



Managing the Industrial Property for S M E

Takashi Sammi

**Director, SME Promotion
Dept.**

JETRO Bangkok

30th May 2005 at Phnom Penh



To Connect Intellectual Property With Development of SME

Basic methods to utilize
intellectual property in business



Galileo's plea

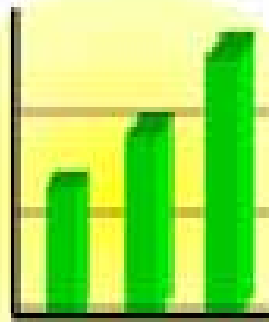
Galileo Galilei (1564-1642)

Process from creation of intellectual property to making profit from it

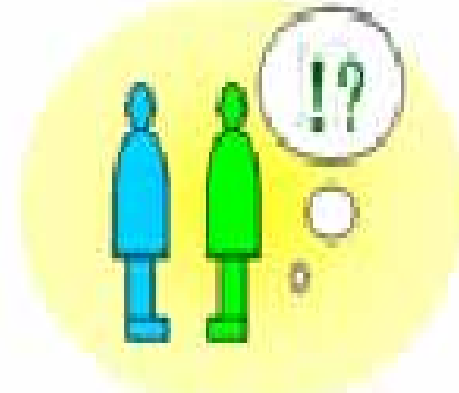
Plan products to meet the needs



Understand customer needs

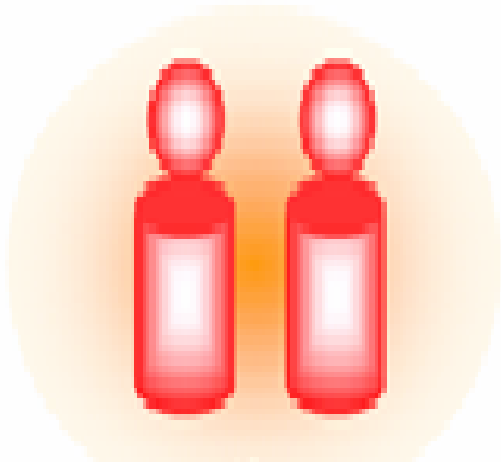


Research and analyze market

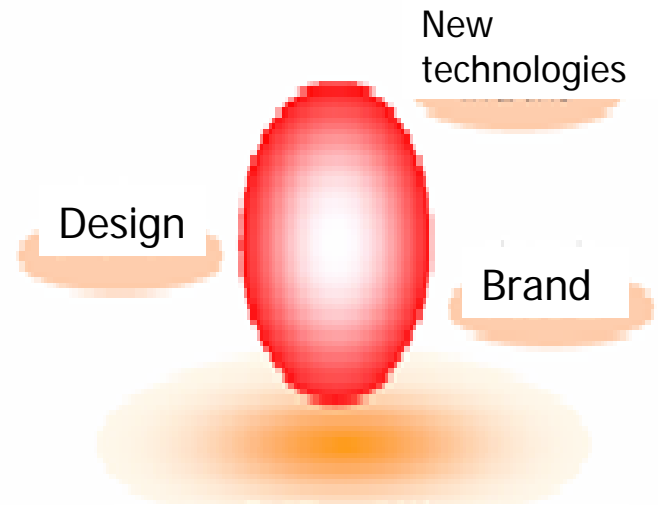
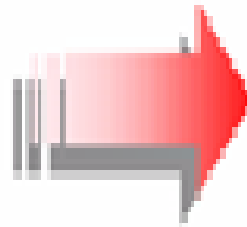


Plan products

Develop products/ technologies

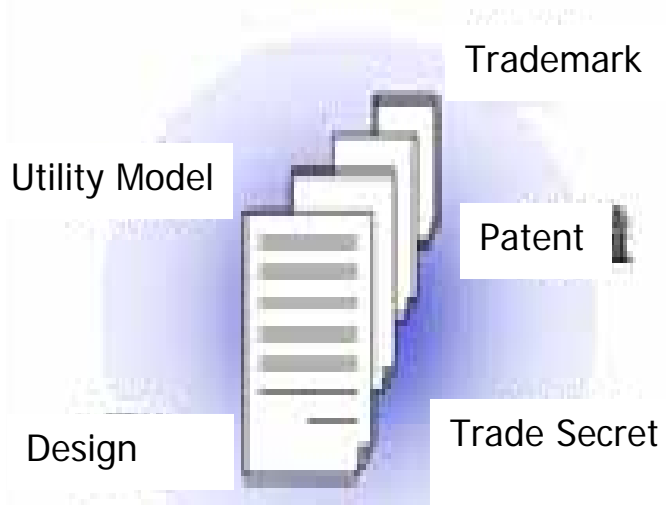


Engineers
(others such as industrial
designers)

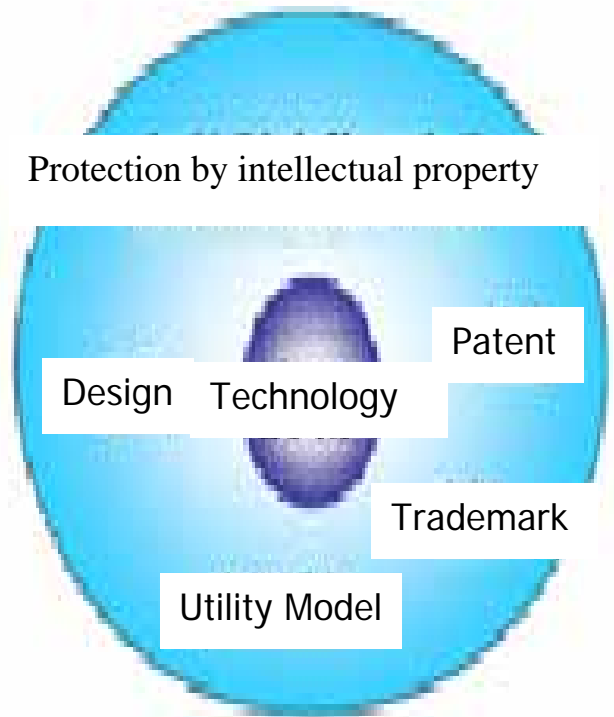
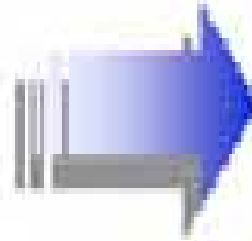


Invention/Creation

Obtain rights for results of development



Company



Utilize intellectual property for business

Utilize patents to dominate market

License Patents

Anti-Counterfeit

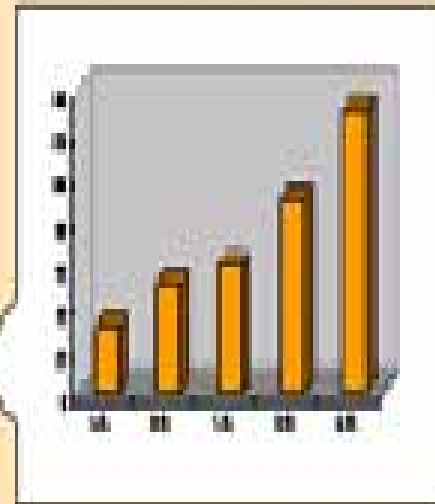
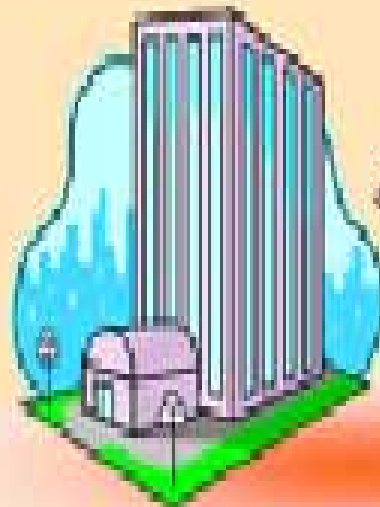
To Utilize intellectual property

Strengthen creditworthiness

Preventive measures against the leakage of technology

Improve moral of engineers

Sales expansion/
growth of a company



1st phase

“Plan products to meet the needs”



2nd phase

**“Develop products/
Technologies”**

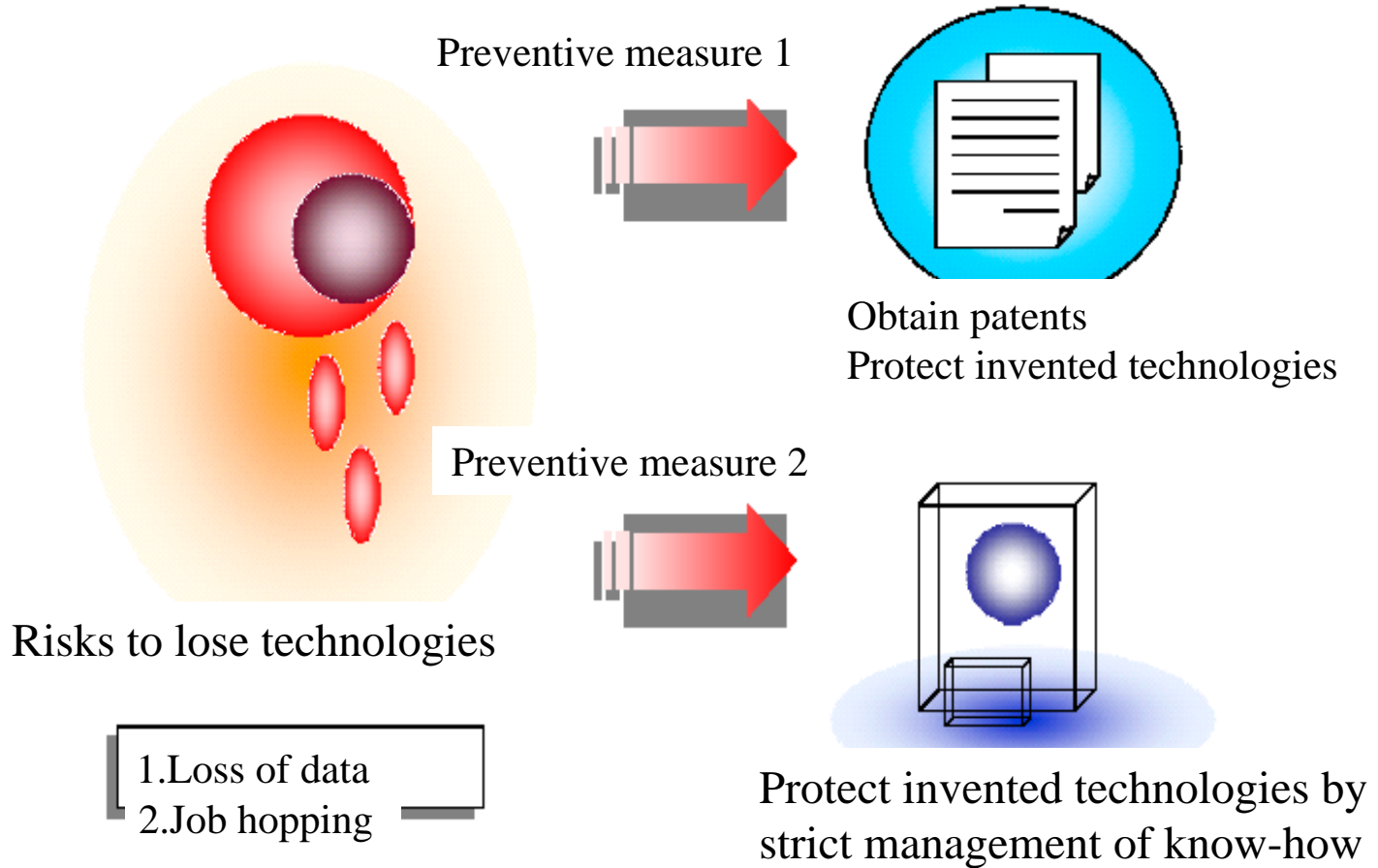


3rd phase

**“Obtain rights for the
result of development”**



Obtaining rights to prevent technologies from leakage and loss



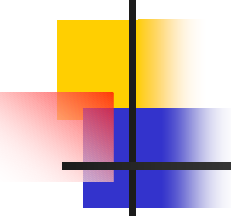
4th phase

**“Utilize intellectual
property for business”**





Intellectual property strategies to minimize risks

- 
-
1. Minimize infringement suit risks
 2. Minimize the risk for leakage of technologies
 3. Minimize the risk to lose share in the market due to similar technology development by competitors
 4. Risk of worsening brand equity due to distribution of counterfeit goods

Intellectual property
strategies to strengthen
capability in credit and
development





1.Improvement of creditworthiness.

2.Make profit from accomplishment of research and development

3.Enhance research and development