

IP FOR SME'S

La integrazione transfrontaliera nella gestione della proprietà intellettuale (IP) come leva di competitività regionale

Padova 16/04/2014



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2007-2013

cooperazione territoriale europea
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Tested companies:

5 tested companies:

- i. Konteksta d.o.o.
- ii. OLIUM kozmetika d.o.o.
- iii. D.I.F.F. d.o.o.
- iv. STAR 2000 d.o.o.
- v. ENSOL 360 d.o.o.

- All SMEs;

- From various sectors: graphical design and decoration, cosmetic sector, timber sector; pharmacy;

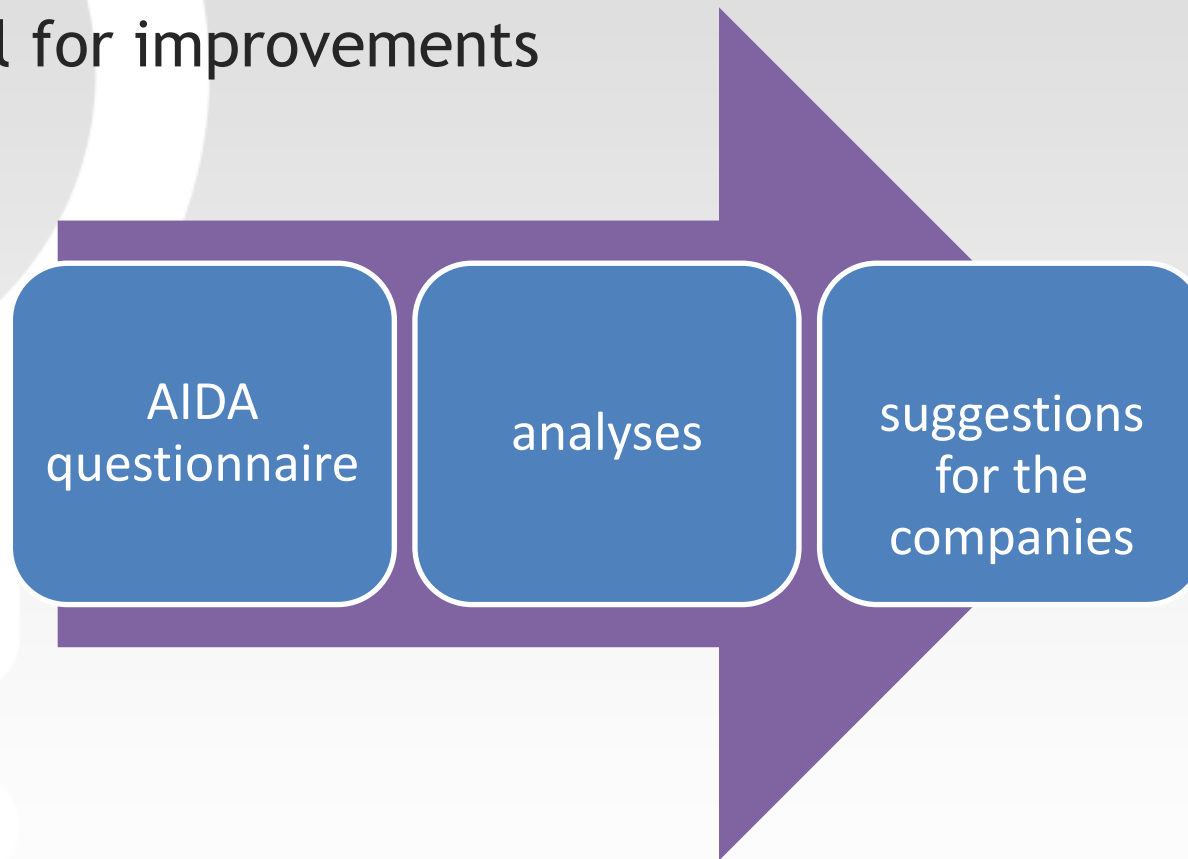
Company description - Olium kozmetika d.o.o.:

- Olium kozmetika d.o.o.
- www.olium.si
- Owner of a TM registered in Slovenia

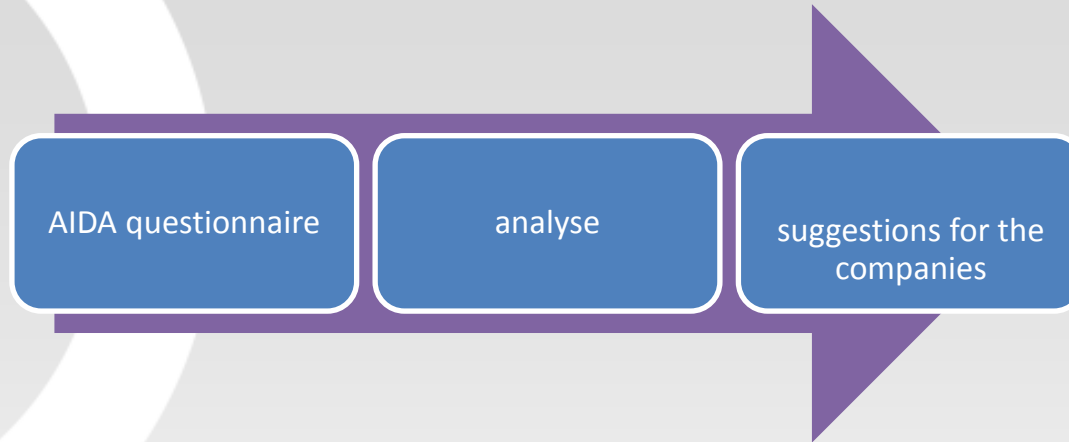


Pilot action description:

- Collecting data and analysing IP awareness and status of IP in the companies
- Proposal for improvements



Pilot action description - Olium kozmetika d.o.o.



Conclusions of the analyse:

- good level of awareness and knowledge on TM, copyright, know how;
- good protection measures for TM;
- identified field for improving their IP with suggestions;

Experience and concrete results obtained

RESULTS

- 5 completed questionnaires
- Analyses on the status of IP in the SMEs
- Proposals for improvement of IP in the SMEs



EXPERIENCE

- Insight into the „IP STATUS“ of different SMEs
- Opportunities for new support services based on the identified IP weaknesses of SMEs

Comments on the results of the tested companies:

- Low level of IP awareness, knowledge and protection of IP
 - especially for design, know how and trade secret
- Inadequate IP strategy of SMEs;
- Rarely regulated internal IP procedures;
- Majority don't have management of IP;
- Majority wants to commercialize their industrial property (patent, TM, design), minority sees the opportunity to commercialize copyright, know how, trade secrets;
- No measures for protection of know how and trade secrets;
- Lack of knowledge on contractual procedures for safeguarding copyright, trade secret and know how;

Suggestions:

FOR SMEs:

- implementing a good IP strategy;
- attending seminars for raising knowledge on IP;
- protection of all intangible assets in the company:
 - registration where suitable;
 - contractual procedures for safeguarding IP;
 - marking of IP.
- commercialization activities;
- seeking advice from experts;

FOR UIP:

- more awareness raising and training events;
- encouraging and supporting companies in drafting IP strategies;
- in collaboration with other entities, offering tailor made services for helping companies in protecting, managing and commercializing their IP;
- raising awareness and the development of this field in the Slovenian coast region through publications, round tables, etc.

Titolo dell'evento

Luogo, data dell'intervento

Grazie per l'attenzione!

Dati del relatore

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Ministero dell'Economia
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