

# Intellectual Property Management Clinic for SMEs



# Objectives of the Program



Supporting selected SMEs/Startups, to make effective and strategic use of IP in support of their businesses through personalized expert advice



Enriching SMEs IP Knowledge through training and access to WIPO practical tools and resources



Exchange experience, learn from each other



Showcase lessons learned and key takeaways

# Program Components

## Mentorship



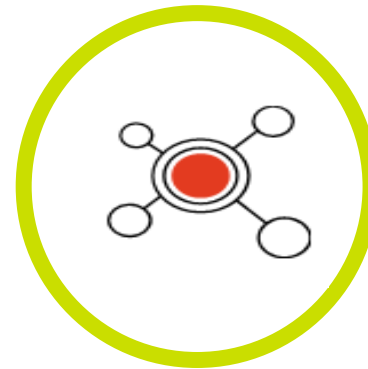
one-on-one mentorship  
(minimum 3 sessions) with IP  
and Business expert(s)

## Training



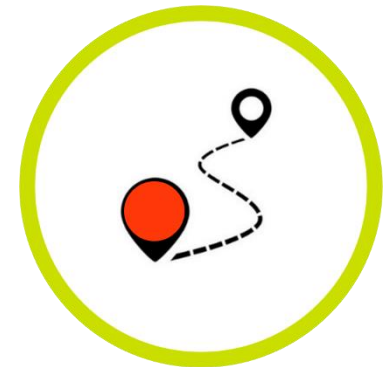
Training opportunities, with  
access to practical tools and  
resources (including online  
workshops by selected  
experts)

## Networking



Access to public  
events, networking  
opportunities

## IP Roadmap



companies receive roadmap  
of IP strategy development  
with recommendations

# EUIPO-WIPO IP Management Clinic – Furniture

- Targeting EU SMEs developing solutions for the furniture industry that want to improve their IP Strategy
- innovative solutions in the furniture industry or investing in the design may become a real good investment for companies
- It is important to secure the product and their rights and to ask for the support of experts
- This program will focus on design, in particular, when the product appearance is key to its marketability



# One-on-one Mentorship



*Assignment and work with experts is based on companies needs and experts' fields of expertise*

## IP Experts tasks:

- Helping to take stock of company's IP
- Formulating an IP strategy
- Providing actionable recommendations

## Expertise of IP Experts:

- Advisory on IP issues in overseas markets
- IP monetization
- IP intelligence and audit
- IP strategy and IP portfolio management
- IP valuation and financing
- Branding and franchising

## Features

- Confidentiality
- Flexibility in setting out meetings, e.g., date length, virtual /in-person

# Training



*Strengthen SMEs  
understanding of IP and  
its strategic implications*

Various training opportunities to upskill and certify SMEs IP knowledge:

- Access to **eLearning modules**
- **Workshops** (live virtual or in person workshops, conferences) on topics of interest for the companies
- Use of **Tools and Resources** for Business

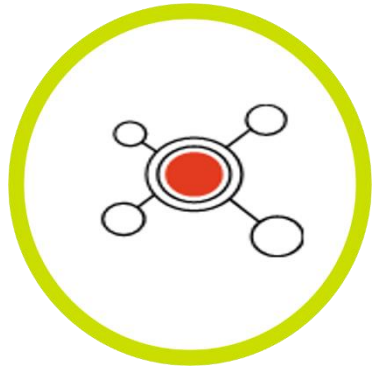
*Up to 4 online workshop events covering selected business and IP related topics presented by the experts*



The training sessions address common to all companies IP, business and legal issues and discuss questions emerged from the work with experts including case studies

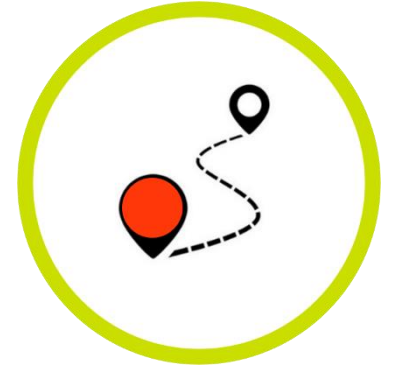
**Topics covered in the workshops might include:**

- IP Protection (portfolio management/evaluation)
- IP Commercialization (licensing, selling, franchising, contracts etc.)
- IP Management (strategic and systematic handling of IP assets)
- IP Risks (Research, Confidential information, Ownership, Monitoring, Litigation, Enforcement)
- IP Focused Financials (IP valuation, IP budgeting, etc.)
- Global IP protection (IP expansion)
- IP and Business touch points (Integrated IP strategy with business strategy, marketing and branding strategies, internationalization)



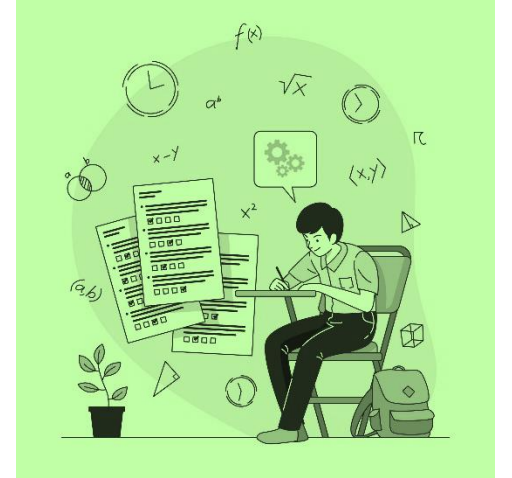
## IP Roadmap

- SME business model general description
- IP and IA identified
- Assessment of status of IP strategy
- IP portfolio & business model fit
- Main IP issues and actionable recommendations



# Expected contribution from selected Startups

- To actively participate to derive benefits / good outcomes
- Time commitment
- Provide Information on current business and IP situation (as requested by mentor under confidentiality)
- Share feedback about the program, including the lessons learned and key takeaways



# Feedback on other editions



- Feedback gathered from participating enterprises in the period 2021- 2023:

*“the program is providing a huge amount of knowledge about the importance of aligning IP and business strategy with the key risks and related mitigations (including employees’ and ownership considerations). As a result of this training, we have adapted our IP strategy to perform quarterly IP reviews, competitor analysis updates and tracking systems for customer projects.”* Mr. Ben Reeve, Co-Founder, Modern Synthesis, UK-based biomaterial innovative company

- Reports highlighted that early-stage start-up need general mentoring to increase IP awareness and general suggestions to start creating a basic IP strategy
- Participants also appreciate mentoring (at no cost for the participants) in other areas such as business model canvassing, fund raising, go to market strategies, legal and financial issues management

# Timeline

