



Side Event

WIPO Toolkit on New Product Development
and Inventions in the Public Domain

12 December 2024, NB Building,
Room 0.107 and Zoom, 1.00 p.m. to 3.30 p.m.

WIPO

Launch of the WIPO Toolkit on New Product Development and Inventions in the Public Domain

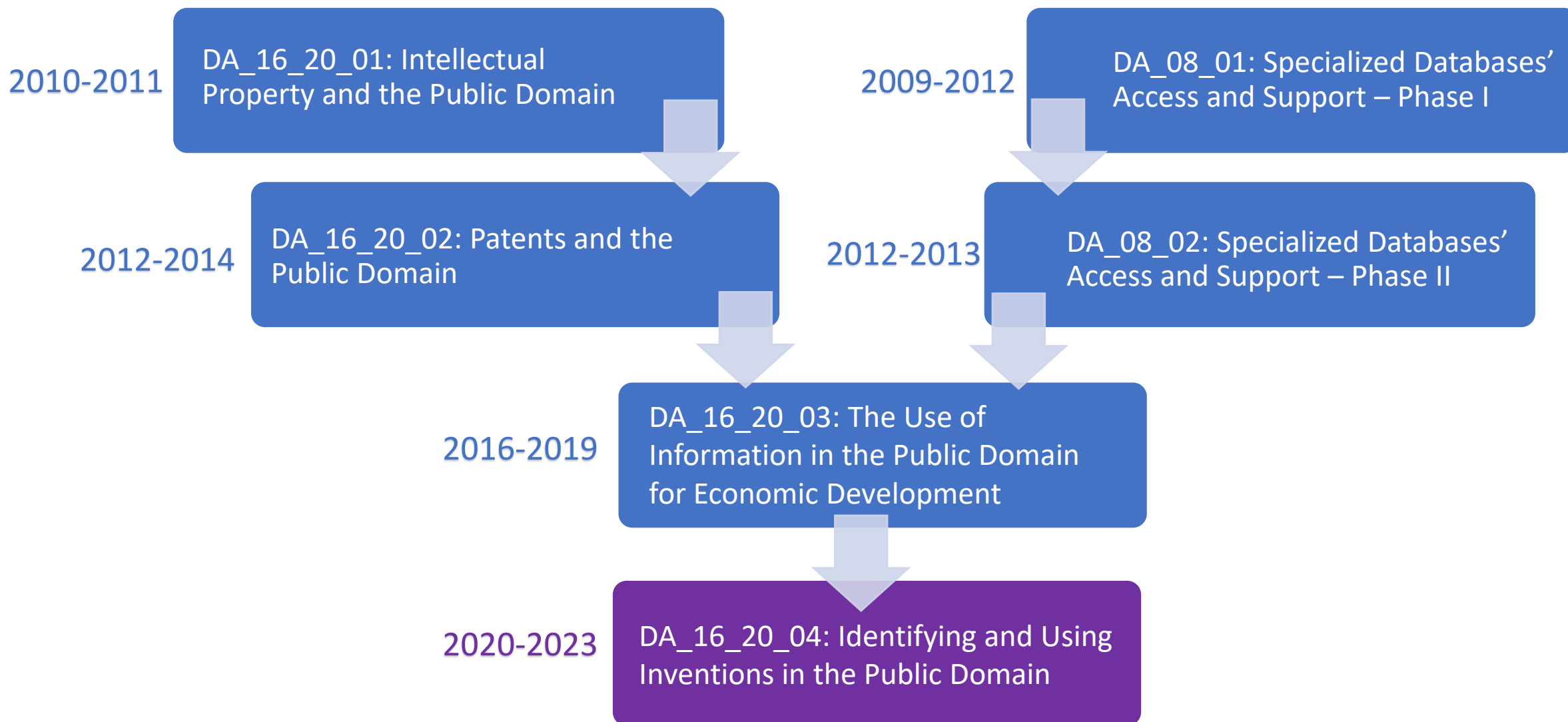
Welcome remarks **Project Overview**

Alejandro Roca Campaña
Senior Director, IP for Innovators
Department (IPID), IP and Innovation
Ecosystems Sector

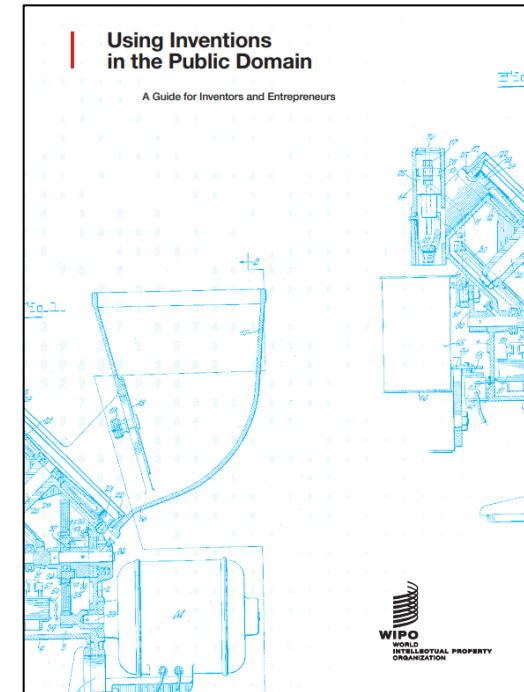
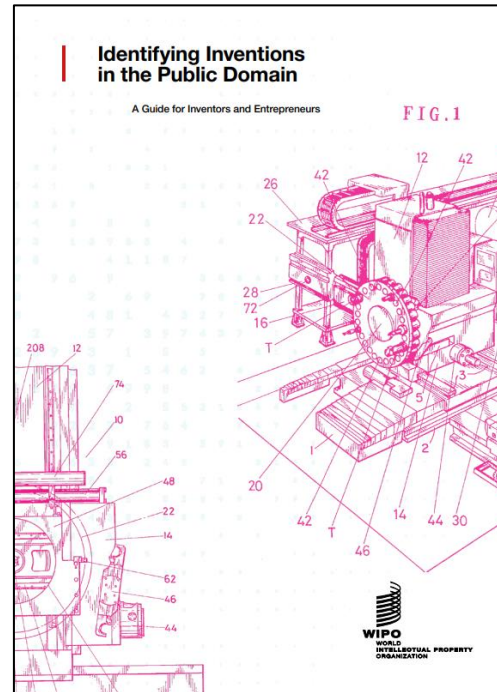


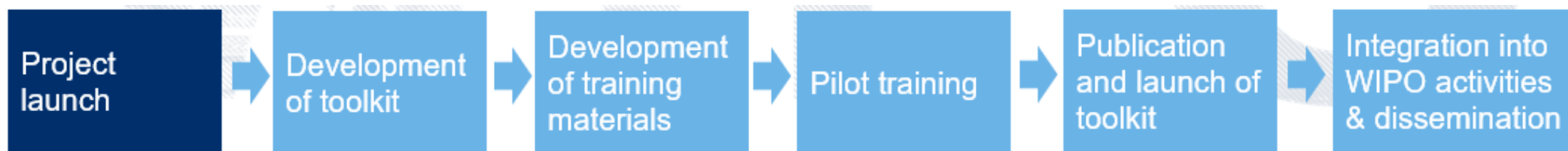
Public domain

TISC

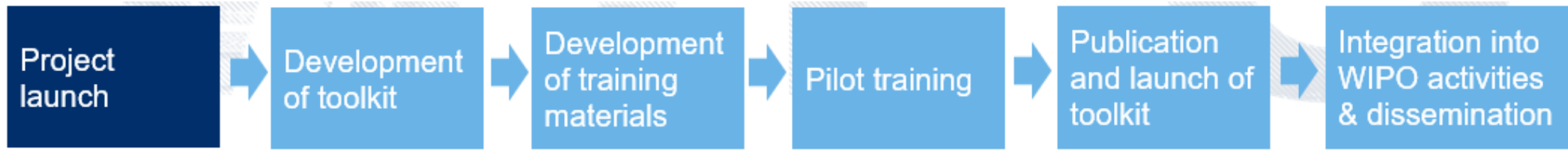


- Toolkit complements the **WIPO** guides on identifying and using inventions in the public domain (2020)

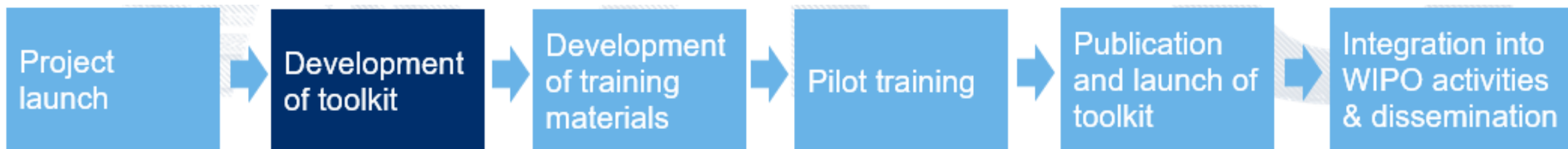




- DA Project on Identifying and Using Inventions in the Public Domain approved during CDIP/27 in November 2021.
- Objectives:
 - Equip TISC staff, researchers, and entrepreneurs with **practical tools** to help **collect and analyze data** to evaluate a new product development initiative and **support decision-making in the development of new products and services** based on inventions in the public domain
 - Develop tools to effectively support the **commercialization of new technologies and services** building on information and inventions in the public domain, ensuring that those innovations align with market demand and provide tangible benefits and value



- Development Agenda Recommendations:
 - **Recommendation 16:** Consider the preservation of the public domain within WIPO's normative processes and deepen the analysis of the implications and benefits of a rich and accessible public domain.
 - **Recommendation 20:** Promote norm-setting activities related to IP that support a robust public domain in WIPO's Member States, including the possibility of preparing guidelines which could assist interested Member States in identifying subject matters that have fallen into the public domain within their respective jurisdictions.



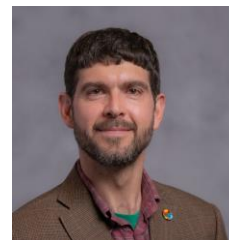
- Selection of experts to develop the toolkit and associated training materials



Expert

Ms. Leah Speser

Senior Consultant, Knowledge Transfer and Commercialization, Research and Innovation Foundation of Cyprus, Nicosia, Chair, Board of Directors, Foresight Science & Technology, Hopkinton, Massachusetts, USA



Expert

Mr. Arendt Oak Speser

CEO, Foresight Science & Technology, Rome, Italy

- Peer review



Expert

Ms. Donna O. Perdue

Founder, Perdue IP Law, APC. Her practice focuses on helping clients develop IP strategies to identify, protect, manage, and leverage intellectual assets. Lead subject matter expert of the *Identifying Inventions in the Public Domain: A Guide for Inventors and Entrepreneurs* (WIPO, 2020)



- New **modular blended-learning training approach**, with mix of digital materials available for self-learning, and resources and datasets for training simulations in instructor-led in-class or online seminars
- Strengthen **ownership of the learning process**, combining self-learning with instructor-led classes and practical group exercises with clear tasks
- Animations produced by Lambda Films Ltd for WIPO, in collaboration with Foresight Science & Technology and Arendt Speser



- Piloting in selected TISCs in Malaysia and Philippines
- 31 TISC staff participated in a 7-week virtual training, with 2 sessions per week and practical group exercises in mixed teams from Malaysia and Philippines, in line with the ASEAN regional TISC network objective to foster cooperation among its members
- Feedback from participants helped fine-tune the Toolkit materials and training package to make these more effective



100% of respondents to final survey said that the training had been **successful in improving their knowledge and skills in this area**

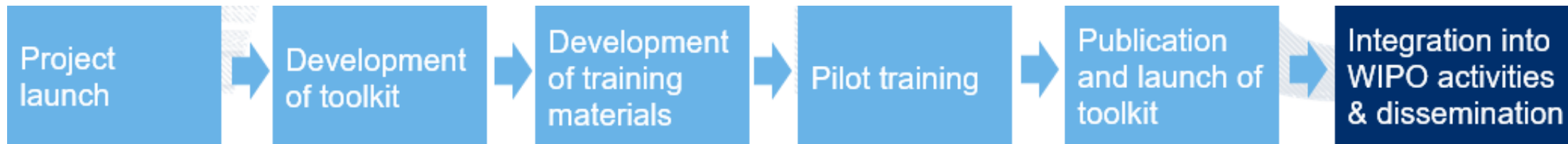
71% reported that the **knowledge and skills gained** would be **very useful** and the other **29%** that it would be **somewhat useful**.



“It was extremely valuable to learning about the NPD process and flow, using these tools step by step, and understanding their interconnection and how to use them continuously throughout the commercialization process”



“The tools were very useful. Some of them are familiar to me but modified in a better way. Thank you so much for all the learnings you have shared; it was very useful and relevant to my job.”



What next?

- Adapting and scaling up the training to other eligible TISC networks, integrating it into WIPO's regular training offerings for TISCs, including translation into other official languages.
- Integration into other related activities and projects, e.g., IP commercialization ('Scale Up Your IP' initiative), technology transfer, IP for business...
- Integration into future TISC staff specialization certification program



Toolkit
New Product Development and
Inventions in the Public Domain