

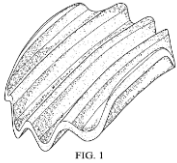


# Intellectual Property in the Innovation System

# Intellectual property rights

- A basket of rights created by law that allow inventors, innovators and creators own their inventive, innovative and creative outputs.
- These rights include:
  - patents (technical improvements and innovations),
  - trademarks (business signs),
  - designs (shape or form of products),
  - copyright (creative expressions) and
  - trade secrets (business information that gives competitive advantage).

Design protection for  
the corrugated surface



Recipes guarded as  
trade secrets

Copyright in the  
packaging



“Lays” registered  
trademark

Number of patents  
- Special potato  
peelers, frying  
equipment,  
methods of  
making the snack  
with certain  
properties, frying  
methods, method  
for creating  
shapes, apparatus  
for cutting food  
products, etc

# Exploiting IP

- Integrate the IP protected invention, design, mark, creative work in the product
- Other options
  - Sell, license, franchise or merchandise
  - Use it for strengthening position for joint ventures and strategic alliances
  - Use it to access to finance

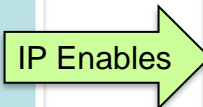
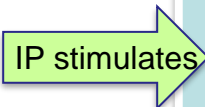
## Supportive Policy Framework

S&T, agriculture, health, education, industry, export, environment policies, immigration laws, procurement, tax laws, business facilitation laws



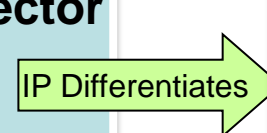
## Knowledge Base

Universities, PROs, Industry R&D



## Industrial/Service Sector

SMEs



## Intermediaries

Angels, VCs, incubators, science parks, innovation centers, Proof of Concept Centers, IP service providers (IPOs, Chambers of Commerce, Lawyers, Business consultants)



New and/or improved goods and services

# This requires an

- Effective IP system in place for stimulating the production of knowledge
- Effective management of IP in the research output of universities and research institutes facilitating collaboration with industry
- Effective management of IP by SMEs in their competitive strategies

# Supportive Policy Framework

- IP a cross cutting issue; integrate IP into S&T, agriculture, health, education, industry and other relevant policies.
- Facilitate venture capital and angel investors to fund R&D through to commercialization.
- Encourage foreign R&D to locate in the country through investment policies and tax policies.
- Encourage foreign and diaspora scientists into the country through immigration policies.
- Encourage IP intensive companies to bring their R&D and to commercialize in the country through tax policies.
- Use government procurement to support and promote innovative local companies.
- Capture public sector innovation through IP management within government departments, agencies and institutions.