



Why I believe in WIPO Match . . .

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As it is known innovation is one of the nebulous concepts, which has been shaping our present and delivers the promise of a better future to our society. However, due to its tendency of moving constantly at a revolutionized pace, the whole globe cannot fully understand what innovation actually means or how innovation can be executed.

Generally speaking, concepts supporting innovation such as Education, Intellectual Property, Collaboration, Commercialization, Creativity, Discovery, Knowledge, and many more, cannot be experienced or understood at the same frequency in different corners of the world. As an example, the folks coming from San Francisco assimilate innovation in a different way than peers trying to innovate in Thimphu, even Beijing, Reykjavik, Mexico City or New York.

The answer to this dilemma is certainly not simple, actually it is amazingly complex, but there are some concepts able to bridge such differences that could be mentioned as follows: access to knowledge and/or education and disciplined collaboration.

As Jason Resnick mentioned in his article, if the British inventor Kane Kramer would have understood the potential of his patented personal digital music system¹, he would never have left behind his patent right. To the same way that if Universities, Research Centers or Technology Transfer Offices understand how to grasp knowledge databases, maybe they could allocate their resources more effectively, so we would see more emerging life-changing ideas from these hubs of knowledge.

To hold innovation by the leash, decision-makers must conduct a tremendous effort, so in this way, policy-makers from developed countries and corporates have

put in place outgoing initiatives to make innovation prevail as a continuous mindset on its people.

So, to shorten the gap between the levels of development among regions, countries and organizations, education, best practices and knowledge overall must be shared, thereafter implemented. After all “sharing is caring”, and one thing innovators have in common is that they care about the world and they believe in a better future for our society.

To achieve this ultimate goal, leaders have agreed and believed in how essential disciplined collaboration is, reason why to encourage and promote the development of innovation; interesting networks and relationships are emerging out of this latent need.

The world has seen inspiring theories trying to foster economic, sustainable and social development, aspects embracing innovation and adding up positively to our current knowledge-based society. One of these theories is the well-known triple helix model brought by Etzkowitz and Leydesdorff in the 90s, where they proposed that through the collaboration of the triad university-industry-government an innovation dynamic framework can foster undoubtedly the development of society at national, regional and international level.

In this modern knowledge-economy where absolutely everything could be communicated and transferred, the protector and perpetual engine of innovation, which is intellectual property (IP) has made a call of duty through its organizations to boost dynamic tools enabling national, regional and international institutions to act in favor of sustainable development.

For these reasons, the supporters of the matching platform of the World Intellectual Property Organization (WIPO) have decided to believe in its potential. Because by promoting the use of IP, WIPO Match stimulates cooperation between representatives of the abovementioned triad at international level, discloses IP related projects, fosters innovation, bridges the gap of development, moreover works in progress on top of perfection-

¹ Kane Kramer Co. Patents GB2115996 and US4667088 for a “Patent data processing and storage system the size of a

credit card and includes magnetic bubble memory which stores three minutes of music”.