



Australian Government

IP Australia

# IP Australia, World IP Day and Commercialisation

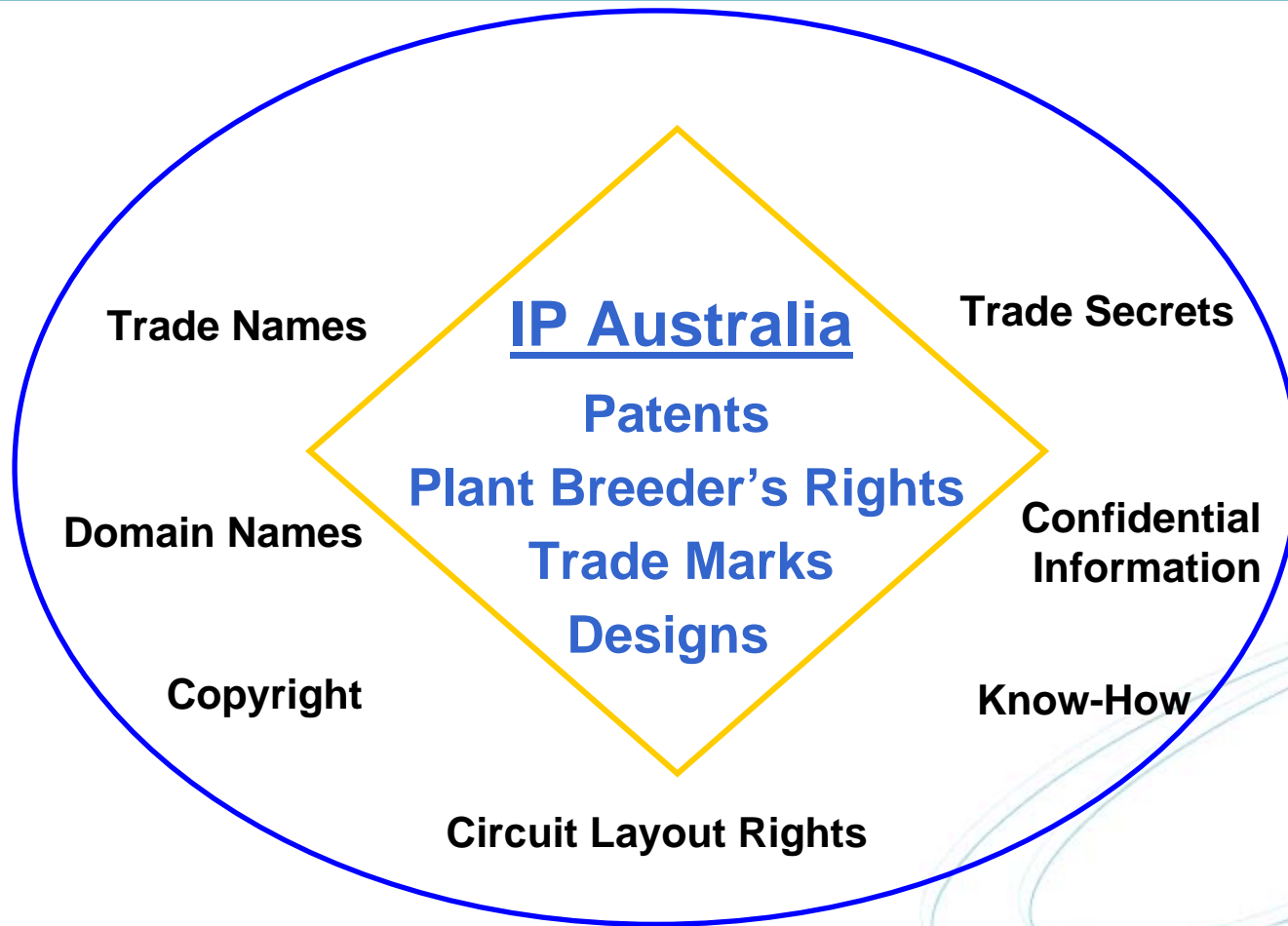
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IP Australia



# Introducing IP Australia





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IP Australia

**26 April**

**WORLD IP DAY**

**Celebrate Intellectual Property**

- World IP Day is an initiative of the World Intellectual Property Organization (WIPO) and has been celebrated annually on April 26 since its inception in 2001.
- Chance to reflect on the importance of human innovation and celebrate the important role that IP plays in our daily lives.
- Opportunity to improve public awareness and understanding of creativity, innovation and the intellectual property system.



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## Kyrgyzstan

- organization of the granting of diplomas and other awards by Kyrgyzpatent to students, authors and inventors (until April 17);
- issue of the Official Bulletin, “Intellectualdyk Menchik” (until April 13), and publication of the general information brochure on Kyrgyzpatent in three languages (until April 17), as well as other publications about intellectual property protection in the country;
- chess tournament and tennis tournament (April);
- coverage by the press and the mass media in general of the World and National Intellectual Property Day (March and April), and posting of such information on the Kyrgyzpatent website (March and April).



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## - **Moldova**

- the provision of consulting and marketing services and promotional intellectual property materials, and their distribution by the AGEPI staff at the exhibitions, organized in March-April, at the International Exhibition Center “Moldexpo” on the themes “Moldconstruct”, “Moldenergy”, “City-2006”, and “Cominfo-2006”;

## - **Trinidad and Tobago**

- The Day will be celebrated in Trinidad and Tobago with the following activities:
- A workshop on industrial designs for artisans, artists and Masmén (costumed performers in the Carnival season).



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- **Australia**
- Events like this one in every capital city
- IP showbags at Questacon (Canberra), Powerhouse Museum (Sydney) and Science Works (Melbourne)
- World IP Day website
- IP Ambassadors to try and gain as much media coverage as possible
- New Inventor's TV Show

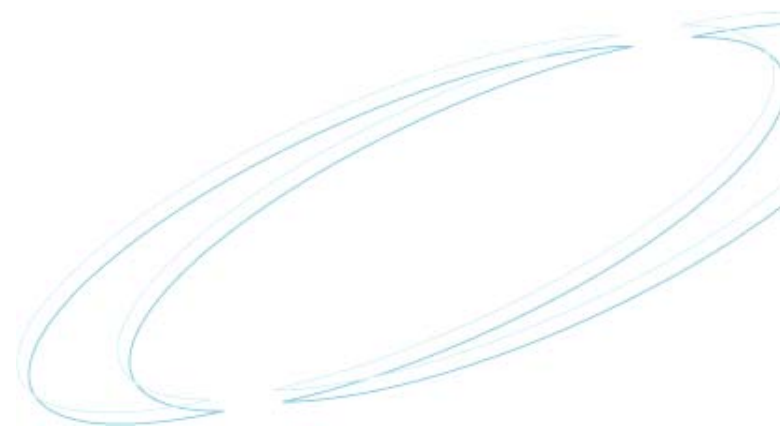


# IP = the building blocks of commercialisation

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- Get the IP right
  - Ownership
  - Timing
  - PCT
  - Don't forget trade marks





# It's Not What You Do, But How You Do it

- Recent analysis of the world's 1,000 biggest spenders on R&D found that -
  - Money doesn't buy results – no relationship between R&D spending and commercial success
  - It's the process not the pocketbook – superior results depend on the quality of the innovation process rather than magnitude of innovation spending
- Keys factors identified that drive successful and profitable innovation –
  - Aligning innovation strategy with corporate strategy
  - Making the right bets (risk management)
  - Managing the innovation pipeline with speed and efficiency

Source: Booz Allen Hamilton Global Innovation 1000, 2005



# Aligning Innovation and Business Strategy

- Understand the market before making big R&D commitments
  - Prior art (published patents and research)
  - Market readiness
  - Commercial viability
- Continuously monitor the market and patents, and refine strategy
  - Monitor new patent applications and grants in your field
- Develop an IP strategy as early as possible, and use the options available in the patent system tactically to minimise risk
  - Provisional patents
  - Innovation patents
  - Patent cooperation treaty
- Align key milestones in the patenting process with key business decisions
- Get professional advice about your patenting strategy
- Be careful about grace periods and inadvertent disclosure



# Grace Periods – the Safety Net with Holes

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- Grace periods provide a safety net for the patent system to cover (public) inadvertent disclosure (i.e. not covered by confidentiality agreement)
- The grace period in Australia is 12 months,
- There is no uniform grace period internationally – inadvertent disclosure covered by grace period in Australia can still prevent you from getting a patent in other countries (most notably the EU)
- Grace periods should not be relied upon as a general strategy for publishing an invention before a patent is filed
- Lodging a provisional patent application is the safest way to control your patent costs while you get your commercialisation and funding strategies in order
- A complete Australian or international patent application must be lodged within 12 months of a provisional application



# Contacting IP Australia

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