



Survey of international best practices in intellectual property information dissemination [☆]

William MacDougall *

Outreach Division, Information Branch, Canadian Intellectual Property Office, Place du Portage I, 50 Victoria St., Hull, Gatineau, Que., Canada K1A 0C9

Abstract

The Information Branch of the Canadian Intellectual Property Office (CIPO) is responsible for disseminating information on intellectual property (IP) through its Outreach Program. As a basis for developing this program, CIPO engaged a consultant group to establish benchmarks against international best practices in IP awareness, promotion and education as part of a strategy to establish a strategic direction, or framework, that would facilitate this task.

This article sets out the approach to this project, the written survey questionnaire generated, the results and the implications for CIPO's Outreach Program. The questionnaire was distributed to a limited number of Intellectual Property Outreach Organisations (IP Offices and the European Commission) around the world, including CIPO itself, to obtain information on key program activities, key targeted clients, key strategic partners and related program design details. For comparison purposes, the same questionnaire was also sent to a small number of other Canadian "Non-IP" Organisations in order to learn more about their information dissemination practices.

The responses, while containing varying degrees of completeness, when combined with other available research material, provided useful comparisons with current and planned CIPO dissemination strategies. Top-ranked programs include Internet Web site information, Customer Call Centres, publications and speaking engagements. Broad conclusions are that CIPO's major programs and key clients closely parallel those of the other IP Outreach Organisations. Top-ranked key clients include small to medium sized enterprises (SMEs), the general public, inventors, large business and industry associations. Top-ranked strategic partners include other government departments and agencies. The additional research provided an inventory of other, unique programs. However, the responses did not provide the conclusive data on program design criteria, performance measurement or information dissemination resource allocations that were anticipated.

Crown Copyright © 2003 Published by Elsevier Science Ltd. All rights reserved.

Keywords: Information dissemination; Canadian Intellectual Property Office; International best practice; Benchmarking; IP Outreach program; Survey questionnaire; Survey results; Activity/client matrix; Targeted clients; Strategic partners; SMEs; Internet web site; Customer call centre.

1. Introduction

1.1. Background

The Information Branch of the Canadian Intellectual Property Office (CIPO) is responsible for disseminating information on intellectual property (IP) to its clients and to the Canadian public. As early as the year 2000,

CIPO had articulated its information dissemination approach around four essential elements: basic intellectual property information; awareness/promotion; education/training; and value-added information. The Information Branch wished to build on this approach and asked Industry Canada's Management Consulting Centre to assist them by undertaking two related tasks:

- Research and summarize IP information dissemination "best practices" in selected international IP offices; and,
- Research the Canadian situation in the context of these global best practices and develop a collaborative approach and a strategic IP "outreach framework" as a deployment plan.

[☆] This article is an abridged version of a consultants' report prepared by Messrs. Sandy Stiles and Malcolm Patterson of the Management Consulting Centre of Industry Canada and submitted to CIPO in April 2001.

* Tel. +1-819-997-2745; fax: +1-819-953-6004.

E-mail address: macdougall.william@ic.gc.ca (W. MacDougall).

As part of the development of its deployment plan, it was realized that CIPO must gain a better understanding of its clients and their needs, and assess three key questions:

- Are we providing the right information to the right groups?
- For such essential information on IP and its use as may be lacking, who needs to fill the gap?
- How do we measure the effectiveness of our Outreach activities?

1.2. Methodology

Following the development of a detailed study project plan, it was decided that a written survey would be used to collect information. For reasons of expediency and time constraints, the survey was arbitrarily limited to a small number of Intellectual Property Outreach Organizations (10 IP Offices and the European Commission). In exchange for their collaboration, survey participants were offered a summary of the results of the study. Answers to this survey were received from IPOs of the following countries: Australia, Denmark, Finland, Japan, Sweden, Switzerland and the United States, as well as from the European Patent Office and the European Commission (Brussels). CIPO (Information Branch) also responded to this survey. For comparison purposes, the survey was also sent to a small number of Canadian Non-IP Organizations. The questionnaires were prepared in both French and English.

Responses to the survey questionnaires were analysed and are the subject of a report [1]. Additional significant supporting research information was also obtained from a simultaneous review of various IP Organizations' Web sites, from previous CIPO-initiated studies and from related innovation development studies undertaken by Industry Canada.

2. Survey fundamentals

2.1. Questionnaire design

The objective of the written questionnaire was to obtain information on the research elements for this study that were based on the survey terms of reference. The following points in particular were to be covered:

- The types of clientele targeted for education and dissemination activities;
- The program activities being used to reach these client groups;
- The role of private and public sector organizations in the delivery of IP information programs;

- Criteria used to determine the particular type of dissemination activities in place in each instance, with pertinent studies, if any;
- Review of the kind of information being collected on dissemination activities, including performance indicators used to measure impact and results.

To facilitate the responses to this survey, a matrix table was designed incorporating the first two of the five analysis criteria—major program activities/tools and targeted client groups. The resulting matrix diagram contained 25 program activities/tools and 18 targeted client groups. Each IP Outreach Organization was to tick off boxes for their own program activities/tools which were dedicated to each specific target client group. A second identical matrix table was used where respondents then marked the program activities/tools directed to targeted client groups through their partners and partnership relationships.

To ascertain *priority* program/activities and to obtain answers regarding the remaining research elements, other generic questions were developed. Each IP Outreach Organization was requested to identify the five most important program activities/tools and the five most important targeted client groups for each program activity/tool in order of effectiveness. For each of their five priority program activities, the following information was requested:

- The clientele targeted for each program;
- Number of person-years, employee cost and program cost;
- The objectives of the program;
- The criteria established by each IP Outreach Organization to select each program;
- The performance indicators originally established to measure the effectiveness of each program; and,
- An assessment by each IP Outreach Organization of the impact of the program on the priority client groups.

To identify key partnership relationships, each IP Outreach Organization was asked to identify organizations which participate in the dissemination of IP information, broken down by:

- Partnerships with entities within the same department;
- Partnerships outside the same department, but within the same government;
- Partnerships outside the same government, but within the same country; and,
- Partnerships outside the country.

Information was also requested on the objectives of each partnership relationship: both the expectations of

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات