

Abstract:

This paper is an attempt to show how is the registration of intellectual property important in improving and sustaining the small and medium-sized enterprise (SME) competitiveness. It enables SME to conquer its competitors and provides a source to finance research and development, it improves its negotiation power in licensing contracts and related issues, it also prepares it to become a big enterprise and increases its assets.

In fact, when its intellectual property is registerd, the SME faces several difficulties mainly the search in intellectual property data bases, the lawsuit costs and the filing fees. These costs will, certainly, hinder the SME to keep its competitive advantage and may affect its research and development activities.

These ideas indicate the difficulties facing SME. Henceforth, this paper will focus upon the solutions allowing SME to benefit from registration and reduce its costs at the same time.

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:(Intellectual Property)

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2. ()

:(Intellectual Property Rights)

3.

4(WIPO)

:(Patent) .1

5 " 20
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6.

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:(Trademark) .2

9. 8"
10

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:(Industrial Model or Design) .3

12 " 15

13

:(Geographical Indicator) .4

" 14"

15.

"Toscane"

:(Topography of Integrated Circuits) () .5

.1989 ¹⁶(IPIC)

17.

:(Trade Secrets) .6

18" " "

19.

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(Traditional Knowledge and Folklore)

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21 "

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(Copyrights & Related Rights)

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Phonograph

Gramophone

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2003
Cambridge Antibody Technology, Micromet AG and Enzon : *Pharmecetical*

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2000 1.7 *IBM* 42
500 *Texas Instruments*
43 2000 110 1990 10
OMK Design Ltd *Rodney Kinsman* *TRAX*

OMK Design Ltd

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Pricewaterhouse Coopers

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46 1999 100

1896 *Sakichi Toyota*
TOYOTA *G*

Platt Brothers & Co

Küchiro Toyota

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J.K. Rowling

Harry Potter " "

93.5 Warner Brothers
 "Harry Potter à L'Ecole Des Sorciers"
 Hasbro
 Electronics Arts 50
 Mattel

51
 (Robert Brozin Fernando Duarte)
 Minas Gerais Biobràs
 Eli Lilly
 Biobràs 1977
 NEWENGLAND

(Recombiné)
 52

9018 53 1992 103000 6340 NESTLE
 54 6127
 %40
 115 %67 55

56

57

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50
 70.45 IBM Coca-cola
 70 Coca-cola 2003 58
 51.71 IBM 65.17 Microsoft
 59 %99

60

<i>Cost</i>	<i>Market Approach</i>	<i>The Income Approach</i>	<i>Approach</i>
	<i>Duration of Income</i>	<i>Amount of Income</i>	<i>Risk of Income</i>
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			⁶²

: **.III**

⁶³

⁶⁴ (*filing fees*)

(Registration Fees)

⁶⁵

1925

350

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£200

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⁶⁹

(Renewal Fees)

⁷⁰

"Prior Art Search"

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%25

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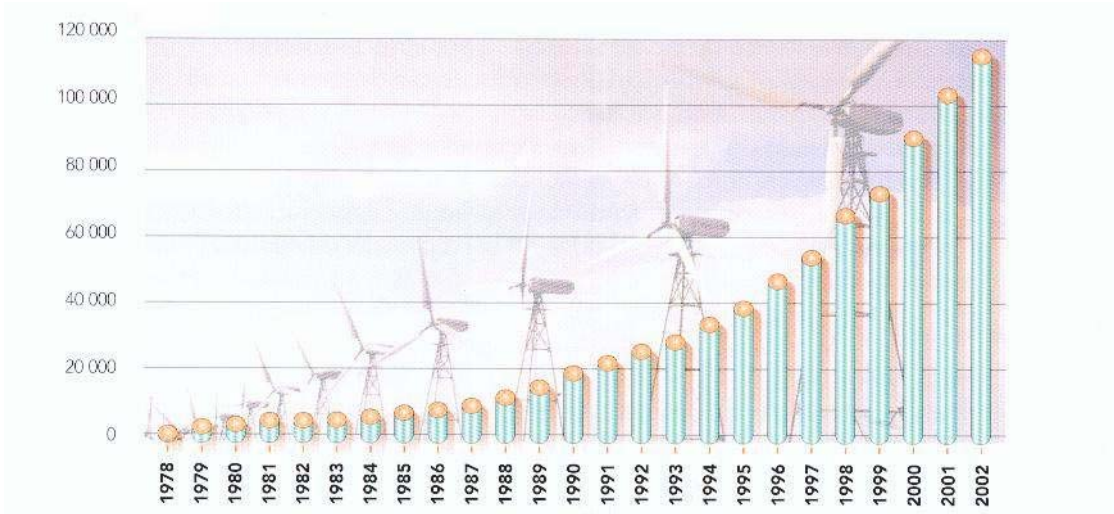
81

(PCT) Patent Cooperation Treaty

83

82

:2



Source : Kamil Idris, **La Propriété Intellectuelle Moteur de la Croissance Economique, résumé**, Publications de l'Organisation Mondiale de la Propriété Intellectuelle, Publication N° 888.1(F) (Genève: OMPI, Juin 2003), P.6.

120

2002

EnviroScrub Technologies Corporation

PCT

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OECD

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.5

Thunderbird

" Robert S. Tancer -

.6

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.10

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