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).
“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.

Design protection for the corrugated surface

Recipes guarded as trade secrets

Copyright in the packaging
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
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)

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

IP stimulates
IP Enables
IP Differentiates

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.