



→ The Importance to SMEs of an IPR Search Tool

Jean-Marie Dou
CCI Marseille – Provence

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→ Chamber of Commerce and Industry of Marseille - Provence

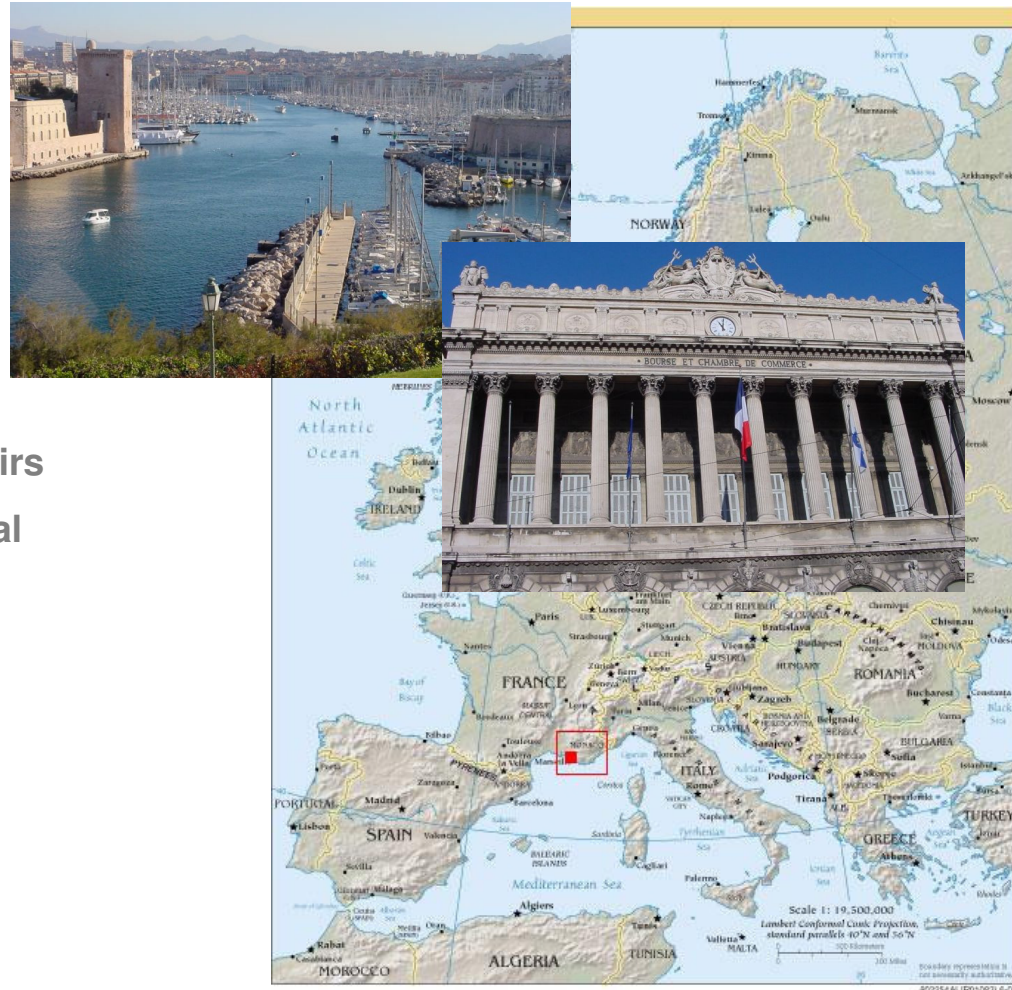
> Main figures

- > 1200 persons
- > Annual budget: 250 M€ (2006)
- > 57.300 companies

> Main activities

- > Public service and institutional affairs
- > Corporate services and international affairs for companies and clusters
- > Airport management
- > Euromed - School of Management

www.ccimp.com

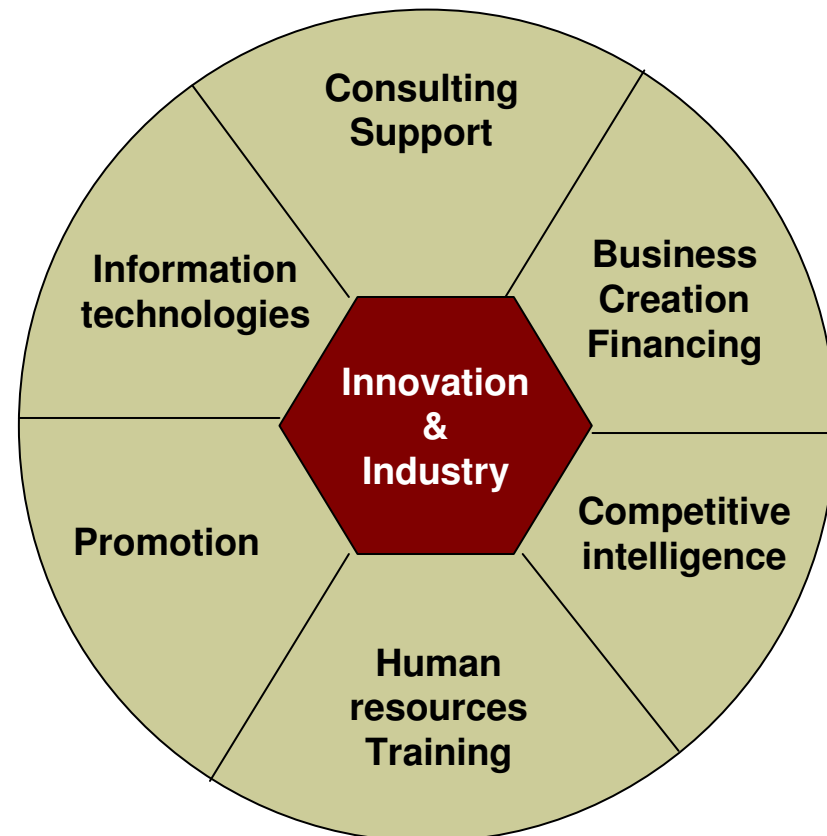




→ Innovation and Industry Department

> Brief description

- > Promotion and support of **Innovation and Competitiveness** for local companies and clusters
- > **Consulting**, training and **studies**
- > **Project** engineering
- > Technological **tools**
- > **Corporate strategy**
- > Projects management
- > Competitiveness improvement
- > Innovation, Quality, Environment, Security,
- > Competitive intelligence
- > Innovative business projects
- > Intellectual property
- > Main EU programs (latest)
 - > **Achieve (EUCIST): FP6**
 - > **I-MInD: ESF**
 - > **Ideamed medocc: Interreg III-B**
 - > **eMarks - eTEN**



6 expertise centers



→ Marks & designs in SMEs

> SMEs characteristics

- > Business creation & inventors (creative)
- > Structured companies / High potential Start-up
- > Local business / International markets

> Classical marks & designs use in SMEs

- > Almost all SMEs have trademarks
- > New products or services
- > Business creation
- > Few monitoring of Trademarks and models

> No IPR professionals

> Economic impact / business stakes are very different according to the type of economic sectors

> Difficult to have a general view



→ SME knowledge on trademarks and designs

> The eMarks events & trail interviews results

- > False ideas on IPR (7 dif)
- > Application procedures, coverage, ...
- > National offices roles
- > Possible names, logo, ...
- > Legal issues



> Necessity of IP professionals / lawyers

- > Need of up to date advises

 > Legal actions possibilities, risks, costs, ... (What if ...)



- > High interest on eMage service (image search, semantics, international similarities, ...)



→ Main scenario

- > Local business, Inventor
- > Local Market
- > Low financial resources
- > No consulting possibilities
- > Visit of the National IP Office

- > Structured companies / High potential Start-up
- > International markets
- > High financial resources
- > High level environment and management
- > Consulting budgets (lawyer, ...)
- > Access to an IPR professional

eMage



→ Other possibilities/uses for SMEs (1/2)

- > **Use of Marks and Models as business inputs of companies**
- > **Competitive intelligence / Technological Watch**
- > **Marks (& models): link to commercial strategy**
- > **Survey of competitors**
 - > **Follow up of new products and services**
 - > **Entry of new companies in a field**
 - > **Diversification strategies**
 - > **Alliances**
 - > **Geographical strategies**



→ Other possibilities for SMEs (2/2)

> Creativity

- > Trends of a sector, leader company
- > Brain Storming inputs
- > Design options

> Events / Communication agencies

- > Logo creation
- > Visual identity of companies
- > Testing of shapes and colors

With an international coverage,
as SMEs markets are becoming internationals



→ Conclusion

- > **High interest of SME for the technological facilities and the content of eMage**
- > **The eMage added value is well understood by SMEs**
- > **eMage is full of opportunities for SME**
- > **Wider uses of the service (not only for IPR)**
- > **Strong concern with a specific purchase model (pay per view most wanted)**