

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

# Intellectual Property Commercialization

*Policy Options and  
Practical Instruments*



**UNITED NATIONS**

United Nations Economic Commission for Europe

# Intellectual Property Commercialization

*POLICY OPTIONS AND  
PRACTICAL INSTRUMENTS*



UNITED NATIONS  
New York and Geneva, 2011

## NOTE

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

ECE/CECI/12
-------------

**Copyright © United Nations, 2011**

**All right reserved**

**Printed at United Nations, Geneva (Switzerland)**

<b>UNITED NATIONS PUBLICATIONS</b>
<b>Sales No. 11.ILE.16</b>
<b>ISBN: 978-92-1-117053-5</b>

## FOREWORD

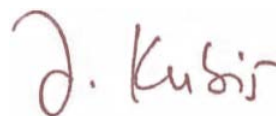
---

Innovation is the key driver of economic growth and development in the medium to long term. It can be defined as the process of introducing new products, services and production processes into the market place and to create new profitable enterprises and higher-paying jobs on this basis. A well-balanced, affordable and reliable system of intellectual property rights has an important role to play in this process. Intellectual property rights serve to protect the - often large and highly risky - investments of innovative and creative companies against potential imitators and thereby provide key incentives to undertake such investments in the first place.

The present publication is not intended to provide a cross-country analysis of intellectual property laws and their economic impact. Instead it focuses on practical problems of using intellectual property rights in the innovation process, i.e. on the commercialization of intellectual property, and on the question of what economic policy can do to support the various innovation stakeholders in this process. Specifically, it discusses the role of intellectual property in the transfer of technology from public research organizations to the business sector, the management of intellectual property in small and medium-sized enterprises, and the auditing, valuation of and accounting for intellectual property.

The publication has been prepared on the basis of policy documents and other materials submitted to the UNECE by members of its Team of Specialists on Intellectual Property, as well as other publicly available documents and materials. It also draws on the outcomes of international conferences held by the Team in Geneva in 2007, 2008 and 2010.

I hope that this publication will be helpful for practitioners and policymakers, particularly from countries with economies in transition, and that it will contribute to a general process of transnational learning on good practices and policies for promoting the commercialization and protection of intellectual property and the enforcement of intellectual property rights across the UNECE region.



Ján Kubiš  
Executive Secretary  
United Nations Economic Commission for  
Europe

## ACKNOWLEDGEMENTS

---

This publication is part of the Programme of Work of the UNECE Subprogramme on Economic Cooperation and Integration in the focus area “Commercialization and Enforcement of Intellectual Property”. It would not have been possible without the guidance, inputs and comments of the bureau and members of the UNECE Team of Specialists on Intellectual Property.

A major substantive contribution to the publication by Gail E. Evans, Reader in International Intellectual Property, Queen Mary Centre for Commercial Law Studies, University of London, is gratefully acknowledged. The Secretariat would also like to thank the United States Patent and Trademark Office and Richard Zheng, University of East London, for their detailed comments on an earlier draft.

# CONTENTS

---

Abbreviations .....	ix
I. Introduction.....	1
II. Intellectual Property and Economic Performance .....	5
A. Introduction .....	5
B. The role of intellectual property in the innovation process.....	7
C. Evidence on the role of intellectual property rights in economic performance .....	9
III. Commercialization of Intellectual Assets .....	17
A. Introduction .....	17
B. Capacity to commercialize the invention .....	17
C. Legal vehicles for the commercialization of IP.....	19
D. IPR enforcement as a pre-condition for successful commercialization .....	27
IV. Creating an Enabling Environment for the Transfer of Technology from Research Institutions to the Business Sector.....	29
A. Introduction .....	29
B. Benefits of university technology transfer and the importance of strategic IP management .....	32
C. Financial expectations and budget management.....	37
D. Assignment of rights to IP resulting from research.....	39
E. Empirical evidence across countries on how effective they are at transferring technology from research institutions to the business sector .....	40
F. Programs to support public research organizations in IPR management and technology transfer .....	46
G. Management of intellectual property in international research cooperation .....	49
H. Conclusions and recommendations .....	53
V. IP Commercialization Strategies for Entrepreneurs and SMEs.....	59
A. Introduction .....	59
B. SMEs and the IP system: why do SMEs underutilize the formal IP system? .....	66
C. A selection of government programs promoting the use of the IP system by SMEs in the UNECE region.....	70
D. Programs aimed at raising awareness.....	72
E. Policy options and recommendations.....	75

**CONTENTS *(continued)***

---

VI.	Intellectual Property Audits, Accounting and Valuation.....	79
A.	Introduction.....	79
B.	Intellectual property audits.....	79
C.	Accounting .....	83
D.	Valuation.....	85
E.	Conclusions and recommendations.....	95
VII.	BIBLIOGRAPHY .....	99



## LIST OF BOXES AND FIGURES

### BOXES

Box 1.	Relationship between IPRs and other tools to promote innovation .....	9
Box 2.	Dimensions of patent regimes .....	12
Box 3.	Metrics measuring the effectiveness of technology transfer .....	42
Box 4.	Raising intellectual property awareness: the EU IPR-Helpdesk .....	48
Box 5.	EU-level associations and organizations active in knowledge transfer .....	51
Box 6.	Country experiences – Relevance of IPR in cross-border open innovation – IT in India .....	52
Box 7.	Country experiences – relevance of IPR in cross-border open innovation – The Belarus High Technologies Park .....	52
Box 8.	Indicative costs of patent litigation (for a sum in dispute of €250,000) .....	67
Box 9.	Patent litigation insurance .....	68
Box 10.	Alternative means available to innovative SMEs to protect their competitive advantage .....	69
Box 11.	A Selection of subsidy programmes for SMEs in Europe .....	71
Box 12.	Roadshows in the United Kingdom - The “What is the Key?” (WITK) awareness programme .....	73
Box 13.	Linking innovation and industrial property – The National Intellectual Property Assistance Platform .....	74
Box 14.	A selection of advanced IP services for SMEs .....	75
Box 15.	Tools on auditing and accounting .....	84
Box 16.	International accounting standards and practices .....	85
Box 17.	Training and certification by professional valuation associations .....	91
Box 18.	Commercial valuation services .....	91
Box 19.	The UNCITRAL Guidelines on Security Rights in Intellectual Property .....	93
Box 20.	Policy support for IP auditing, accounting and valuation .....	94

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_2008](https://www.yunbaogao.cn/report/index/report?reportId=5_2008)

