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# Role of national patent offices, European Patent Office as well as Japanese and US Patent offices in promoting the patent system

Study for DG Internal Market by IBM  
Business Consulting Services BV



# Presentation overview

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- Objectives of the study
- Approach and deliverables
  - Desk research
  - Assessment by survey of the Patent Offices
  - Analysis and recommendations



# Objectives of the study

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- Obtain a clear and detailed picture of the innovation promotion activities currently being undertaken
- Assessment of the effectiveness of these activities
- Possible future activities of Patent Offices in connection with the proposed Community patent legislation
- Identify any areas where needs of users of the patent system are not being met (SMEs, private investors, academia)
- Develop recommendations to enhance or supplement activities currently undertaken



# Desk research

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- **Composed an inventory of activities currently being undertaken**
- **Identified existing technology transfer service providers and networks**
- **Identified key-players: 3 clusters**
  - **Key players involved in dissemination and promotion activities (primarily NPO employees)**
  - **Users: SMEs, academic institutions and private inventors**
  - **Related or collaborating organisations: public, public/private, private**

**Sources: internet, annual reports, miscellaneous**



# Contact with Patent Offices

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- **General remarks**
  - All offices (15 EU, EPO, JPO and USPTO) supported the objectives of the study
  - Generally gave full support to the study
  - Quality of information differed
- **Interviews**
  - 13 EU offices + EPO interviewed face-to-face
  - 2 offices interviewed by telephone using the same interview formats
  - 2 offices not interviewed



# Effectiveness assessment

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- **General remarks**
  - Clusters “Users” and Collaborating Organisations” used to assess effectiveness
  - Used mixed approach: telephonic and face-to-face interviews
  - Information/response differed greatly
- **Interviews**
  - “Users” were difficult to reach and co-operation varied country by country -> mainly interviewed by telephone
  - “Collaborating Organisations” (not present in all countries) interviewed face-to-face or by telephone



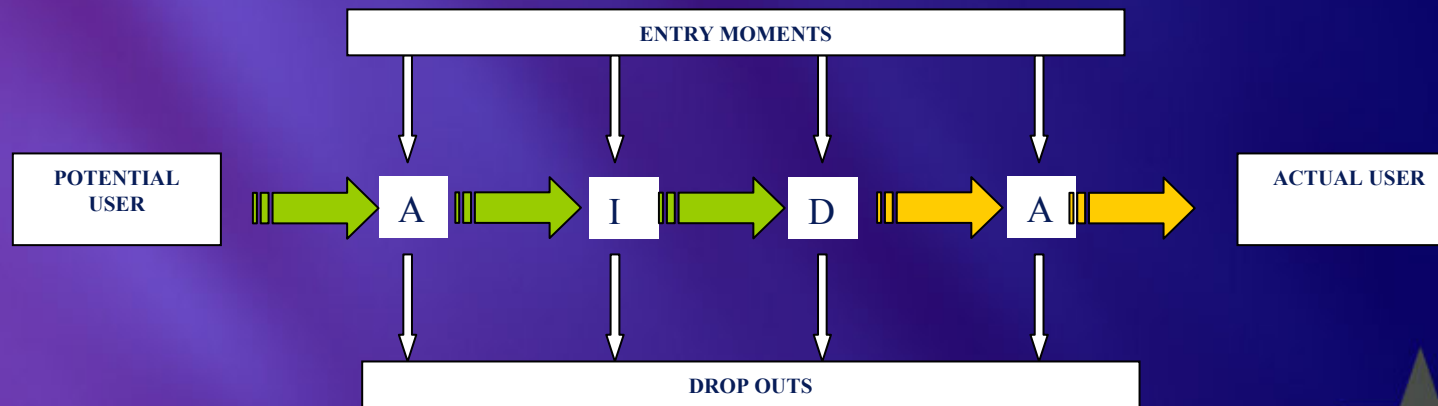
# Presentation of results

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- **Activities currently being undertaken presented in full size matrix to show differences between offices**
- **Basics of marketing technique AIDA used to visualise focus of the promotion activities**



# A-I-D-A





# AIDA matrix

Awareness	Interest	Desire	Action
Advertisements Articles Brochures Competition/Awards Fairs Exhibition/Open day	Lectures for students Presentation to target group Forum/panel discussions	Small scale seminar User workshops Training and education for users	In-house workshop Business products License release dbase IP consultancy



# AIDA matrix of activities currently being undertaken

	Advertisements	(Scientific) articles on IPR	Promotion material/ brochures	Competitions/ awards	Exhibitions/ Open days	Fairs	Forum/ panel discussions	Lectures for students	Presentation to target group	Small scale seminar	Training and education	User workshop	In-house workshop	Business Products	License release dbase	IP Consultancy***
<b>Netherlands</b>		?	?			?			?	?	?	?	?			?
<b>Belgium</b>	?	?	?		?	?	?		?		?	?				?
<b>Finland</b>	?	?	?	?	?	?	?	?	?	?	?	?	?			?
<b>Greece</b>	?	?	?	?		?	?	?	?	?	?		?			
<b>Luxembourg</b>		?	?		?	?	?	?	?	?	?	?	?			?
<b>Italy</b>		?	?	?		?			?	?		?				
<b>Portugal</b>	?	?	?		?	?	?	?	?	?	?	?				?
<b>UK</b>			?	?		?			?		?	?				
<b>Ireland</b>		?	?	?		?		?	?		?					
<b>Spain</b>	?	?	?	?	?	?	?	?	?	?	?		?	?		
<b>France</b>	?	?	?	?	?		?	?		?	?	?				?
<b>Sweden</b>	?	?	?	?	?	?	?		?	?	?	?	?	?		?
<b>Germany*</b>			?			?			?	?						
<b>Austria</b>	?	?	?	?	?	?			?	?	?	?	?			?
<b>Denmark</b>	?	?	?	?	?	?	?	?	?	?	?	?	?			
<b>EPO**</b>			?		?	?	?			?	?					
<b>USPTO</b>		?	?		?	?	?	?	?	?	?	?				
<b>JPO*</b>								?	?		?				?	



# Analysis: Patent Offices

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- All offices recognise the importance of promotion
- Effort put into promotional activities and number of activities offered varies from office to office usually depending on size of the office
- Partner organisations play in the majority of the countries an important role to reach out to target groups but level of collaboration varies from ad-hoc to strategic alliances and outsourcing
- Some offices rely heavily on partners in the opinion that they are better qualified to do the job



## Analysis: Patent Offices (2)

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- How do they measure performance and effectiveness?
- No real benchmark of office performance against EU, US or Japanese colleagues
  - Only occasional measurement of performance or effectiveness (e.g. during conference or by means of Internet-scan)
  - Impact of activities at “user”-level usually not known
  - Few offices use marketing techniques



# Analysis: Patent Offices (3)

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## Several opinions on impact of Community Patent

- Community patent (CP) will have no or very limited impact: business as usual (mainly examining offices)
- Impact of CP difficult to assess because the CP itself is not clear yet
  - Centralise or concentrate the application process?
  - How can national offices finance their promotion activities if application fees are invoiced by EPO?
- Shared opinion: CP will lower barriers to apply for a patent. This will lead to an increasing interest for the patent system and the use of patent information and therefore offer opportunities to enhance promotion activities



# Assessment overview

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- **AIDA**
  - Majority of promotional activities focus at Awareness or Interest stage
  - Action stage (e.g. personal consultancy) usually not covered
  - Collaborating organisations (if used) often act as “decentralised” NPO trying to cover Action-phase but also involved in Interest and Desire
- **User views**
  - Activities undertaken are usually given a positive appraisal
  - “Clients” are usually not aware of the full spectrum of activities
  - Patent offices seem to be more re-active than pro-active
  - Distance felt between theory and practice; more hands-on products and personal consultancy would be appreciated
  - SMEs difficult to reach; close by support appreciated



# Recommendations at country level - summary

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- **Recommendations to supplement activities:**
  - Offering activities throughout the AIDA chain seems to offer the best way to promote the patent system within the “small user groups” (SMEs, Inventors)
  - Regionalise and personalise the activities to better meet user needs
- **Recommendations to enhance activities:**
  - Introduction of systematic performance measurement to measure impact of activities at client level
  - Exploit potential of “Collaborating partners” to fill the AIDA chain or to get closer to target groups (both geographical as well as the level of the target group)



# Recommendations at EU-level

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- **Pan-European knowledge & research Centre**
- **Education**
- **Try to determine relation between promotion activities and innovation**



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