

# INTELLECTUAL PROPERTY RIGHTS AND INNOVATION

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# INNOVATION

In a remarkably short time, economic globalisation has changed the world's economic order, bringing with it new challenges and opportunities.

Europe cannot compete in this new environment unless it becomes more innovative and responds more effectively to consumers' needs and preferences.







# INNOVATION & IP RELATIONS

# INDUSTRIAL PROPERTY RIGHTS

The purpose of the industrial property rights is to encourage and to motivate inventors of inventions and creators of designs, to protect their rights, and to instill confidence in the maintenance of business activities related to trademarks.



# INDUSTRIAL PROPERTY RIGHTS



Patents & Utility Models



Trade and Service Marks



Industrial Designs



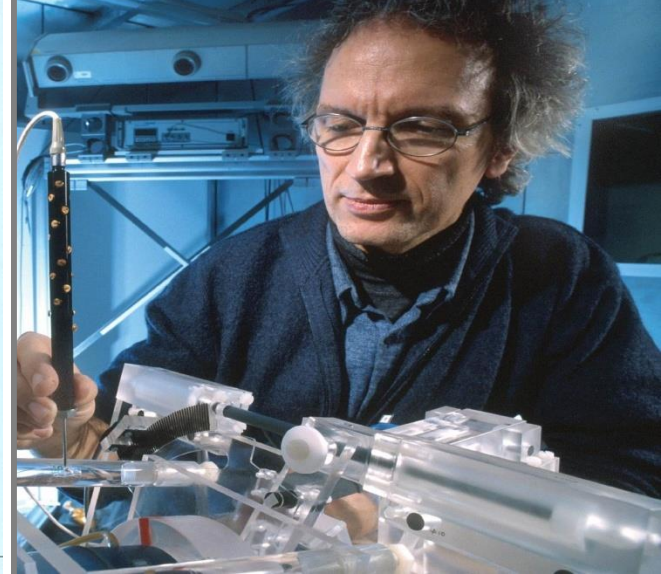
Geographical Indications



Topographies of  
Integrated Circuits

# PATENT

- ✘ Inventions which are novel, which surpass the State-of-the-Art and which are applicable in industry shall be protected by patents.



# TRADEMARK

A trademark, provided that it is capable of distinguishing the goods and services of one undertaking from the goods and services of other undertakings, may consist of all kinds of signs being represented graphically such as words, including personal names, designs, letters, numerals, shape of goods or their packaging and by similar descriptive means capable of being published and reproduced by printing.





# INDUSTRIAL DESIGN

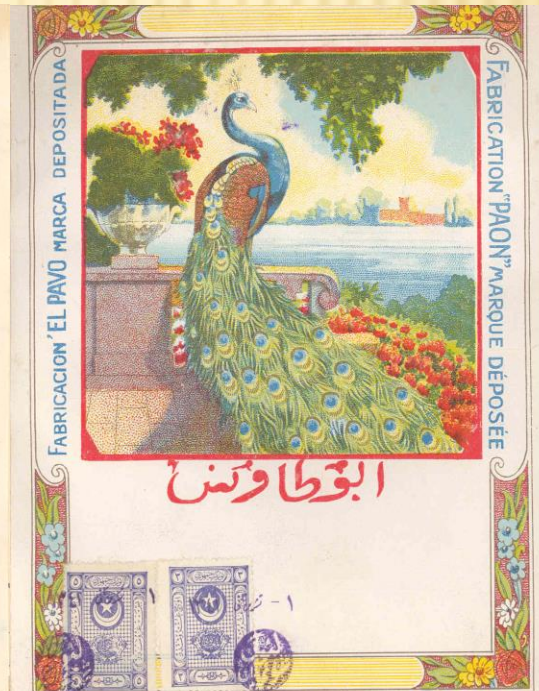
Design, means the entirety of the various features such as lines, color, texture, shape, sound, elasticity, material or other characteristics perceived by the human senses of the appearance of the whole or part of a product or its ornamentation.



# HISTORY OF IP IN TURKEY

First noted initiative on trademark and patent rights were

- ✘ “Distinctive Signs” Act in 1871
- ✘ “Patent Law” in 1879, during the Ottoman Emperorship.





**Patent4sMe**

# BACKGROUND TO THE PROJECT

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# EUROPEAN SMES AVOID USING IP SYSTEM:

- ✘ Lack of Awareness
- ✘ Costs (charges and fees)
- ✘ Costs (enforcement)
- ✘ Long lead times
- ✘ (Perceived) practice that large companies are treated preferentially by IP offices

# DIPS PROJECT

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- ✘ The objective of this pilot project is to create an education-concept aimed at learning the skills and knowledge requested to manage IPR in enterprises. The course, specifically designed for preparing persons to assess immaterial assets and to manage IPR in companies, gives an identity to the IPR-management function in enterprises.

# EXISTING IPR INFORMATION SOURCES

- ✘ The existing education programs on IPR are targeted at lawyers, consultants, IP professionals and cover essentially the legal aspects.
- ✘ In addition to this, there is no internet based training program in Turkish targeted at enterprises, SMEs and individuals.

# OBJECTIVES OF THE TRAINING

- To provide a practical approach to the basic principles governing recognition and protection of intangible assets in business;
- To provide a means of learning IP protection means: patents, trademarks, designs, copyright, and related commercial interests including confidential information, trade secrets and know-how;
- To provide an insight into the exploitation of IP, and the strategic business use of patent and database information; to provide an introduction to the methodologies used for the valuation of intangible assets and strategies for its valorization.

# TARGET GROUP/SHORT TERM

- ✘ The decision makers and managers of enterprises and especially SMEs ,aware of the importance to integrate IP issues into enterprises strategy.
- ✘ Students as potential collaborators or managers in enterprises and especially SMEs, students as potential collaborators or managers in public research institutions.



# TARGET GROUP/LONG TERM

- ✘ Managers of SMEs and venture companies,
- ✘ Researchers at universities and research institutes,
- ✘ Venture capitalists and management consultants (technology transfer and licencing contacts, actual conditions of joint development)



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**MUCHAS GRACIAS**