



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

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## **TOPIC 3:**

# **Establishing and Managing IP Academies/IP Training Units: Challenges and Possible Responses**

**Developing methodologies based on intellectual property information to understand the sectoral industrial dynamics and its sources of innovation**

## Our Challenges

To Develop an interdisciplinary approach concerning the evolution and the perspectives of Brazil's technological and productive sectors considering their different dynamics and different models of knowledge appropriation using Intellectual Property Rights informations

To create and disseminate knowledge on Intellectual Property and its relation with the Innovation system

## Master Degree on Intellectual Property and Innovation

The Intellectual Property and Innovation Graduate Program has been official recognition by the Ministry of Education and is allowed to issue the diploma of post-graduation in Master Degree

Since 2007

Total candidates: 428

Total students enrolled: 117

Total thesis presented: 28

The staff comprises of

01 coordinator

08 permanent lecturers

20 INPI Experts in different study areas

03 staff

## Structure of the Graduate Program

The focus is on INTELLECTUAL PROPERTY AND INNOVATION

*It is organized in an Interdisciplinary approach with 03 research lines*

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

The duration of Master course is 24 months. In the end of the period the students must be defend the dissertation on a theme of intellectual property and its relationship with the process of innovation and economic development

Based on the understanding that data, information and knowledge are at different levels in the structure of science

INPI's actions in capacity building of intellectual property are designed to become a reference on the production of information and knowledge using intellectual property data to understand the dynamics of each industrial sector

The objective is to contribute in boosting public policies aiming at technological development as well as corporate decisions on new investments

## Just to remembering some concepts:

*Let us move from data to knowledge*

**DATA** - A record of observations related to a particular event. A direct notification with little or no scientific treatment (number of patents, trademarks, etc., name of the owner, inventor, country of origin, classification, etc ...)

INPI – collects data related do industrial property (patents, trademarks, etc.)

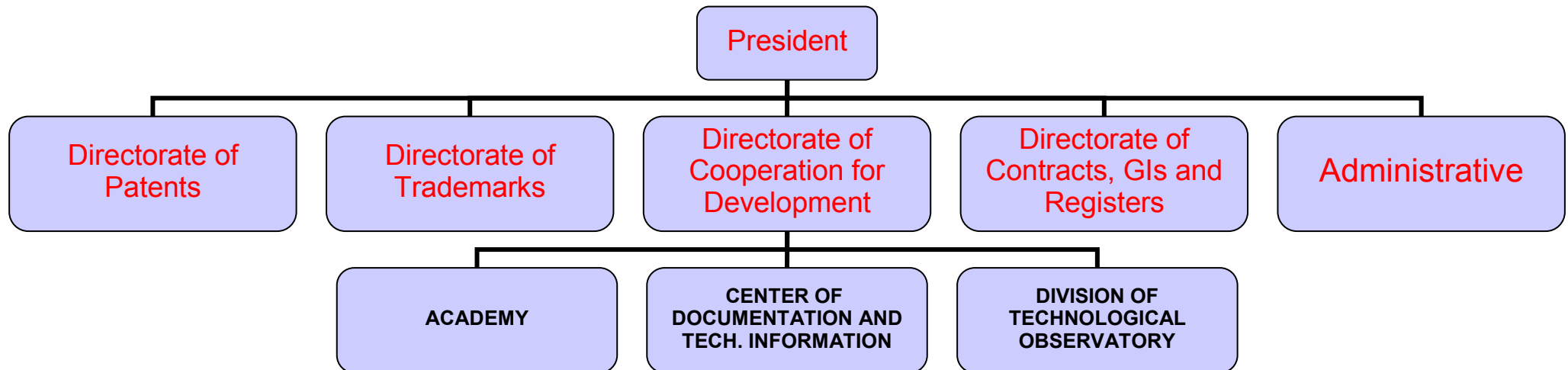
**INFORMATION** - Result of the organization, analysis and processing of data based on predefined logical operations to produce reliable inferences or deductions for interpret and create typologies, indicators, indices, types, mapping studies, etc.

CEDIN – organise the data and generates informations related to IP and manages the database

**KNOWLEDGE** - Result of the interpretation of a set of data and informations based on abstract reasoning, essentially sustained in assumptions, concepts and definitions previously established for the formulation of new theoretical approaches.

ACADEMY – produces knowledge by developing dissertation and researches by lecturers based on informations prepared and organized data.

## Main Structure of INPI





## How can we accomplish those sectoral studies on industries?

The starting-point is the conceptual framework developed by Franco Malerba about the **SECTORAL SYSTEM OF INNOVATION** as it's argued in a paper available in *Research Policy* 31 (2002).

In this paper the author discusses about the main building blocks of a sectoral system of innovation and production and states that it is possible to identify the following ones:

- knowledge base and learning processes;
- basic technologies, inputs and demand, with key links and dynamic complementarities;
- type and structure of interactions among firms and non-firms organizations;
- institutions;

With this basic conceptual framework one may use informations available in intellectual property documents to understand the structure and the organization of a specific production system.

*It's clearly possible to see and organise informations about:*

- The kind of knowledge used and its degree of accessibility;
- The basic technologies of a sector and how it has changed through time. Also, one can understand the main differences among sectors;
- What type of agents are involved in a certain field of technology: firms, universities, governmental agencies, funding agencies (private equity, seed money and venture capital) and other agents;
- Institutionalities, here seen as the norms, common habits, routines, rules, established practices, laws, standards that shape the agents behavior and their interactions in each sector.

**Now...Back to INPI's Master Program!**

We use this Malerba (2002) approach **altogether with all** evolutionary literature **of economics and its relationship with the** law sciences, **the** social sciences **and** technological approach **to assemble a syllabus with the following disciplines and some others:**

- *History of Intellectual Property*
- *Innovation and Development*
- *Intellectual Property and Biotechnology*
- *Intellectual Property and Agribusiness*
- *Intellectual Property and the pharmaceutical industries*
- *Technological strategies and appropriability*
- *Strategical management of brands*
- *Intellectual Property and SMEs*
- *Management and commercialization of intangible assets*
- *Technological foresight*
- *Scientific and Technological Policies*

**...in a conclusive way, one may say that...**

## The results to be achieved are:

- The constitution of research groups focused on various themes related to intellectual property aiming at understanding the dynamics of innovation in industries;
- The preparation of case studies, dissertations and academic papers to support public policies aimed at technological development;
- The Expansion of the interdisciplinary studies to set up a solid methodological framework for studying the history and the evolution of the dynamics of technology change and innovation in industries of emerging and developed countries

**Thank you for your attention!**

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