

# IP Pre-Diagnosis

## Activities in Slovenia

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# Agenda

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- ✓ Background of IP Pre-Diagnosis
- ✓ Initial Activities
- ✓ Project Plan (period from 2008-2012)
- ✓ Concept of work
- ✓ Contents of the report
- ✓ Realisation of Plan (up to November 2010)
- ✓ Benefits
- ✓ Plans for the Future

# Background of IP Pre-Diagnosis

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- ✓ IP Pre-Diagnosis is originally French service from 2004
- ✓ EPO takes over the service and offers it to other NO
- ✓ Pilot project between EPO and Slovenian NO (2008-2010)
- ✓ Within the framework of NAP for cooperation with EPO
- ✓ Foster innovation and raise IP awareness of SME's
- ✓ Prva i (1st information on IP)

# Initial Activities

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- ✓ Training in Munich for two staff members (spring 2008)
- ✓ Translation of the Methodology Guide (for internal use only)
- ✓ Choosing the name for the service and logo
- ✓ Preparation of advertising material
  - poster
  - leaflet ([http://www.uil-sipo.si/uploads/media/uil\\_zgibanka\\_prva-i.pdf](http://www.uil-sipo.si/uploads/media/uil_zgibanka_prva-i.pdf))
  - promotion letter

# Initial Activities

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- ✓ Contact with JAPTI (Public Agency for Entrepreneurship and Foreign Investments)
  - advertising through their focal points (VEM točke – All in One Place points)
- ✓ Publishing letter in “Craftsman Magazine”
- ✓ Advertising through our web page (<http://www.uil-sipo.si>)

## Project Plan (period from 2008-2012)

✓ Project started in june 2008

year	Number of visits (planned)
2008	5
2009	10
2010	15
2011-2012	20/per year

# Concept of work

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- ✓ Companies made first contact (usually through e-mail) or office made contact via different ways (e-mail, phone, ...)
- ✓ Preparing for visit (acquire info about company)
- ✓ First visit
  - interview with CEO (duration from two up to three hours)
- ✓ Preparing material for the report
  - searching through databases (using also help from our colleagues)
  - searching through internet

## Concept of work (cont.)

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- ✓ writing the report (usually one day)
- ✓ second visit (usually one month after first visit)
  - conversation with CEO and R&D people (duration up to two hours)
- ✓ staying in contact with SME's through e-mail (one year after the report third questionnaire will be send to SME's)
- ✓ monitoring SME's IP activities through available databases



## Contents of the report

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On the basis of the company's information we:

- Recognize all IP assets of the company
- Provide general information on patents, TM and designs
- Explain different possibilities of obtaining adequate protection at home and abroad
- Provide information on soft IP if it is relevant for the company
- Include the results of the informative database searches (selection of the most relevant documents)

## Realisation of Plan (up to November 2010)

Number of visit	Size of a Company	Sector	1st visit	2nd visit
1	3 employees	information technology in natural sciences	10.6.2008	4.7.2008
2	4 employees	hardware and software for nautical applications	17.6.2008	16.9.2008
3	12 employees	therapeutic and massage tables and chairs	8.9.2008	22.10.2008
4	45 employees	software for management documentation and business processes	10.10.2008	17.11.2008

## Realisation of Plan (up to November 2010)

Number of visit	Size of a Company	Sector	1st visit	2nd visit
5	11 employees	software for design of web pages	25.11.2008	16.12.2008
6	6 employees	producing, working up and selling of bee products	13.1.2009	16.2.2009
7	2 employees	developing and marketing of intelligent space media	20.2.2009	23.3.2009
35	1-250 Average 20	From different sectors (mostly IT sector)		

# Benefits

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- ✓ acquiring additional knowledge (employees)
- ✓ increasing interest in NO and its activities
- ✓ improving SME's knowledge about differences in IPR
- ✓ satisfied customers (second questionnaire)
- ✓ To end 2009 filling of four patent applications and two design applications and 28 TM (1 international)

# Plans for the Future

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- ✓ proceed with pilot project (end 2012)
- ✓ after finishing of the pilot project this service to become standard service
- ✓ preparing a list of potential customers and a letter (for making first contact with companies)
- ✓ acquired data of customers will be the start of CRM database

# Thank you

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