

Presentation to XXXVIII International Congress on Intellectual Property

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International Trademark Association

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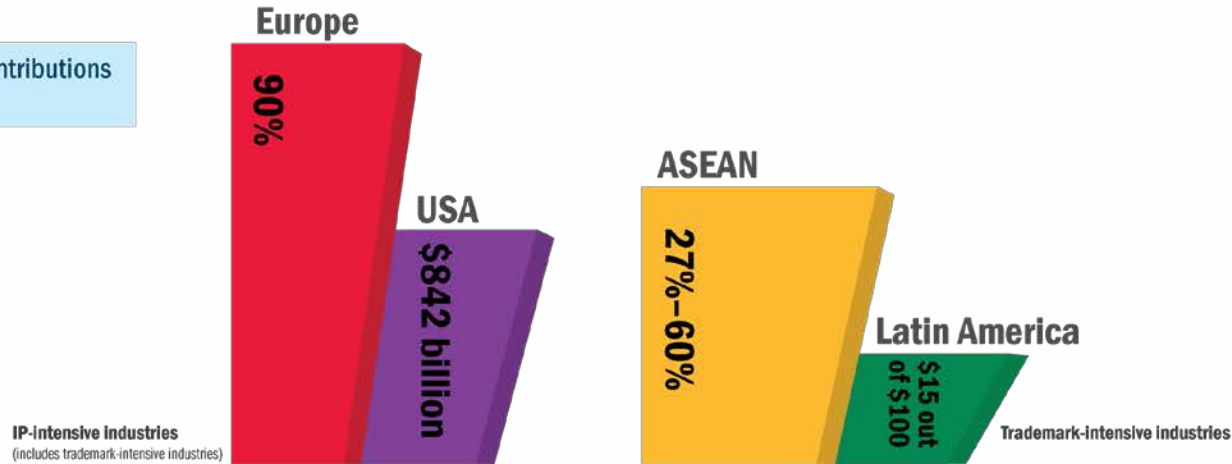


Contributions of Trademarks in Latin America



INTA Impact Study: Latin America

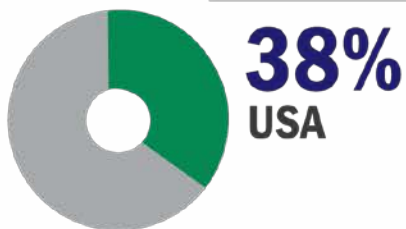
Exports: Increased contributions to international trade



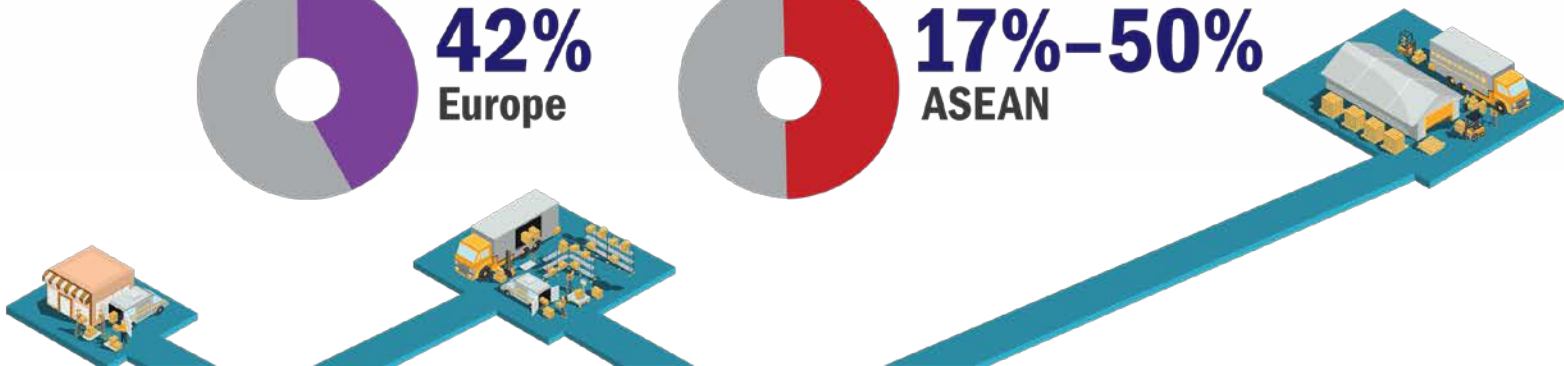
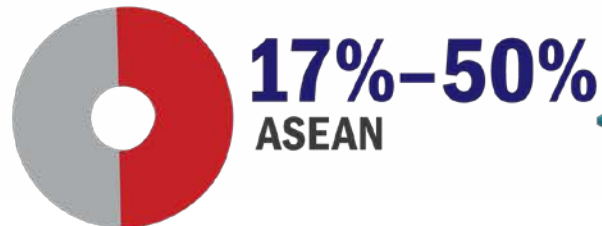
INTA Impact Study: Latin America

Gross Domestic Product:
Contribution to economic growth
on a global scale

IP-intensive industries
(includes trademark-intensive industries)



Trademark-intensive Industries



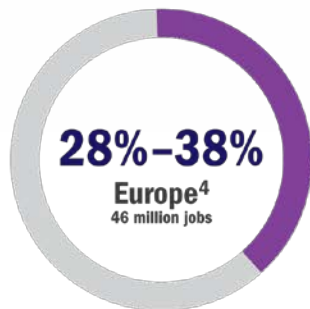
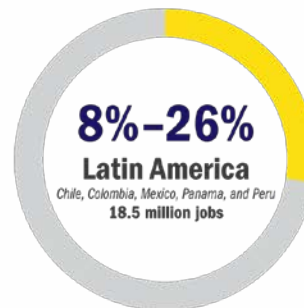
INTA Impact Study: Latin America

Employment: Contribution to
job growth across sectors

IP-intensive industries
(includes trademark-intensive industries)



Trademark-intensive industries



SMEs represent 99% of LAC companies and generate 67% of employment in the region.



Why Startups Fail

- 90 percent of startups fail due to lack of:
 - Consumer knowledge
 - Competitive knowledge
 - Trademark protection
 - Connection between brand and consumers

* *The Top 20 Reasons Startups Fail*, CB Insights, February 2, 2018,
<https://www.cbinsights.com/research/startup-failure-reasons-top/>



How Startups Grow

- For remaining 10 percent, growth after first five years depends on:
 - New technological disruption
 - Brand reputation

* *The Top 20 Reasons Startups Fail*, CB Insights, February 2, 2018,
<https://www.cbinsights.com/research/startup-failure-reasons-top/>



– Trademark Protection

– Brand reputation



LAC companies face a common problem:

- **Disconnection with markets**
- **Lack of financing opportunities**
- **Difficulty in finding reliable contacts**



LAC companies lack a robust business card

Brand



Existing Support to SMEs and Entrepreneurs



Key players

- Business incubators
- Business accelerators
- Technology parks
- Administration / Universities
- Investors
- Entrepreneurs & Start Ups



Support for Entrepreneurship



Public funds within science and innovations agencies



Crowdfunding



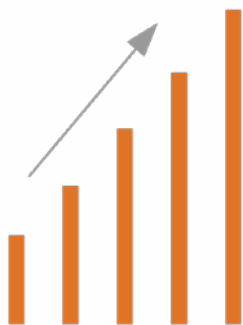
Connecting business platforms



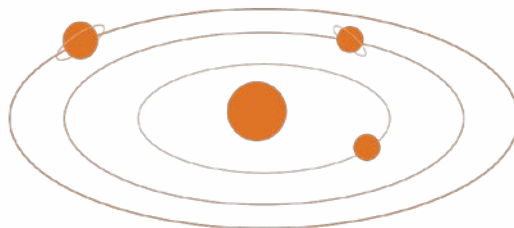
Models of Support



Support Provided



Assistance in creation of strategic plan



Awareness of IP system



Few require branding strategies



Risks of Delaying IP Protection and Branding

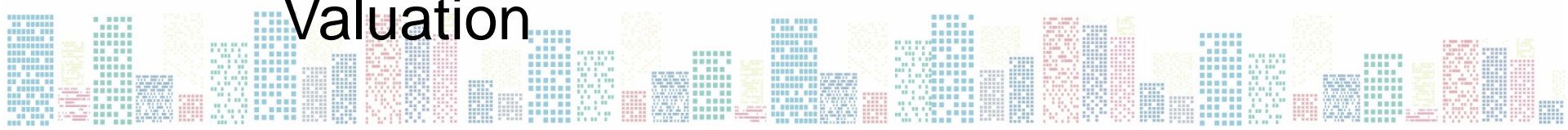
- Spending funds and time on an idea that is not exclusive
- Losing IP protection to a third party or others
- Public disclosure via advertisement or prototype may mean loss of rights

*Waiting to Protect Intellectual Property Could Doom Your Startup, KelloggInsight, August 3, 2017,
<https://insight.kellogg.northwestern.edu/article/waiting-to-protect-intellectual-property-could-doom-your-startup>



Recommendations to Innovation Supporters

- Promote entrepreneurship
- Incorporate Branding at early steps of any business plan
- Demystify brand protection and enforcement.
- Promote brand value: ISO 10668 Brand Valuation



Recommendations to Start Ups & Entrepreneurs

- Develop a sustainable IPBM
- IPBM cannot rely only on patents
- Include IP at early stage of business plan
- Assess the value of your IP assets via realistic IP valuation methodology



Recommendations to Start Ups & Entrepreneurs

- Set realistic expectations on IP related revenues
- Protect IP to ensure
 - Competitive advantage
 - Sustainability



Recommendations to Start Ups & Entrepreneurs

Develop the ability to:

- Create
- Own
- Market
- Sell

IP assets



Thank you for your attention.

