

IP Services for Entrepreneurs



IP Offices, on their own or in partnership with other parts of the government, are often involved in the provision of services and support for domestic inventors and entrepreneurs. In some countries, such support is now being tailored to include a specific green component. This support takes a variety of forms, as described below.

Several IP Offices have programs in place to help innovators in the private sector or at research institutes to develop a sound IP management strategy. Certain IP Offices have created a special focus on green technology as part of such programs. Other IP Offices are publishing guidelines for IP strategy development and execution; such resources can include a green focus, while also addressing other sectors.

The provision of analysis and data can help green innovators. For instance, patent landscapes and information on innovation and IP trends in certain sectors can provide important strategic information for innovators, particularly those without the capacity to secure such analysis on their own. IP Offices are well positioned to offer such services, given their data and analytics tools. An example is Australia, which offers a patent analytics hub where publicly-funded researchers can request help to understand the IP landscape in a given space.

Countries may also have IP training centers where entrepreneurs can receive advice and other information about securing and managing IPRs. Such centers may bring together experts from the IP Office and green entrepreneurs. This hands-on engagement can contribute to supporting green entrepreneurs to more effectively use IP tools to achieve commercialization goals. Often these training centers offer practical advice not only about IP but also about parallel areas such as decision-making about partnerships and how to negotiate the relevant contracts.

Some countries offer to help SMEs more easily bear the cost of IP prosecution. Such programs can be directed in part to help those SMEs working to develop and commercialize green technology solutions.

One IP Office has recently created a collective to bring together green entrepreneurs, who receive business services including IP intelligence and analysis, information on how to craft IP strategies, and research and data (such as patent landscape reports). This initiative may also eventually result in the creation of a patent pool in relation to certain fields of green technology. This initiative, which is still in a pilot phase, is operated by several government agencies in tandem, including the IP Office.

Intended impact

Encourage green innovation, by supporting green technology innovators to gain support and practical skills and knowledge related to IP management and the commercialization of green solutions.

Beneficiaries

Green innovators in the private and public sectors benefit, by gaining support for their green innovation-related activities.

Considerations for implementation

- There are many different ways that IP Offices, with partner government agencies, can support innovators in the green technology space.
- Green innovators can benefit, alongside innovators from other sectors, from technology-agnostic services provided by IP Offices. Depending on the government's goals, a green component of a support program can be created for this purpose.
- Delivering advisory and other services for innovators may require substantial resources from IP Offices. At the same time, creating a green component on top of existing programs may not be unduly resource-intensive.