

The Way to Austria's National IP Strategy

OXFIRST<sup>TM</sup> Ltd



The Trend Setter in the Intangible Economy

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# AGENDA

Challenges - Austrian National Patent Office

National IP Strategy – Top Level Support

Where National IP Strategy stands

# Challenges – Austrian Patent Office

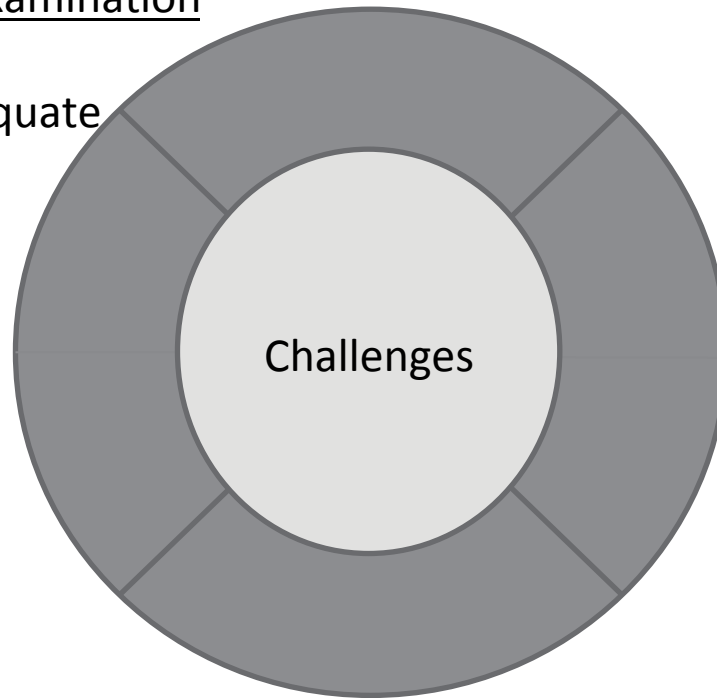
## Substantive Patent Examination

### Done in House

Lack of access to adequate  
Databases

Unclear relationship  
With EPO

Outsourcing could  
Generate substantial  
savings



## Not generating enough income

Strong contrast to the UK,  
Denmark or German Patent  
Office

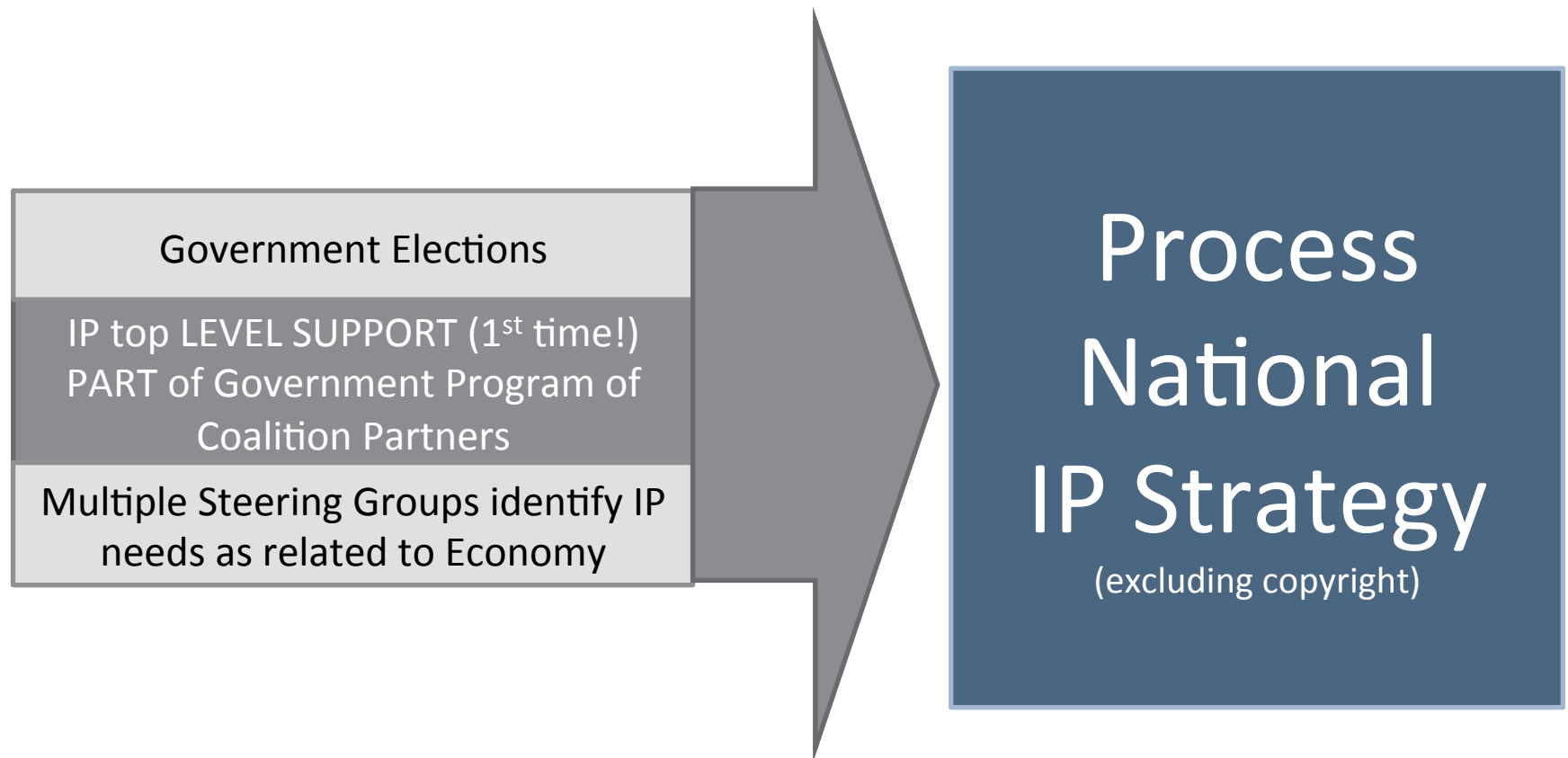
## Nascent IP Awareness & Outreach

Activities are very rudimentary  
Just about to start  
Traditional understanding of role  
Of Patent Office

## A firm operating in the PTO

Using all resources of PTO to do patent searches  
Use of IP and proprietary software is not clear

# The Way to a National IP Strategy

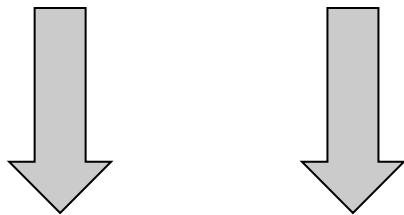


While substantive IP law is not seen the problem, multiple challenges associated with IP Management persist

Lack of IP Awareness

Bring IP Closer to SMEs

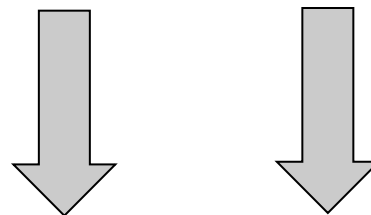
Link IP to Economic Performance



Lack Of IP Managers

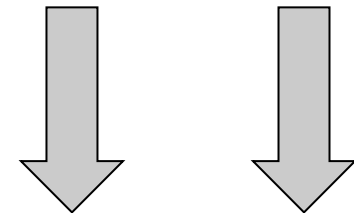
Patent Attorneys Can't fill that role

Lack of adequate Training & education



Tactics to Reach out To SMEs & make the case for IP Driven business performance

How to become an innovation Leader?



IP Strategy driven By Ministry of Innovation & Technology And Ministry by Science & Economy (Min. of Justice excluded)

# Transformative IP Strategy

