

# WIPO IP Diagnostics

An IP self-assessment  
tool for SMEs



# Why should I use WIPO IP Diagnostics?

- You are a **small business** wanting an **easy introduction** to intellectual property (IP).
- You want to **know how IP can help** you increase your commercial opportunities.
- You want to know if **your business has any potential intellectual property** assets.
- You want to **learn** how these assets can be protected and managed in order to **add value to your business**.

If you agree with any of the statements above, then WIPO IP Diagnostics is for you!

## Just answer basic questions about your own business in the WIPO IP Diagnostics online tool and you will:

- learn about the basic types of intellectual property
- identify any IP assets you may have
- gain a general idea of how to protect, manage and leverage your IP assets for commercial value, and
- understand where your business may be at risk if you don't consider IP issues



# Understand the IP in your business

WIPO IP Diagnostics is a software-based tool that can be accessed by anyone with a computer or mobile phone with an internet connection. The system takes the user through a series of questions, which the user answers by thinking about his/her own business. The topics and questions cover all the major business areas where intellectual property may have an impact.

The answers you provide generate a customized report on the potential IP assets of your business and provides an overview of how they may be managed. The report can then be used as a starting point for developing an IP management strategy relevant to your business.



# Easy to use – at your own pace

WIPO IP Diagnostics has 10 sections; you complete only those sections that you consider relevant to your business. If all sections are relevant, it will take about one hour to complete the entire assessment. You can take as much time as you need, and even stop the assessment and come back to it later. Your answers are saved and you can come back as many times as you need to complete the relevant sections.

**Important:** WIPO IP Diagnostics is no substitute for legal advice. It is a helpful tool for gaining a general understanding of IP before seeking legal advice.



# Learn about IP easily

WIPO IP Diagnostics takes the user through the different IP rights as it pertains to his or her business:

- patents,
- trademarks,
- designs,
- copyright and
- trade secrets.

You will also begin to see where IP impacts the many different areas of business activity such as maintaining a website, engaging in international trade, dealing with employees, external suppliers and contractors, and licensing, protecting, and defending your IP.

# Get a customized report

Your answers to questions on each of the IP and business areas that are relevant to you will generate a report.

If all the sections are accessed and the questions answered the user can expect to receive a report of an average of four pages for each section resulting in a total report of almost 50 pages.



# WIPO IP Diagnostics

Easy to use

Get a customized report in minutes

WIPO IP Diagnostics is free of charge

Online access: [www.wipo.int/ipdiagnostics](http://www.wipo.int/ipdiagnostics)



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