

Intellectual property as driver of innovative development

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Patent-legal firm
NEVA-PATENT®
Since 1995

IP services, IP fund,
Association of IP Specialist



The National Research
University of Information
Technologies, Mechanics and Optics



Startup marathon and acceleration

«First was the mouse. The second was the click wheel. And now, we're going to bring multi-touch to the market. And each of these revolutionary interfaces has made possible a revolutionary product - the Mac, the iPod and now the iPhone».

Steven Paul Jobs (1995 – 2011)

Each new technology can give future...

...but not everybody can see this.



Already done:

- Implement of Patent Prosecution Highway (PPH);
- Enactment of the Federal Law on Customs Regulation granting ex officio authority for IP enforcement to customs officials;
- Creation of specialized IPR court (from January 2013);
- ~ 9\$ billions of gross income from IP (~ 900\$ billions in Japan).

On the readings:

- Amendments to Part IV of the Civil Code (share of IP commercialization);
- Implement and changes of law 217 August 2009 - legal basis for Russian universities to commercialize IP (currently production only).



Patent application activity (2010, WIPO Report)

Office	Resident Filings	Non Resident Filings
United States of America	241 977	248 249
China	293 066	98 111
Japan	290 081	54 517
Republic of Korea	131 805	38 296
European Patent Office	74 399	76 562
Germany	47 047	12 198
Russian Federation	28 722	13 778



Trademarks (in 2011):

- 33000 applications from Russia;
- 26500 foreign applications.

Total number of registered TM:

- 16300 Russian applicants \ 19650 foreign applicants.

Patents (in 2011):

- 26500 filings of Russian applicants;
- 15000 filings from foreign applicants.

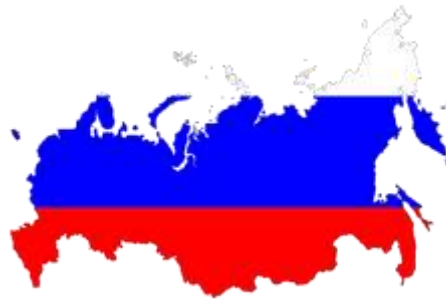
Total number of **active** patents in Russia is about **170000** (on 31.12.2011).

IPR contracts – total:
- In 2010 – 2860 contract registrations;
- **in 2011 – 3207** contract registrations.



Russian PPH

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Innovative system

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SumIT WeekEnd:

- 600 participants
- 200 Ideas

16-17 July, 2011

Startup Marathon:

- 25 Start-ups
- 40 lectures
- 2000 Students

38 days

Invest Fest:

- 10 VC и 15 BA
- 15 Startups
- 250 participants

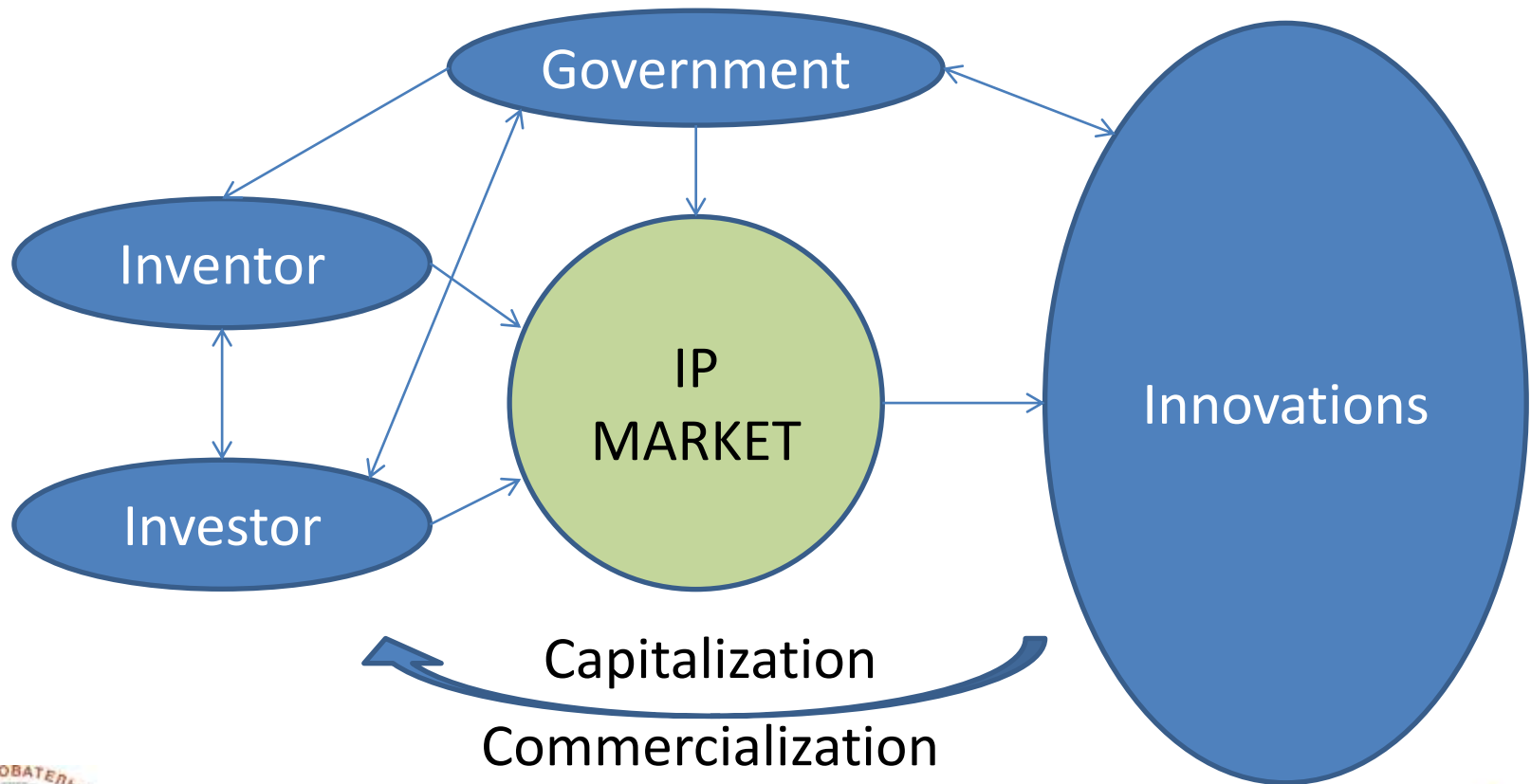
24 August 2011

SumIT results:

- 2 startups received first round investments (8 at winter 2012 Summer)
- 1 startup was bought by strategic investor



How it works?



Patent system:

Benefits:

- Disclosure of new technology to Public;
- Outcome of R&D success;
- Market priority (Alpha products – Ipad);
- Others cant use your technology, without your approval.

Disadvantages:

- Requires significant money for international protection;
- Requires special knowledge in IPR protection strategy;
- Others cant use your technology, without your approval.



Requirements

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IP market requirements:

- IPR strategy;*
- Government support of innovative activity, protection and enforcement;
- Long-term investments;
- IP Specialist.

* *«Intellectual Property Revenue Generation Game»
by Robert Cantrell (1999)*



Obstacles in Russia

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- Lack of the innovative projects focused on technology development and commercialization;
- Applied R&D directions are formed without studying of market requirements;
- Low demand for R&D results in the industry;
- Industry inability to perceive innovations;
- Insufficient motivations of scientists;
- Absence of patent search at R&D stage;
- Insufficient IPR protection, low quality of R&D results (for example, absence of novelty) and a little inventive activity;
- Lack of patent specialist.



Obstacles in Russia

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- High costs of R&D and production;
- A long term investments are hard to obtain (the speculative mind of investors);
- Corruption barriers;
- Patent trolls (mostly trademarks);
- Piracy and counterfeit.



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Advice for innovators (inventors, R&D managers):

- Use opportunities – emerging Clusters – Skolkovo, St.Petersburg pharma cluster, etc. – they grant substantial governmental support and protection.
- Be prepared and pro-active – use IP market information and services to investigate freedom and obstacles; advise customs on your goods and registered trademarks.
- Be assertive – do not hesitate to initiate proceedings upon infringement.

«Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it».

Steven Paul Jobs



Questions

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1. What are the core IP fundamentals that need to be in place in order to allow for the successful commercialization and collaborations between different parties towards the innovative development?
2. To what extent is Russia able to leverage and capitalize on its innovation and capabilities by using the IP system?
3. Is technology transfer a profession? Is there a need for specialist training and capacity building in order to understand and use the IP system or is it just something that can be obtained "on the go"?
4. Role of IPRs in collaborative models, especially between multinational companies and local entities in emerging countries?
5. What is the role of the Government in promoting the use of IPRs and innovation?





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www.sumit.ru
21 July – 31 August
(will be held on English)

*Thank you for
your attention*