

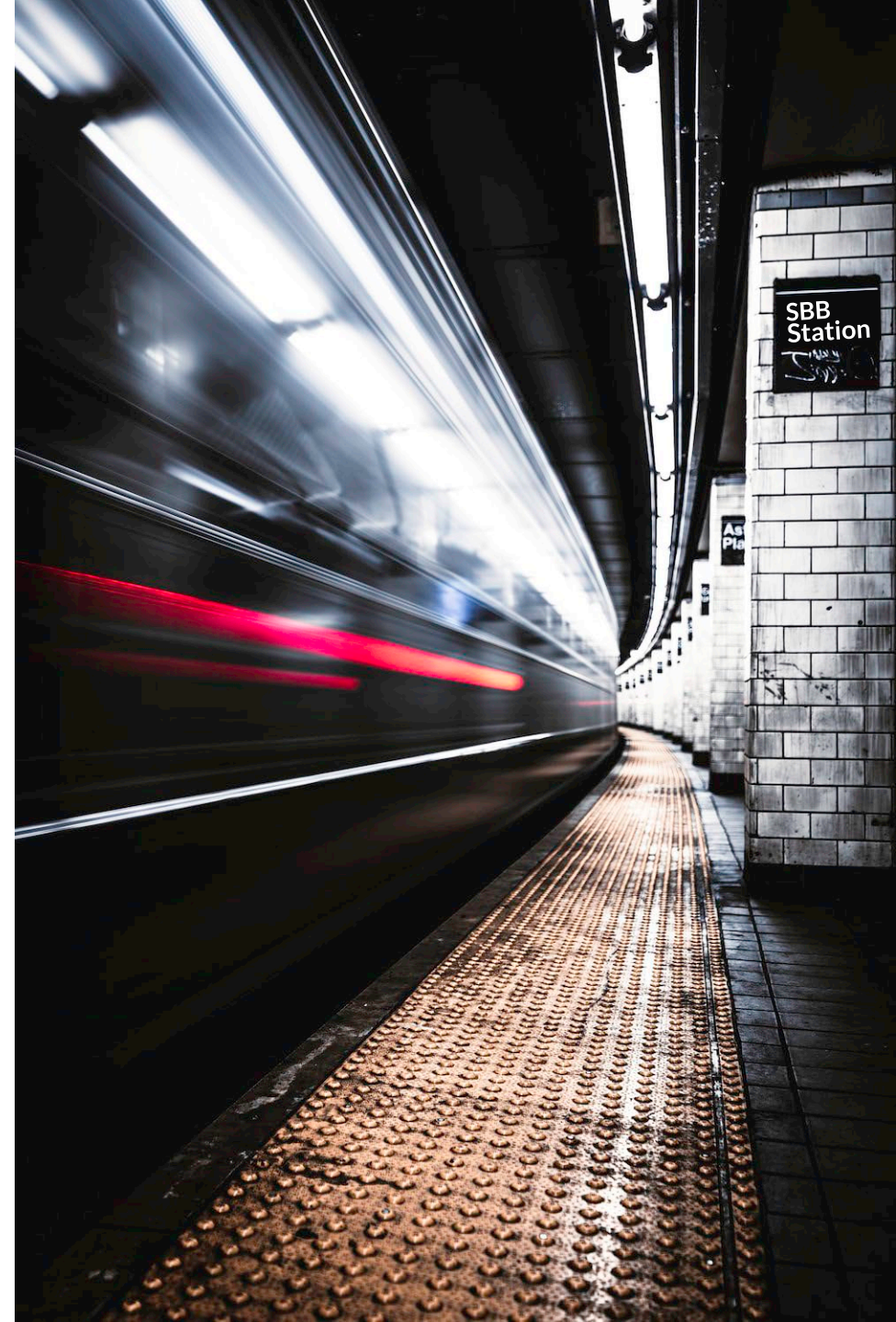


Canadian Intellectual Property Office (CIPO)

IP Management Clinic for SMEs Program

Companies in FemTech

2024











What is intellectual property?

Intellectual property or **IP** is a *creation* of the mind.

Traditional forms of IP

Non-traditional IP

TRADEMARK	PATENT	COPYRIGHT	INDUSTRIAL DESIGN	PLANT BREEDER'S RIGHT	TRADE SECRET
					
Brands: words, designs, etc. Geographical indications Certification marks	New or improved <ul style="list-style-type: none"> • product • composition • machine • process 	Creative works (literary, artistic, educational, or musical) Software	A product's unique appearance	New varieties of plants	Valuable information Lists or descriptions Social media accounts Customer lists

- Fictitious names
- Domain names
- Social media accounts
- Customer lists
- Territory rights
- Publicity rights

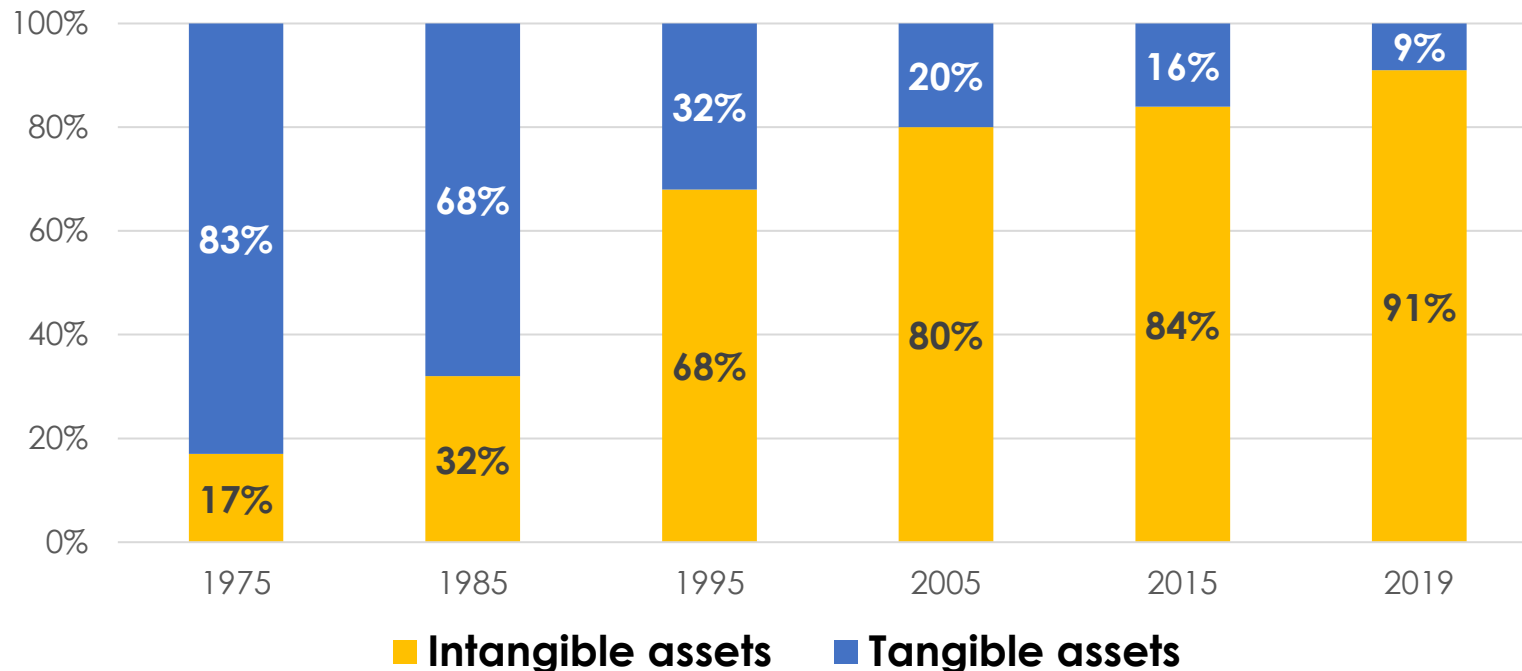


Why should you care about IP?

- ✓ Learn how to **avoid costly mistakes** in your activities
- ✓ Get an **edge over the competition**
- ✓ Attract **financing**
- ✓ Strategically **achieve business goals**
- ✓ Secure your **markets**
- ✓ Build a **reputation and goodwill** with your partners and clients

It starts with IP awareness

Proportion of tangible and intangible assets
in the market value of the S&P 500 Index,
1975 to 2019



Source: A New North Star: Canadian Competitiveness In An Intangibles Economy, Public Policy Forum, April 2019

Small-and-medium enterprises in Canada

82% of SMEs say that they don't own IP

42% of SMEs are **not** familiar with at least one type of IP

7% of SMEs sought IP information, guidance or advice

Source: *IP Awareness and Use Survey (IPAUS)*, Statistics Canada, ISED and CIPO, 2019

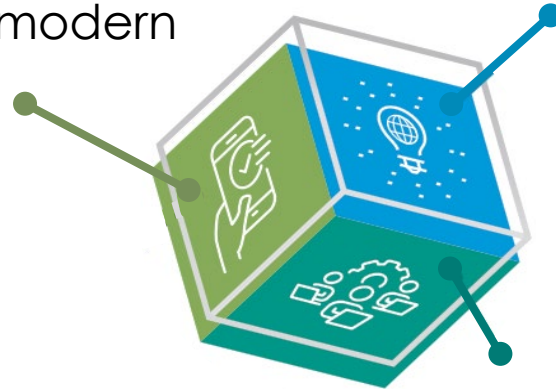


Canadian Intellectual Property Office

Special operating agency of **Innovation, Science and Economic Development Canada (ISED)**

Priority 1

Deliver timely and quality IP services through operational excellence and a modern client experience



Priority 2

Foster innovation and competitiveness through leadership and education

→ Increase IP awareness, knowledge and the effective use of IP by Canadians

Priority 3

Be a high-performing organization that is built for the future



Our ISO certification positions Canada as a global leader in the delivery of high-quality patents.

1,000+ employees
make up CIPO's highly skilled workforce

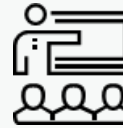
Source: CIPO Human Resources Plan, March 2017

IP awareness and education services to help innovators understand:

- What IP is
- How to identify your IP
- How to protect IP
- How to manage IP
- Where to find help



Resources at
canada.ca/ip-for-business



Webinars, seminars



Meeting with an IP Advisor



IP Management Clinic for SMEs Program (IPMC)

- The IPMC is a **four-month program**
- Focuses on the **IP-related aspects of the companies' product or technology** across its business cycle, both from the perspective of an IP rights holder and of a user of third parties' IPRs.
- Selected companies receive **support to better manage and use their IP** through personalized:
 - one-on-one mentorship,
 - expert advice, and
 - training.

WIPO website link: <https://www.wipo.int/sme/en/ip-management-clinic.html>

A joint project focusing on FemTech



Participating offices:

- Canadian Intellectual Property Office
- Israel Patent Office
- United Kingdom IP Office
- World Intellectual Property Office



Project components:

Mentorship:

- WIPO will select IP experts to provide companies with one-on-one mentorship
- Participating offices will select companies (6-8 companies each)

Training:

- WIPO will develop training materials based on the needs of the companies
- Participating countries are also welcome to share awareness and education resources

What will companies benefit from?

- **One-on-one mentorship** with renowned IP experts on how to better use IP for growth.
 - Experts will provide advice on:
 - IP strategy
 - IP management
 - Branding
 - Valuation
 - Licensing
 - Franchising
- **Training opportunities** and **access to practical tools and services**
- **Networking opportunities** amongst peers



Company selection criteria

- Possess **product, technology or service relevant to FemTech**
- A clear **business model**
- An **entrepreneurial team** (minimum of 3 people) with a good command of the English language
- A portfolio of **intangible assets/IP**
 - A minimum of one registered IP right
 - Or a clear description of non-registered IP assets
- Be assessed to have **high potential for scalability and internationalization**

Estimated timeline and next steps

- Application and selection of companies
- (April-May 2024) • Launch and orientation workshop
- One-on-one mentoring
- (4 months) • Joint sessions
- Training opportunities and access to practical tools and services
- (2 months) • Wrap up, preparation of IP roadmap and case studies
- Regional public event to showcase the results and case studies



Contact CIPO



If you are interested to apply to the program, please contact **Saida Aouididi** at saida.Aouididi@ised-isde.gc.ca



For more information on the Program, visit WIPO's website <https://www.wipo.int/sme/en/ip-management-clinic.html>



For more information on CIPO's IP tools and resources, visit www.Canada.ca/ip-for-business

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