



NATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND COMPETITIVENESS OF AGRO- FOODS SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

Role of Intellectual Property (IP) Management in
Technology Transfer from Publicly-Funded Research and
Development for Agriculture and Agro-Foods; Open
Innovation; Strategic Use of Patent Information for
Enhancing the Innovation Capabilities in the Agribusiness
Sector: Freedom-To-Operate (FTO) Searches



MAP

- Reasons for technology transfer
- Analogies
- No silver bullet
- Personal anecdotes
- Personal experiences
- General principles
- Summary



Reason for technology transfer

- to exploit the technology for commercial or other ends to the benefit of all stakeholders



ANALOGIES

- golden goose analogy.
- there are conditions that help the goose and conditions that perturb it.
- A goose cannot survive in a vacuum: it needs shelter, food etc
- An engine cannot run in isolation, it needs engine support and management systems
- A heart cannot survive in isolation; it needs a number of organs and systems to make it work.
- Likewise intellectual property cannot be exploited in isolation: it needs appropriate infrastructure



NO SILVER BULLET

- there is no such thing as a secret to success of technology transfer
- a virtuous circle is required instead – interdependent factors
- need legal services (for patents etc), marketing support, financing (not always a major constraint), management skills development, training provision, incubation provision, technical support, insurance, security etc.



PERSONAL EXPERIENCES

- management skills development: went to study accountancy
- legal: retained legal practitioners on a contract basis to draft patent specs and search filings
- financing: used patent and prototype to attract venture capital
- marketing: guerilla style



GENERAL PRINCIPLES

- system of exploiting IP has to be equitable if it is to be sustainable
- rub shoulders with experts
- keep costs as low as possible
- be an eclectic reader of intellectual property filings
- patience does it: be in it for the long run



CONCLUSION

- Technology could not have come about without intellectual property. So to unlock more value from existing IP, more IP management effort and efficiency are necessary.