

Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA



Intellectual Property Center : IPC

- Established in October 2006
- Objective
 - promote the creation of innovative intellectual property
 - provide services to exploitation of intellectual property

Intellectual Property Center : IPC

- Mission
 - Develop information searching systems and IP databases
 - Develop of human resources in the area of IP
 - Disseminate IP knowledge
 - Promote innovation and utilization of IPRs for commercial benefits

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IP Center

IP Information Center

IP Training Center

IP Awareness Center

IP Management Center

Supporting Activities

- SMEs Project
- OTOP Project
- Web development & Web services
- International Cooperation
- Mobile unit for IP registration
- Assignments from the Department
- Education Institute Cooperation



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Intellectual Property Management Center : IPMC

- Administer and manage the Intellectual Property Capitalization Program
 - IP Central Market
 - IP Clinic
- Promote commercial exploitation of IP
- Support and promote the establishment of IP management center, technology office and IP incubator unit in educational institutions, research agencies and other relevant bodies



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Intellectual Property Management Center : IPMC

- Promote the establishment of intellectual property valuation units
- Promote technology transfers, through patent documentations, to research agencies and local industries
- Encourage the creation of intellectual property rights, in favors of both quantity and quality



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IP Mart

- Create a marketplace for prospective buyers and sellers of IPRs
- Match the IP owners with the interested investors and traders
- Establish related website on December 2006
 - www.thaiipmart.com



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IP Mart

- www.thaiipmart.com
 - 1.8 Million visitors visited IP Mart Websites
 - 1,401 IP sellers
 - 16 success cases
 - Patent - Gas saving stove energy saving model
 - Patent - Mobile lift for automobile
 - Petty Patent – Soft fruit



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IP Clinic

- IP clinic has its mission for give consult of IP management as **the one stop service**



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IP Capitalization

- Organize workshops to promote understanding of IP capitalization and preparing of business plan
- Mobile units to various provinces to educate IP inventors / entrepreneurs and receive loan application



IP Capitalization

- IP Capitalization started 2004
- 105 participants (2004-2008)

Objective

- Provide opportunity for IP owner to access financial source
- Support the creation, income and new entrepreneur
- Support economic growth and prosperity



Process of Capitalization

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Financial Institute Support IP Capitalization



Successful entrepreneurs in Capitalization

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Design



Patent



Trademark



Copyright



Educational Institution Networking

- Educate and disseminate IP-related knowledge to students and the public in provincial areas
- Set up of IP Management Centers in universities and educational institutions

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DIP Web Site :
www.ipthailand.org

Thank you

