

The Role of INPI in Promoting a Favourable Business Climate for Innovation

Jorge Avila
INPI - President

Innovation Policies and Business
Strategies in Brazil

Woodrow Wilson Center, June 27th, 2007

Intellectual Property

- *Rights on the literary texts and other expressions of human creativity such as software and industrial designs*
- *Trademarks and other differentiation signals*
- *Patents on new products and innovative technical solutions*

Intellectual Property System

- *Set of tools to individualization and value determination of intangible assets*
- *Institution which allow the structuring of markets for intangible assets*
- *Legal framework which regulate transactions which deal with intangible assets*

Business Strategies

- *Portfolio determination*
 - *Available resources*
 - *Opportunities*
 - *Institutional framework*
- *Leadreship building*
 - *R&D investments*
 - *Market building*
 - *Partnership networking*

Strategic use of intellectual property

- *Differentiation: appropriation of commercial and technological effort results*
- *Cooperation: formal engagement and results distribution*
- *Leadership: generation , acquisition and sharing of IP assets*

Strategic Use of IP

- *IP portfolio building*
 - *R&D, protection and value generation*
 - *Partnership networking by means of IP sharing*
 - *Accessing others' IP: acquisition, licencing and cross-licencing*

Brazilian Experience - I

- *IP during the Import Substitution period*
 - *Selective promotion and control of technology transfer*
 - *Restrictive patentability policy*
 - *Low insertion into IP international markets*
 - *Low dissemination of IP Culture among Brazilian companies*

Brazilian Experience - II

- *IP within recent innovation and business internacionalization policies*
 - *TRIPS and new IP laws*
 - *Reestructuring of INPI and other IP-related institutions*
 - *Active participation in IP international settings*
 - *Ex: Protocolo de Madri*
 - *IP culture dissemination*
 - *Industry level discussions on the strategic use of IP*

The role of INPI

- *Build an IP System which foster innovation and competitiveness throughout the Brazilian Economy*

The role of INPI

- *Improve or help improve the IP system rules: evaluate Brazilian participation on international agreements, propose changes in IP-related laws and change internal regulations regarding IP*
- *Promote the IP system: make it well known by those who can benefit from it*
- *Operate: register IP in convenient time with high standards of IP quality*

INPI Strategy

- *Build institutional efficiency (time adequacy) and effectiveness (IP title quality)*
- *Introduce IP as the basic institution in any innovation system or in innovation policies*
- *National Networking: develop joint initiatives and help other institution adequately value IP within their self-initiatives*
- *Establish the Academy of Intellectual Property and Development: seminars, courses and research programmas on IP*

Obrigado !

Thank You !