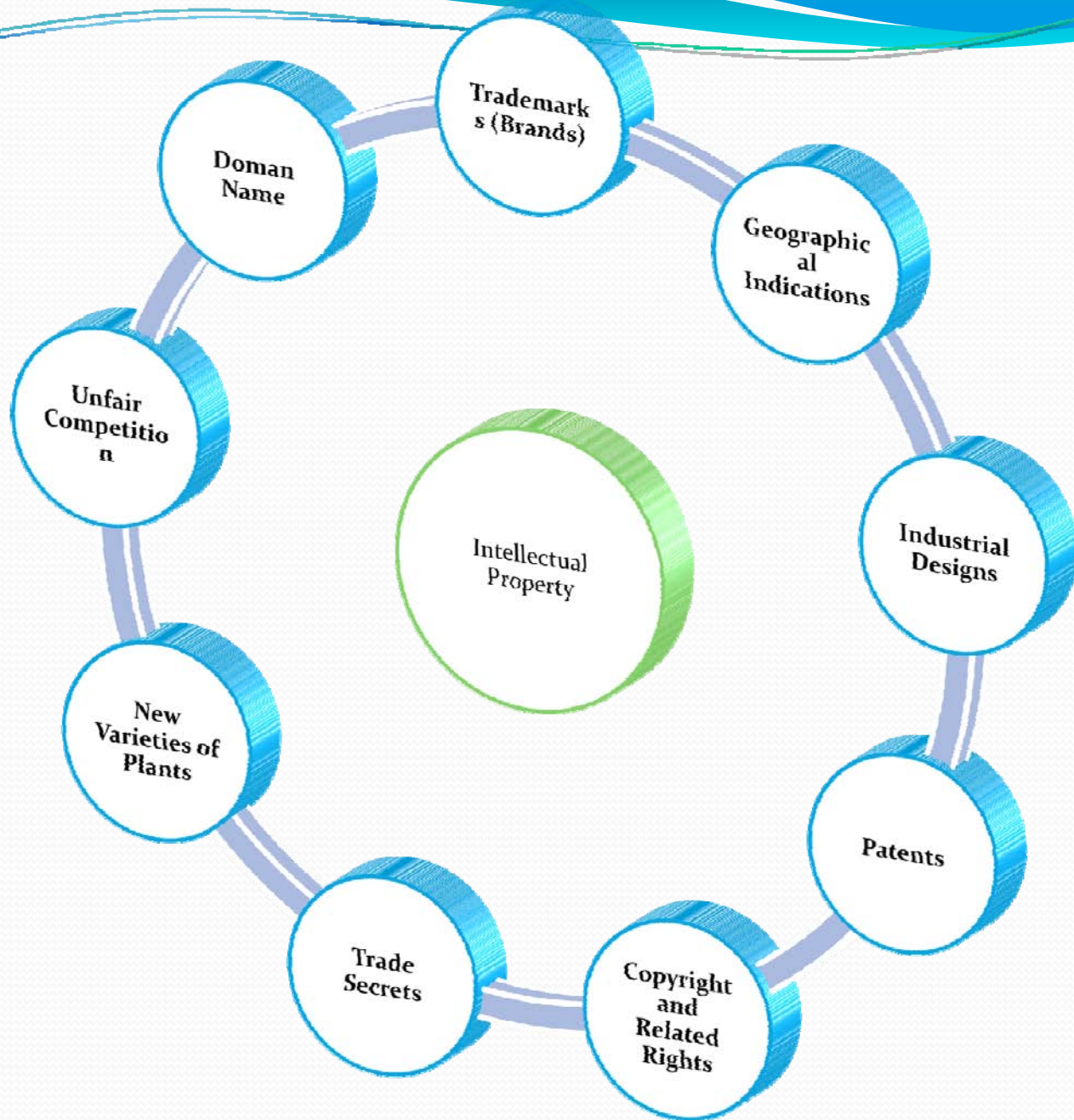
SMEs Competitiveness

- competitiveness of enterprises, including SMEs, is increasingly based on ability to provide **high-value-added products at a competitive price** .
- Globalization and trade liberalization has made it crucial for SMEs to become **internationally competitive** even when competing exclusively in domestic markets



SMEs Competitiveness

- Without **intellectual property protection** there is a strong risk that investments in R&D and marketing will be wasteful.



The most significant competitive tool now is

- * you have to hit the market at the right time and with the right products.
- * gathering and effectively utilizing information is more important now than ever before.



How can IP 'add value' to your business?

- Providing **exclusivity** over product or design
- Increasing **revenue** (through licensing)
- Enhancing **market value** of the firm
- Enhance **image** of the company
- Help in **raising** funds
- Access to **new** markets



Intellectual Property Information

- IP Information Produced or processed by IP offices or organizations.

Main types of IP information

1- Patents, Designs & Trademarks published as:

- Application documents
- Granted documents
- Legal Status data.

2- Contents of Published Documents:

- Full texts, bibliographic data, images, figurative elements, etc

3- WIPO Standards.

Availability of IP Information

- National IP Offices.
- Inter-Governmental Offices- For example, EPO.
- WIPO .
 - WIPO Intellectual Property Digital Library
- Companies specialized on IP information
 - IP agents / IP attorneys

FORMS OF PUBLISHED IP INFORMATION

- Paper Documents.
- Microform Documents.
- CD-ROM products
- On-line Databases. (Web sites)



Importance of IP Information



Investigation of technology trends.

Before application

Warning of infringement.

1- Investigation of technology trends

- To obtain technological information
- To avoid duplication in R&D activities
- To promote technological development.



2- Before application

- To examine prior art before filing.
- To check infringement of rights

3- Warning of infringement

- 1- To protect new technology to prevent counterfeit.
- 2- To make business smoothly to be certified by IP rights



Search for adviser

- dispatch for in-house training.
- conduct a workshop on IP information utilization.
- teach how to search IP information at IP centers

1- Patent information

- is the **technical** and **legal information** contained in patent **documents** that are published **periodically** by patent offices.
- refers to **both** granted patent and patent applications.
- A patent document includes the full description of how a patented invention works.

2- Patent information

- **About two-thirds** of the technical information revealed in patents **is never published elsewhere** and the entire set of patent documents worldwide includes approximately **40 million items**. This makes patent information the single most comprehensive collection of classified technological data.

Patent Information Useful for SMEs

- 1- a **unique source** of technical information
- 2- Most inventions are disclosed to the public for the first time when the patent is published.
- 3- patents provide a means of learning about current research and innovations often long before the innovative products appear on the market.

The technical information contained using to

- **Avoid unnecessary** expenses in researching what is already known
- **Identify and evaluate technology for licensing and technology transfer**
- Identify alternative technologies
- Keep updated with the latest technologies in your field of expertise.
- Find ready solutions to technical problems.
- Get ideas for further innovation.

The Advantages of Patent Documents as a Source of Information?

- They are **classified according** to technical fields (for more information see "[General Information on the International Patent Classification System](#)"; also available in Spanish and French).
- They **provide examples** of industrial applicability of an invention.
- They **cover practically** every field of technology

Where can patent information be found?

Free databases

- WIPO's PATENTSCOPE® search service:



- National patent databases

- Google Patents

- Free patents online:

<http://www.freepatentsonline.com/>

- Delphion: <http://www.delphion.com>

Commercial databases

- List of commercial database:

<http://www.piug.org/vendors.php>

- Examples:

- Delphion

- Dialog

- Matheo Patent

Where can Patent Information be Obtained? - 1

- PCT Online File Inspection System
<http://www.wipo.int/pctdb/en/> (A comprehensive electronic database on published international patent applications from 1978 to the present day in image format and to fully searchable text of descriptions.)
- National patent offices : technological information services based on patent information are usually provided in exchange for a fee.

Where can Patent Information be Obtained?-2

- Patent agents/patent attorneys or commercial organizations.
- Individual manual searches in patent centers, libraries or national patent offices.
- Individual electronic searches through electronic databases or CD-ROMs

Trademark Information

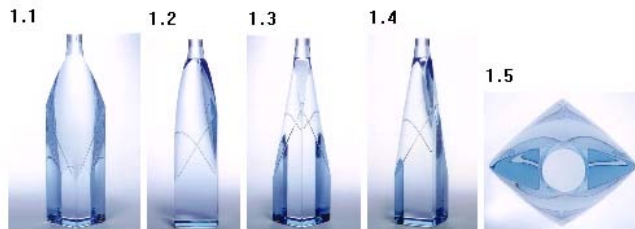
Trademark Information provides :

- **Information** about **competitors, products**
- Trademark filings give indications on **new players** in the industry
- Trademarks information measure new branding trends.
- Trademark filings usually **predate product launches** or web mentions
- Measure commercial activity of a company

Design information

Dépôts publiés selon l'Acte de 1960 /
Deposits Published Under the 1960 Act

(11) DM/050099 (15) 06.05.1999 (18) 06.05.2009
(73) NESTLE WATERS FRANCE (SOCIÉTÉ PAR ACTIONS SIMPLIFIÉE), 20, rue Rouget de
Lisle, F-92130 ISSY-LES-MOULINEAUX (FR) (86)(87)(88) FR (74) CABINET NUSS 10, rue
Jacques Kablé, F-67080 STRASBOURG (FR) (28) 1 (54) Bouteille / Bottle (51) Cl. 09-01 (81) I.
AN, EG, ES, ID, MA, TN, VA. II. BX, CH, FR (46) 08.12.1999 (45) 29.02.2000



Hague Express Structured Search

[\[Simple Search\]](#)

» **Sort Results:** Chronologically By Relevance

» **Query:**

| | | | | | |
|---------------------|---|---------------------------------|---|---|--|
| Registration Number | ▼ | = | | | |
| AND | ▼ | Holder | ▼ | = | |
| AND | ▼ | International Registration Date | ▼ | = | |
| AND | ▼ | Locarno Classification | ▼ | = | |
| AND | ▼ | Indication of Products | ▼ | = | |
| AND | ▼ | Priority Data | ▼ | = | |
| AND | ▼ | Designated Contracting Parties | ▼ | = | |
| AND | ▼ | Publication Date | ▼ | = | |

» [Display Options](#)

- WIPO
- National and Regional IP Offices:
<http://www.wipo.int/amc/en/trademark/output.html>
- Commercial

Domain Names information

- Domain give access to product and branding strategies
- Preserve brand integrity and access to information about competitor bad faith, cyber squatting or other offenses
- Track competitors and determine their market strategy by conducting inventory of domain name assets and compare it to trademark databases

Domain names information

important assets to business since more effective search is done through brands, products, and services related to domain names than through a search engine.

The right domain name allow customers to visit a business, and this increases website traffic and business for these corporations.

“Bad Faith”

- Circumstances indicate that defendant’s main purpose was to **sell** DN to TM owner for more than the direct costs of registration.
- History of registering DNs to **prevent TM owners from registering**
- Registering a DN in order to **disrupt the business of a competitor** .

THE END

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