



# Study Program on Human Resource Development in the Field of Industrial Property

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## **TOPIC 1:**

# **The Role of Intellectual Property Offices in Intellectual Property Education and Training:**

Recent Developments in Various Regions

**The Brazilian experience in conducting capacity building for  
the Intellectual Property and Innovation System**

## Introduction

In the context of a knowledge economy, the role of an Intellectual Property Office goes beyond examining and granting of intellectual property rights

An important goal is to use the Intellectual Property System as a tool for capacity-building and enhancement of competitiveness of firms and nations

These topics are fundamental conditions to leverage technological and economic development of a country

## The Brazilian Case

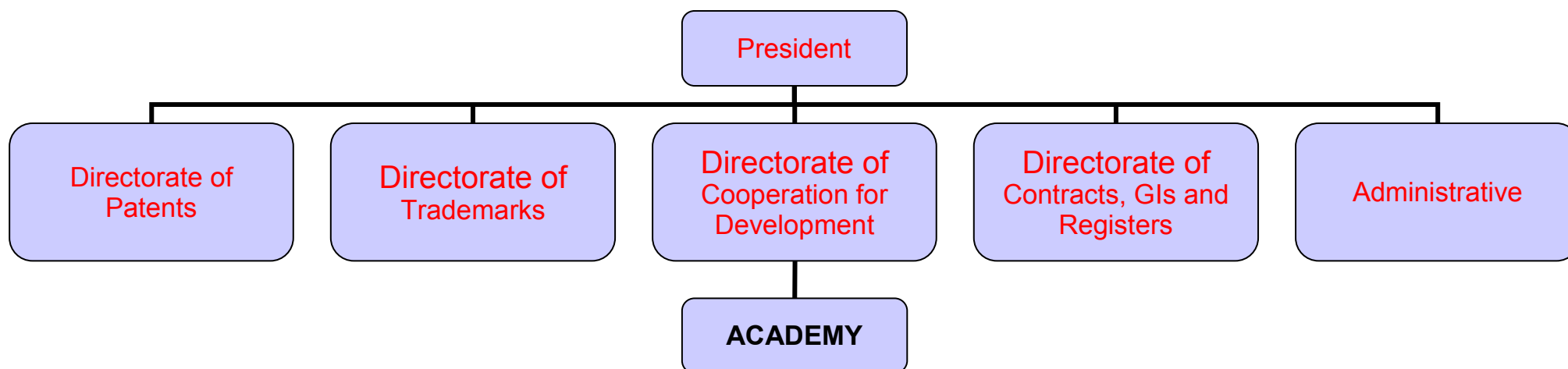
The Academy of Intellectual Property, Innovation and Development was established in 2006, firstly as a working group and in 2008 as the main unit of INPI-BR to coordinate the overall training program on IP education for the agents of the Brazilian Innovation System

**Mission** - Developing human resources in the field of Intellectual Property

**Vision** – To become a reference center in developing and providing knowledge on Intellectual Property

**Activities** - IP training and Post-Graduation and Research on IP matters

## The Academy at the organizational structure of INPI



## The establishment of the Academy is associated with the launch of Brazil's Innovation Act in 2004

The Innovation Act meant a resumption for industrial policy in Brazil, now focusing on technological innovation as the main tool for development and economic growth

The law highlights the government's view that Science and Technology play an important role in Brazil's economy and development

**However, the Innovation Act established some new challenges for universities and enterprises that could not be easily solved at that time**

## The three main components of the Innovation Act

- 1- Incentives for building and strengthening partnerships between universities and research institutes and private companies
- 2- Incentives to fostering the participation of universities and research institutes in the innovation process
- 3- Incentives for promoting innovation within private companies.

## To achieve these goals:

Universities and Research Centers have had to deploy Offices of Technological Innovation to deal with:

- Management of the technologies generated by researchers
- Decisions regarding intellectual property and licensing and the valuation of the technology
- Analysis of patentability and filing of patents
- Management of contracts between companies and universities
- Seeking out for market opportunities
- Dissemination of intellectual property procedures in their institutions



...but, the question was that one could hardly find competences in the Universities and Research Centers to cope with those issues required by the Innovation Act.

So, that is where the Brazilian Industrial Property Office has introduced an Intellectual Property education policy aiming at fostering capacity-building on these themes to the main agents of the university system and the firms.

# Main Activities of the Academy

- Short Courses: Basic, Intermediate, Advanced and Workshops on IP Issues
- Intellectual Property and Innovation Master Program
- E-learning Program

## Short Courses - 40 hours – Face to face

### BASIC

It provides a general view of the mechanisms of protection of intellectual creations, focusing on the legal framework and the statutory duties of INPI, emphasizing its importance as a strategic agent for knowledge protecting, contributing to innovation and national development

### INTERMEDIATE

It provides an overview on the classification of a patent document according to the International Patent Classification. It enhances the aspects about Patent, Trademark and the use of patent as technological information

### ADVANCED

It presents an overview of contracts and technology licensing, fiscal incentives and the importance of using public and private funding for the development of new technologies. Also, it is presented strategies for technological forecasting, patent drafting and software registration

- Target Group:  
Universities, Technological Institutes, Students, Lawyers, firms

# Short Courses

## WORKSHOP ON PATENT DRAFTING - 32 hours

To Improve the knowledge on patent drafting in specific field according to local agents interest. To use strategically patents as a source of technological information.

### Target Group

Universities, Technical Institutes, Research Institutes

### Since 2005

Total Editions: 21

Total Participants: 557

## Short Courses Evolution

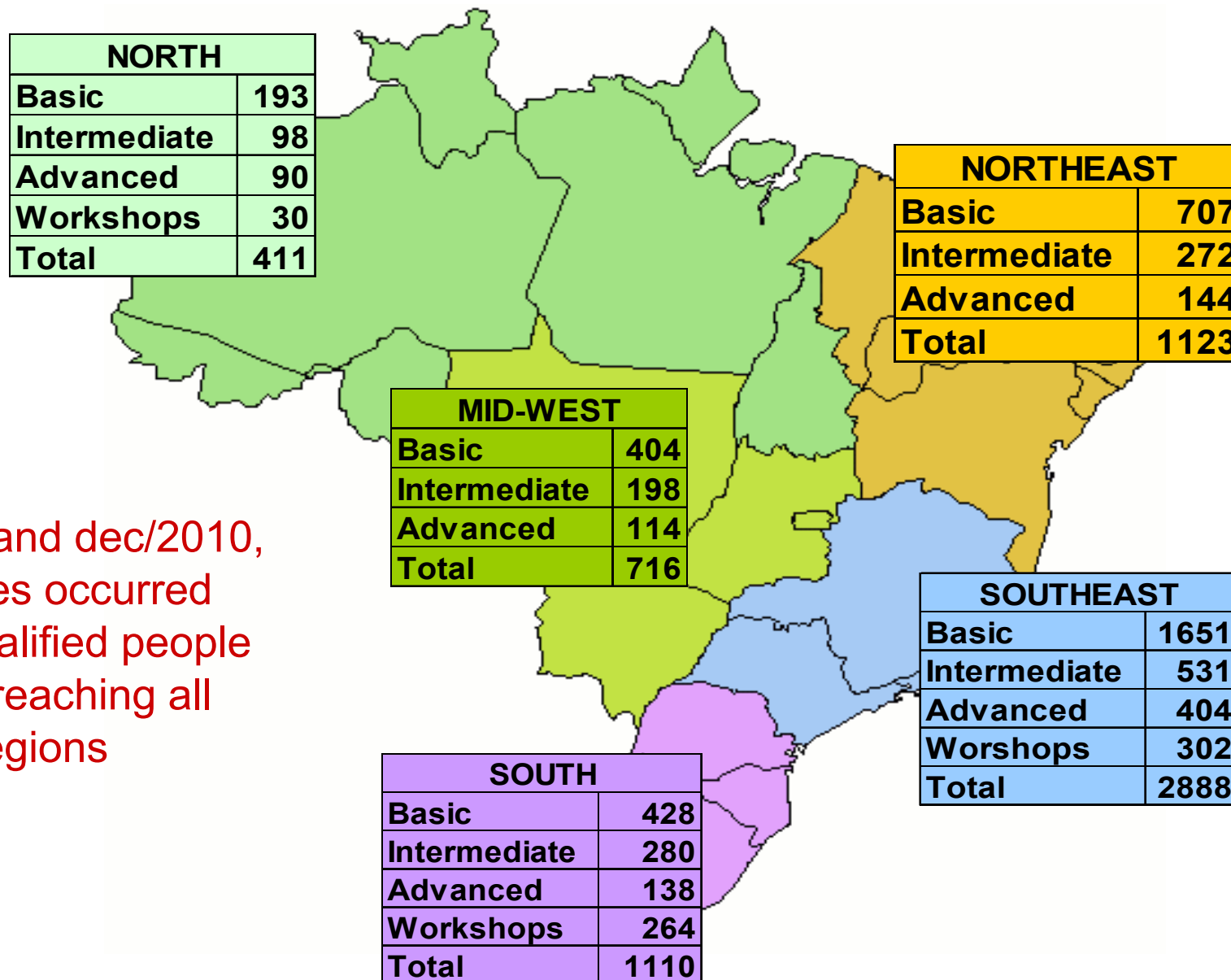
Since 2005

Total Courses, per year:

<b>Year</b>	<b>Courses</b>	<b>Participants</b>
<b>2005</b>	<b>15</b>	<b>574</b>
<b>2006</b>	<b>57</b>	<b>1695</b>
<b>2007</b>	<b>37</b>	<b>1184</b>
<b>2008</b>	<b>34</b>	<b>891</b>
<b>2009</b>	<b>32</b>	<b>1011</b>
<b>2010</b>	<b>34</b>	<b>1176</b>
<b>Total</b>	<b>209</b>	<b>6531</b>

The team members comprises:

- 1 coordinator
- 3 IP analysts
- 1 staff



Between jan/2005 and dec/2010,  
the Short Courses occurred  
totalizing 6,531 qualified people  
in 209 courses, reaching all  
Brazilian regions

## Courses in partnership with WIPO

### Successful Technology Licensing (STL)

This course focus on managers of Intellectual Property and technology, and staff of public and private institutions that carry out activities of intellectual property and technology licensing and its negotiations

**Total Editions: 06**

From this year forward, STL will be totally organized and coordinated by INPI's Academy

## Courses in partnership with WIPO

### Patent Drafting

The goal is to incentivate the use of intellectual property as a strategic tool for innovation and development.

The course is given by international and national experts, and addresses topics such as preparation and filing of patents, patents strategies, organization, education and motivation of technical staff, professional ethics, among others.

**Total Editions: 03**



## Customized Courses

These courses are based on one of the others short courses including or excluding some modules to meet specific demands.

### Examples:

- Courses offered to:
  - specific industries,
  - public attorneys,
  - economical editorialists,
  - etc.

# IP Program for the Industry

## INPI – Brazilian Industrial system

- ✓ Capacity-Building for technicians, teachers and students from SENAI (National Service for Industrial Learning).
- ✓ Capacity-Building for Editorial Journalists of Economics & Technology in IP.
- ✓ Technological foresight and consultancy services at INPI.
- ✓ Methodology in attendance for the “Nucleus of the Industry System”.
- ✓ Setting of attendance stations in the “Nucleus of the Industry System”.
- ✓ Implantation of Attendance “Nucleus in the Industry System” with the assistance from INPI.

# Master Degree on Intellectual Property and Innovation

Since 2007

Total candidates: 428

Total students enrolled: 117

Total thesis presented: 28

## Members

01 coordinator

08 permanent lecturers

20 INPI Experts in different study areas

03 staff

## Interdisciplinary approaches with 03 research lines

- Globalization and Regionalization: the role of IP in economical development
- Sectoral policies and emerging themes on Intellectual Property
- IP, Technologies, Society and the Brazilian firms

# INPI Distance Learning Project

## Objectives:

- Meeting the growing demand for IP courses;
- Reaching people of all regions of Brazil;
- Reducing the displacement of experts from INPI's technical areas;
- Allowing access to IP knowledge to as many people as possible

to achieve these goals  
we are establishing some important partnerships

With WIPO

- Becoming administrator of WIPO DL101 Course in portuguese - General Course on Intellectual Property
- Customizing the DL 101 course to meet local Brazilian needs related to IP legislation, case studies
- Training tutors

## **With Brazilian institutions**

- **Brazilian Agricultural Research Corporation (EMBRAPA)**
- **Ministry of Education – Technological Education Secretary**

## a conclusive remark

The main role played by INPI-BR through the activities of the Academy has been disseminating a conceptual framework that has made possible a channel of dialogues among the agents of the innovation system about knowledge protection, licencing and transfer of technologies and Intellectual Property



**Thank you for your attention!**

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