



Intellectual
Property
Office

INNOVATION TO GROWTH

– THE IP ASSET JOURNEY

PAUL STORER, WEST MIDLANDS POLICY ADVISER, IPO

TODAY

- My role
- Innovation strategy
- IPO policy approach
- Our interventions
- WM call to arms

REGIONAL ADVISER ROLE

West Midlands Policy Adviser:

- Build IP capacity and capability (delivery)
- Embed IP into business programmes and funding schemes (strategic)
- Create an IP Legacy!

Innovation Strategy

- Pillar 1 Unleashing business –
 - ❑ Safeguarding Intellectual Property

- Global Innovation Index and productivity

- Pillar 2 People –
 - ❑ Help to Grow Management (previously Small Business Leadership Programme)

INNOVATION TO GROWTH – IP ASSET JOURNEY

Diagnostic, Discovery, Planning phase	Regulatory, Commercial phase		Legal and Market Normalisation phase	
<u>Recognise and Understand</u>	<u>Protect and Exploit</u>		<u>Enforce and/or Defend</u>	
PARTNERS: (these cover understanding of all phases) <ul style="list-style-type: none"> • Patent Library and Business & IP Centres • Enterprise Europe Network - Innovate UK Edge • Financial Sector • Growth Hubs (England) • Devolved administrations – Scotland Wales NI 				
IPO in the right place (strategic policy advisers)				
IP Masterclass (in depth adviser & business training)				
Integrate Reviews (structured IP & business reviews) [PILOT]				
DIGITAL: IP for Business Online Tools				
SERVICES: (cover understanding all phases) <ul style="list-style-type: none"> • IP Audits & IP Enabler [only through partners] • IPO Business Outreach Team 				
	[Regulatory framework – IPO rights policy areas]			
	IP Valuation, IP as Collateral & IP on the Balance Sheet (policy)			
	Model Licensing agreements NDA templates		IP Enterprise Court (incl. IP Small claims)	
	IP Insurance [Policy]		IP (Legal Expenses) Insurance	
	IP Finance Toolkit & B2B Collaboration toolkit		Insurance Broker Network (policy)	
			IPO Mediation Service	
			IP Pro Bono Service	
			IPO Patent Opinion Service	
RIGHT SUPPORT AT THE RIGHT TIME FROM THE RIGHT PEOPLE:				
Who? Business Advisors, Accountants, Banks	Who? IP Attorneys, IP Valuers, Banks, British Business Bank, Insurers, Accountants etc		Who? Lawyers, Judges, Insurers, Litigation Funders, Insurance Brokers	

A. REGIONAL IP SUPPORT FRAMEWORK

- Pre-starts -
beginning on firm IP foundations
- Established (trading) businesses –
applying best IP practice in their day to day management
- Scaling businesses -
able to make strategic IP decisions

B. STRATEGIC – PROGRAMMES AND FUNDING SCHEMES

1. [DELIVERY IN PLACE]
2. IP CLAUSES/STIPULATIONS IN SUPPORT PROGRAMMES AND FUNDING SCHEMES

CREATES INVESTMENT OUTCOMES!

BUSINESSES NEED
THE RIGHT SUPPORT AT THE RIGHT TIME FROM THE RIGHT PEOPLE

WE CAN:

1. DEMO AND PROVIDE TOOLS, RESOURCES AND SUPPORT
2. TRAIN STAFF TO DELIVER AN IP SUPPORT FRAMEWORK (OR JUST ELEMENTS DEPENDING ON YOUR ORGANISATION ROLE)
3. HELP TO EMBED IP INTO PROGRAMMES AND FUNDING SCHEMES

THANK YOU!

‘SUCCESS TODAY WILL BE A DELUGE OF EMAILS ASKING FOR MY SUPPORT!!’

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QUESTIONS?