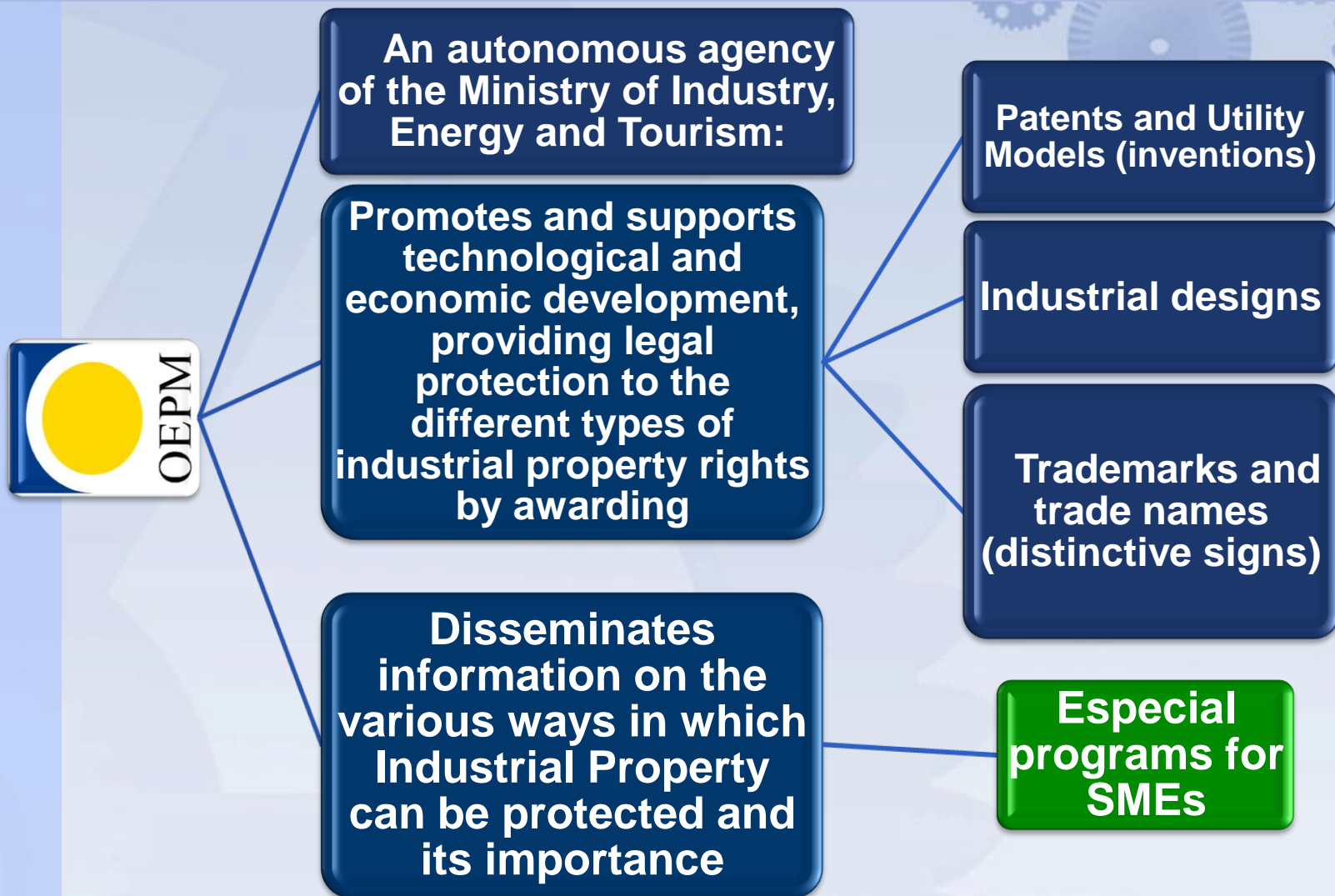


# Economic Aspects of Intellectual Property Rights

**Strategies, Trends and New Challenges Related to  
Economic Issues of IPRs**

**María José de Concepción Sánchez, Spanish Patent and  
Trademark Office. Bratislava, May 6, 2014**

# Spanish Patent and Trademark Office





# Spanish R&D investment situation

## Spanish R&D investment situation

99% Spanish industry are SMEs: 1.180.000 enterprises

Around **54%** of the protection of R&D results is made by the **private sector**.  
*The European technology protection average is between 80%-90% for the private sector. The rest is made by Universities and Public Research Centers.*

There are no relation between Spanish economical position and protection of R&D

**SPTO** has the commitment to implement activities, measures and policies to approach IP knowledge to SMEs in order to incorporate IP into their **corporate culture**. That will enable new ways of business and refunding investment in R&D



# ACTIONS WITH MULTIPLIERS: AGREEMENTS

For amplifying effects and reaching greater number of SMEs and taking advantages of synergies with partners and credibility

**AGREEMENT WITH CHAMBERS OF COMMERCE** in order to include IP information at starting point of SMEs business activity

**SPECIAL EU PROGRAM FOR SMEs:**

partnership between National Offices, Chambers of Commerce and Universities of Spain, France, Italy and Greece to improve SMEs IP knowledge. IP Tools and material

**AGREEMENTS WITH REGIONAL GOVERNMENTS (Autonomous Communities ) IP INFO POINTS**

**CEVIPYME PROGRAM:** agreement with DGIPYME and FUNDETEC on IP information for SMEs

**CIBEPYME PROGRAM:** agreement with WIPO and National Latinoamerican Offices to improve IP knowledge between Latinoamerican SMEs (In process of implementation)

**COLABORATION WITH MINISTRY OF ECONOMY AND COMPETITIVNESS** to exploit synergies and public opportunities



## AGREEMENTS WITH REGIONAL GOVERNMENTS to bring Industrial Property matters and SPTO services closer to SMEs

**Spain consists on 17 Regions:  
Autonomous Communities**

**SPTO has signed cooperation  
agreements on IP matters with  
Regional Governments:**



- To create a Regional Information Centre on Industrial Property
- As a part of the EPO PATLIB Centres: “European patent information network”
- SPTO: IP training to staff
- Organizing joint dissemination activities

# Cevipyme. Centre for Support to SME

**Free Information and IP Advice for SMEs**

**Helpdesk:**

- **Contact by email, phone**
- **Information about protection, internationalisation, licensing**
- **Possibility of in situ advice**

**IP Tools: autodiagnostic, on line resources, SMEs successful cases**

**IP Training courses: webinars, on line training modules**

# Cevipyme

Centre for Support to SME

Free and tailor-made assesment:  
How to protect their innovations  
through Industrial Property Rights

Training

Technology forecasting

Seminars

Self-diagnosis on IP

The screenshot shows the Cevipyme website interface. At the top left is the 'cevi pyme' logo. A navigation bar includes 'Home', 'Contactar', 'Mapa Web', and 'Buscar' with a search input field. A main banner reads 'centro de apoyo a la PYME en gestión de propiedad industrial'. A left sidebar menu lists: '¿Quiénes somos?', 'Actualidad Pyme', 'Propiedad industrial', 'Vigilancia tecnológica para la PYME', 'Formación gratuita', and 'Asesoramiento gratuito'. Below the banner are three main content columns: 1) 'Novedades Mediateca' featuring an illustration of figures with a 'LIBRO DE PATENTES' and links for '+ Videos' and '+ Viñetas'. 2) 'Últimas noticias' with an RSS icon and articles: 'Subvenciones para el fomento de las solicitudes de patentes y modelos de utilidad. Convocatoria 2014.' (14/03/2014), 'Más de 14.000 asistentes al Salón MiEmpresa' (12/03/2014), and 'La Axencia Galega de Innovación lanza una convocatoria para subvencionar la protección de la propiedad industrial' (11/03/2014). 3) 'Fuentes de RSS de ALIMENTACIÓN' with an RSS icon and a grid of food categories: Aceites, Alimentación animal, Bebidas, Cárnico, Conservas, Frutas y hortalizas, Lácteos, Panadería, and Pescados.

www.cevipyme.es

**CENTRO VIRTUAL DE APOYO A LA PYME EN GESTIÓN DE LA PROPIEDAD INDUSTRIAL**

Tel: 91 456 07 76  
cevipyme@cevipyme.es  
www.cevipyme.es

Horario de atención al público  
Lunes a jueves: 9:00 - 17:00 h.  
Viernes: 9:00 - 14:30 h.

Con la cofinanciación de



Home Contactar Mapa Web Buscar Introduzca su búsqueda

¿Quiénes somos?

Actualidad PYME

Propiedad industrial

Vigilancia tecnológica para la PYME

Formación gratuita

Asesoramiento gratuito

centro de apoyo a la PYME en gestión de propiedad industrial

Síguenos en las redes sociales

**Novedades**  
MEDIATECA

- Comenzar a REGISTRAR
- ¿Qué es una Marca?
  - ¿Quién puede ayudarme?
  - ¿Cuánto cuesta registrar una Marca?
  - ¿Qué debo hacer antes de solicitar una Marca?
  - ¿Cómo se registra una Marca?

- Qué más puedo REGISTRAR
- Nombres Comerciales
  - Patentes
  - Modelos de Utilidad
  - Diseños Industriales

- Nuestros SERVICIOS
- Formación on-line gratuita
  - Autodiagnósticos sobre Propiedad Industrial

**Asesoramiento**  
para las PYMEs

**Últimas NOTICIAS**

Firma del Convenio de Colaboración entre la Oficina Española de Patentes y Marcas y la y la Asociación para la Investigación y el Desarrollo Tecnológico de la Industria del Metal de Castilla-La Mancha (ITECAM), en materia de Propiedad Industrial 21/11/2012

Concurso de Carteles. Lucha contra la falsificación 21/11/2012

Patentes Talgo: XIII Premio Talgo a la Innovación Tecnológica 20/11/2012

**Últimos EVENTOS**

Curso en Derecho Europeo de Patentes 14/02/2013 - 12/12/2013

Taller: "EXPLOTACIÓN DE LA INNOVACIÓN: ESTRATEGIA DE NEGOCIO" 11/12/2012 - 12/12/2012

III Jornada de Barcelona sobre derecho de la Propiedad Industrial 29/11/2012 - 29/11/2012

**Ayudas e incentivos para empresas**

**Observatorio de Patentes ALIMENTACIÓN**

- Aceites
- Alimentación Animal
- Bebidas
- Cárnico
- Conservas
- Frutas y Hortalizas
- Lácteos
- Panadería Molinería
- Pescados

**Observatorio de Patentes ENERGÍA**

- Eólica
- Hidráulica
- Solar Fotovoltaica
- Solar Térmica

Contacte con nosotros **ONLINE**



# CIBEPYME: IPR Helpdesk for Iberoamerican SMEs

## www.cibepyme.com

The screenshot shows the CibePyme website interface. At the top, there is a header with the logo and the text 'PLATAFORMA IBEROAMERICANA DE PROPIEDAD INTELECTUAL DIRIGIDA A EMPRESAS'. Below this is a navigation bar with links for '¿Quiénes somos?', 'Propiedad intelectual', 'Servicios y utilidades', 'Noticias y eventos', 'Mediateca', 'Nuestras empresas', and 'Redes sociales'. A search bar is located on the right side of the header. The main content area features a large yellow 'Q' graphic with a question mark, followed by a list of questions: '¿Qué es una Marca?', '¿Quién puede ayudarme?', '¿Cuánto cuesta registrar una Marca?', '¿Qué debo hacer antes de solicitar una Marca?', and '¿Cómo se registra una Marca?'. Below this is a section for 'Actualidad' (News) with several articles dated from 2013, and a 'Mediateca' (Media Library) section with a video player. A 'Servicios disponibles' (Available Services) section lists 'Formación On-line gratuita', 'Asesoramiento Gratuito', 'Autodiagnostico Propiedad Industrial', 'Foro Resuelva sus dudas', and 'Información Tecnológica'. A 'Casos de éxito' (Successful Cases) section features articles about Apple, Lego Mindstorm, and Coca Cola. The footer contains copyright information, contact details, and social media icons.





## COLLABORATION WITH MINISTRY OF ECONOMY AND COMPETITIVENESS

- Disseminating **Patent Box System**. **Reduction: 60% of net income from the transfer of the right to use patent, drawing, formula, or know how**
- Including IP rights as a requirement to reach the **“Inovative SMEs qualification”**
- Collaborating with **Spanish Technological Platforms (STP)** :
  - STP:** Industry-led, public/private partnerships to drive innovation in reaching research in national strategic industry sectors. **40 Technological Platforms in 8 strategic industry sectors**



## COLLABORATION WITH MINISTRY OF ECONOMY AND COMPETITIVENESS

Integrated in the European Technology Platforms

- Designation of a specialist Patent Examiner responsible of a STP (64 Patent Examiner)
- SPTO presents in Steering Committees
- Dissemination activities
- IP diagnostic
- Joint elaboration of Technology Watch Bulletin (4 per year)



# TECHNOLOGICAL WATCH BULLETINS



## SPANISH TECHNOLOGICAL PLATAFORMAS



**Animal health**

**Sanitary biotech**

**Fisheries and Aquaculture**



**NEW 2013**

# TECHNOLOGICAL PATENT ALERTS

latest patents

Published in the world

Regarding a specific  
technical object

**FREE**

**INTERNET**

**Daily updated**

**World coverage**

**Search strategy designed by  
expert patent examiner**

**NEW 2014**



# Reduction of fees

- **E-Filing**

- 15% reduction on fees when applying on-line.
- **In new Patent Law Draft up to 50% to SME and Entrepreneurs (*application fee, search report fee, examination fee and grant fee*).**
- SPTO, acting as International Searching Authority under the PCT, is applying a reduction of 75% of the PCT Search fee where the applicant is a national of and resides in a State not party to the European Patent Convention and which is classified by the World Bank in the group of countries of “low income”, “lower middle income” or “upper middle income”, no matter if the applicant is a natural person or a legal entity.



## SPTO Reductions. Subsidy Program

- **The Spanish Patent and Trademark Office (SPTO) grant reductions of pre-grant fees, under certain conditions of eligibility, to natural persons, SMEs including micro entities and public universities. There are no specific fee reductions for research institutes.**



# SPTO Reductions. Subsidy Program

## Subsidy Program

- *International extension*
- *Spanish patent and utility models*

## Subsidy Program

- *National promotion*
- *Spanish patent and utility models*





# SPTO Reductions. Subsidy Program

- In case of national promotion for Spanish patents or utility models, only natural persons and SMEs, including micro-entities, are eligible for a subsidy of application and search report fees under the condition that the patent application together with the search report or the utility model application has been published in the SPTO "Official Gazette of Industrial Property" and the fees have been paid in advance.
- The amounts to be subsidized are up to 90% of those fees.



# SPTO Reductions. Subsidy Program

- In the case of international extension the subsidy is addressed to the extension of a patent application or an utility model application via national or regional. The procedures subsidized are: application fee, search report fee, examination fee, grant fee, maintenance fees, European validation, PCT International Search Report fee, PCT International Preliminary Examination fee and a limited amount for translation costs
- The amounts to be subsidized are in general up to 70%, and in the case of SMEs and natural persons up to 80%.



# SPTO Reductions. Subsidy Program

- In case of universities, the average number of patent applications from public universities in the past four years has been 589. In the same years the average value of domestic patent applications has been 3,567. These data imply that public universities represent 16.5% of the number of patent applications in Spain.
- For national patents and utility models subsidies, during the 2012 program, 473 applications were benefited, which represents the 8% of the total number of 5878 national applications. Regarding applicant category, 55% were SMEs and 45% natural persons.
- For international extensions based on national patents and utility models, 3.052 priorities were benefited which represent 7.340 international extensions. This program cover all kind of applicants and it was distributed: SMEs 49,2%, Big companies 18,1%, Natural persons 24,2%, Public Universities 4,3%, Others 4,2%.



# SME Support Centre

- Recently established by SPTO
- Customer oriented (SME, Entrepreneurs)
- Assessment on intangible assets and on Industrial Property Rights
- How to register a private company
- Funding
- Internationalization
- Expertise assessment on patent issues





**Thank you for your attention!**  
**[maria.deconcepcion@oepm.es](mailto:maria.deconcepcion@oepm.es)**