

# Intellectual Property and Technology Transfer: Common Challenges – Building Solutions

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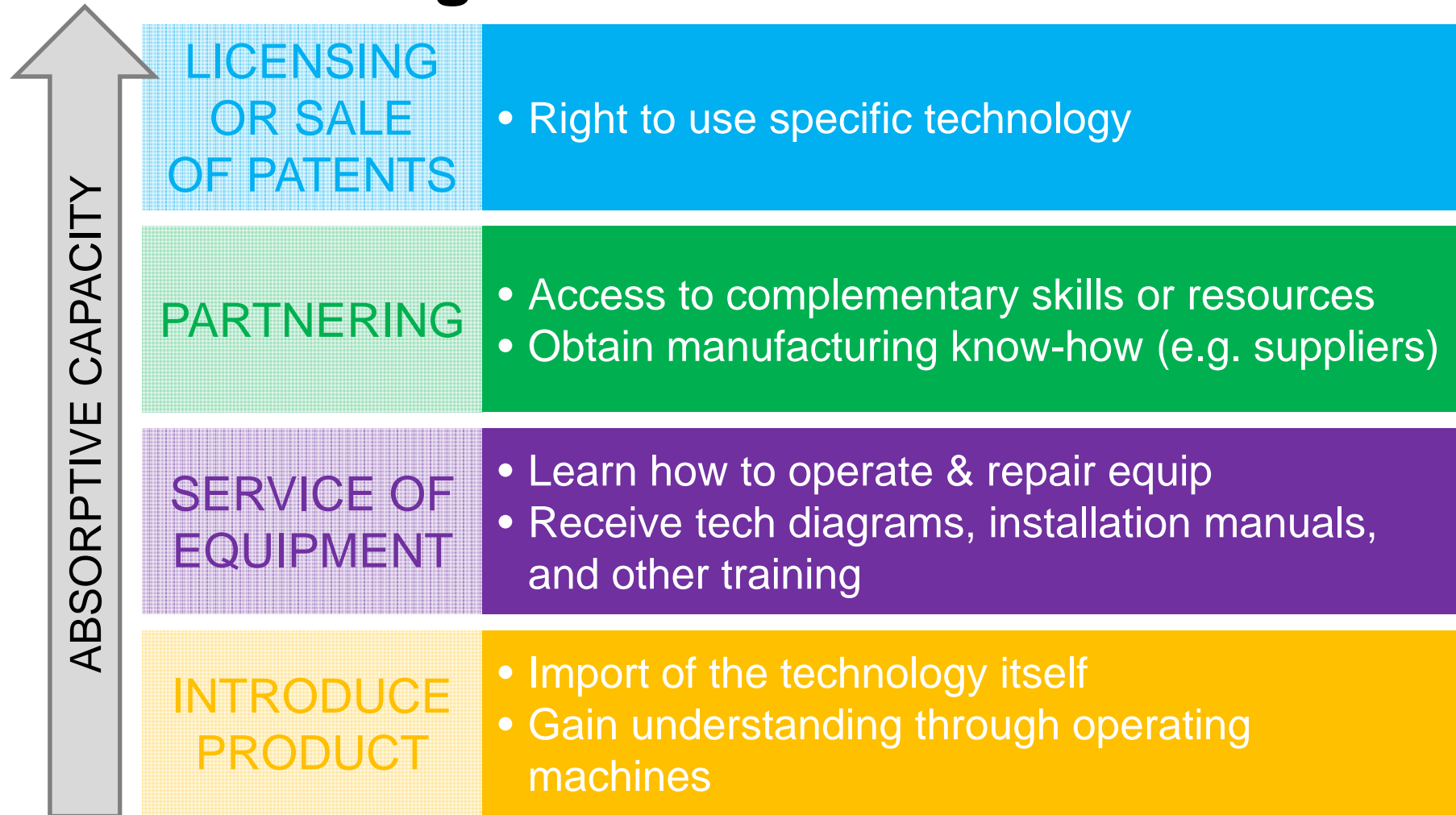
# About IPO

- Trade association of more than 200 Companies, 12,000+ individuals. Established in 1972.
- Members include individual inventors, SMEs, and larger corporations across diverse industries.
- Strive to maximize innovation across all industries and improve lives throughout the world
- Our members regularly use IP to facilitate the transfer and dissemination of technology globally

Technology diffusion – in the sense of technologies being adopted locally, know-how being shared, and the local population and workforce using and learning how to use new and innovative technologies – is not something that occurs overnight or that can be forced upon participants.

SOURCE: Energy Sector Environmental Innovation. WEC 2011

# How tech gets transferred and diffused



# accelerating technology transfer requires



Helps find new partners

Clear contribution to partnership

Reviewing patent literature can uncover parties having complementary solutions or synergies

Identifies what each party brings to the venture and what is new

IP drives & supports partnerships

Predictable IPR encourages sharing

Provides a construct to build on success

Enables disclosure of trade secrets to speed up and enhance innovation

New inventions can be patented to be exported, licensed, etc.

# Challenges to technology transfer

low levels of investor confidence

*Driven by weak institutional memories, lack of operating processes and stable legal regimes*

shortage of technical skills

*Can suppliers build the parts you need? Can the local work force manufacture, operate & service offerings? Are local institutions building the right capabilities?*

(often unintended) policy barriers

*Are high tariffs and technical standards making the market less attractive? Do localization requirements match the current realities of the market?*

# GE Kujenga: a framework for diffusion

## EMPOWER people with valuable skills

- leadership programs (technical, comm., ops, finance, etc.)
- invest in local institutions to build a pipeline
- develop suppliers

## EQUIP communities with new tools and technology

- offerings that are adapted for local conditions
- build and develop infrastructure

## ELEVATE ideas, lending them scale & resources

- find local partners
- identify and help scale ideas that will help solve local challenges