

DRŽAVNI  
ZAVOD ZA  
INTELEKTUALNO  
VLASNIŠTVO  
REPUBLIKE  
HRVATSKE

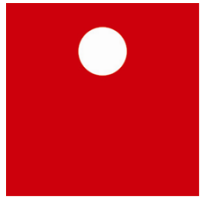
# Delivering Quality Technology Information Services in CROATIA

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State Intellectual Property Office  
of the Republic of Croatia

Inter-Regional Symposium by ROSPATENT & WIPO

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Moscow, November 30 and December 1, 2010

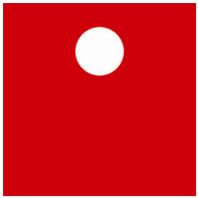


# INCENTIV – Information Centre for IP

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*in SIPO Croatia*

- ❑ officially opened as an **integrated** public services centre in January 2008
  
- ❑ 3 main service areas:
  - public IPR help-desk (customer support service)
  - information search and analysis services (commercial services)
  - specialized IPR library and reading room services
  
- ❑ additional activities
  - public and targeted information activities
  - marketing of services



# INCENTIV – Information Centre for IP

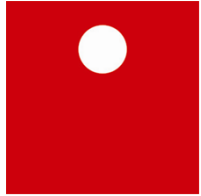
*in SIPO Croatia*

Official opening on the occasion of visit of Mrs. Brimelow, former president EPO, to SIPO, January 2008



*INCENTIV – Public information centre in SIPO Croatia is the full member of European Information Centres PATLIB*





# INCENTIV – Information Centre for IP

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*in SIPO Croatia*

## User Support Services (IP help-desk)

- **General information** on procedures and rules for granting
- Information about **possibilities of protection abroad**
- Information about available **forms of IP protection**
- Information about **possibilities** of their use **for bussiness purposes**
- Services provided **does not include legal advice** (provided by authorized legal IP representatives or attorney at law)
- Information on the **status and procedures** of applications pending are not provided in IP Information Centre, but directly by competent Offices sectors authorized for granting or registration IP



# Search services of industrial property information in SIPO Croatia

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## Information Search Services (outside of granting or registration procedure)

### **Searching for patent documents**

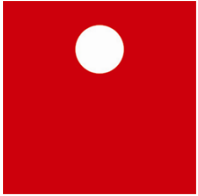
- based on the bibliographic data
- in the specific technical field based on a description of the invention and/or other relevant data
- based on a specifically defined request

### **Trademarks searching**

- searches of trademarks of the particular owner/applicant
- searches of trademarks identical in writing to the specified verbal sign
- searches of trademarks confusingly similar to the specified verbal sign, or to the specified figurative sign with verbal elements or without
- based on a specifically defined request

### **Industrial designs searching**

- based on the one search criteria (name of product, applicant/owner ...)
- according to its appearance



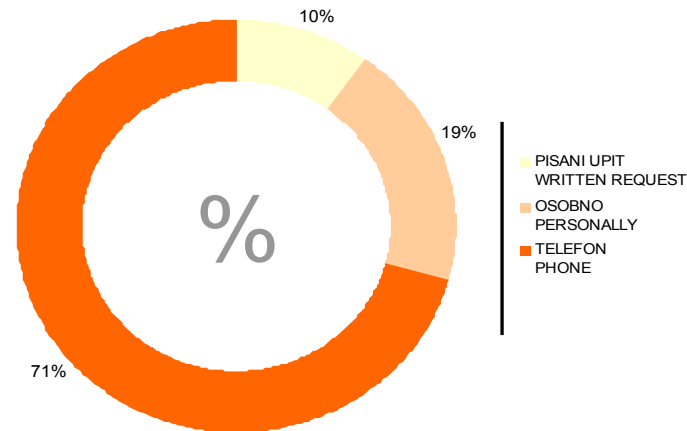
# Information requests (contacts) in INCENTIV

*by types*

Number of registered information requests (contacts) in 2009

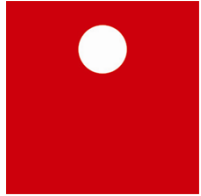
| Year  | Written request | Personally | Phone | Total       |
|-------|-----------------|------------|-------|-------------|
| 2008. | 327             | 897        | 3194  | <b>4418</b> |
| 2009. | 585             | 1121       | 4133  | <b>5839</b> |

Type of customer contacts in 2009



Number of written requests for help-desk services in 2009 (fax, e-mail, or letter)

| Year  | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|------|------|------|------|------|------|
| <i>Number of written requests for information</i> | 192  | 198  | 243  | 296  | 327  | 585  |



# INCENTIV – Information Centre for IP in SIPO Croatia

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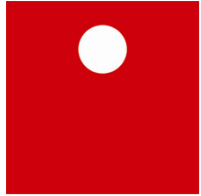
## *User Support Services (IP help-desk)*

### **Evidence of contacts with users in INCENTIV in 2009**

according to 2008 (the first year of operation of INCENTIV) presented:

- informational requests or requests for services increased 25%
- written requests by e-mail increased by 45%
- personal communication with customers in the premises of INCENTIV increased by almost 20%
- requests by phone increased 23%

We can identify increasing trend of requests for user support services in 2010



# INCENTIV – Information Centre for IP in SIPO Croatia

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## *User Support Services (IP help-desk)*

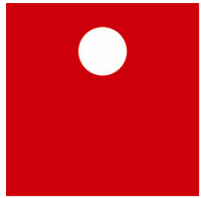
### **Experience after few years:**

- Information on IP on the Office official web-site [www.dziv.hr](http://www.dziv.hr) are good basis for providing user support services
- Users requests become more complex and better formulated, thereby enabling information officers in INCENTIV to provide fast and high quality information services

### **Additional contribution in providing better information:**

- Promotional activities and presentation of the Office on professional events, seminars, workshops
- Promotional material brochures and leaflets available in INCENTIV





# Search services of industrial property information in SIPO Croatia

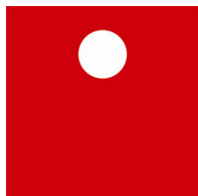
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## Number of requests for providing search services

| <b>Type of industrial property</b> |                               | <b>2004</b> | <b>2005</b> | <b>2006</b> | <b>2007</b> | <b>2008</b> | <b>2009</b> |
|------------------------------------|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Patents</b>                     |                               | 174         | 170         | 142         | 197         | 251         | 524         |
| <b>Trademarks</b>                  | SIPO Services                 | 984         | 810         | 766         | 743         | 587         | 633         |
|                                    | Cooperation Services (CETMOS) | 0           | 0           | 0           | 5           | 38          | 21          |
| <b>Industrial designs</b>          |                               | 9           | 16          | 23          | 33          | 15          | 28          |
| <b>Total</b>                       |                               | <b>1167</b> | <b>996</b>  | <b>931</b>  | <b>978</b>  | <b>891</b>  | <b>1206</b> |

- In the 2009 compared to the 2008 the total number of IP search increased by 26%
- The most significant rise 109% is in the patent field
- Searching trademarks increased 10%, previous years decreased
- Searching industrial design is low, but increased

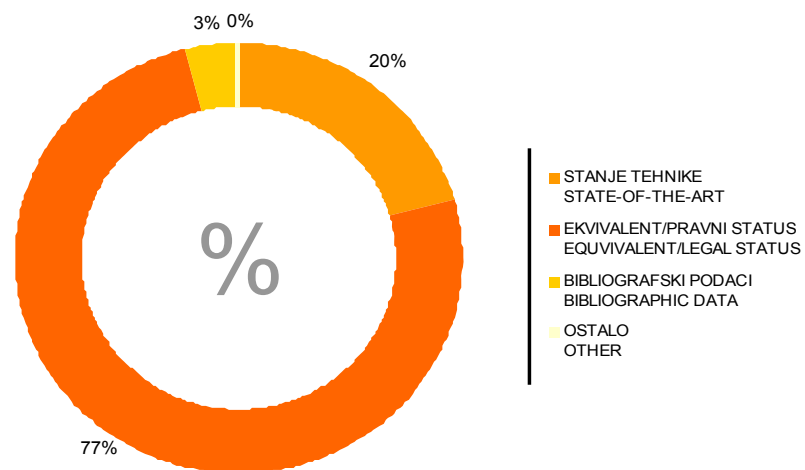
(Services are provided on the customer request and subjected to the payment of fees according to relevant rates)

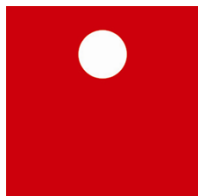


# Patent information search services in 2009 in SIPO Croatia

*according to type of services*

| State-of-the-art | Equivalent/legal status | Bibliographic data | Other |
|------------------|-------------------------|--------------------|-------|
| 107              | 397                     | 18                 | 2     |

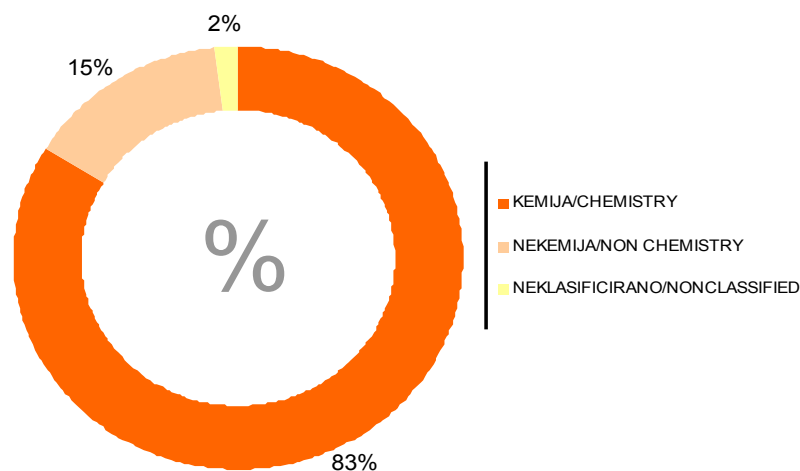


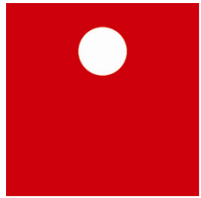


# Patent information search services in 2009 in SIPO Croatia

*according to technical field*

| Chemistry | Non-chemistry | Unclassified |
|-----------|---------------|--------------|
| 438       | 77            | 9            |

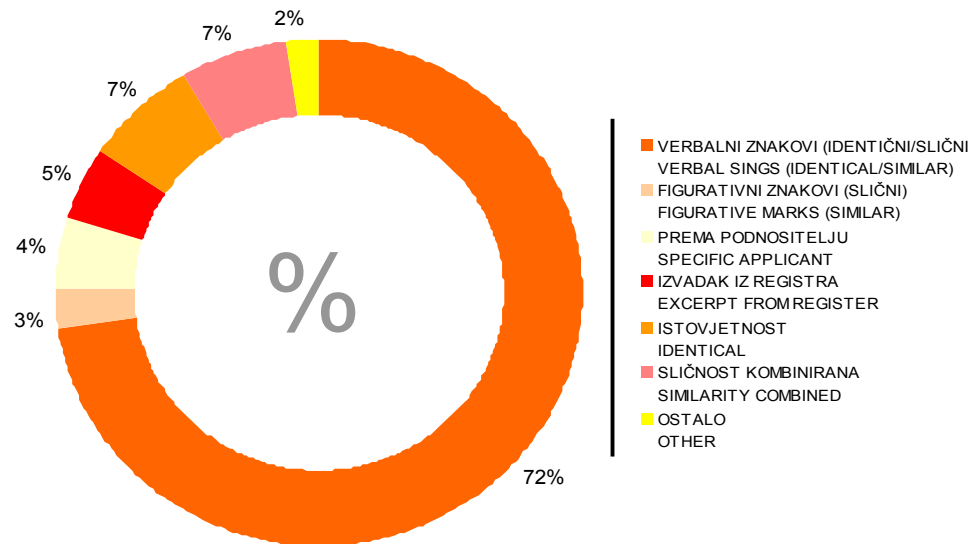


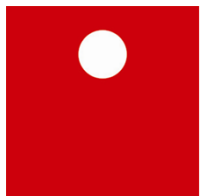


# Trademark search services in 2009 in SIPO Croatia

*by type of service*

| Verbal marks<br>(identical/similar) | Figurative<br>marks<br>(similar) | Specific<br>applicant | Excerpt<br>from<br>register | Identical | Similarity<br>combined | Others | Total |
|-------------------------------------|----------------------------------|-----------------------|-----------------------------|-----------|------------------------|--------|-------|
| 460                                 | 17                               | 28                    | 30                          | 43        | 42                     | 13     | 633   |

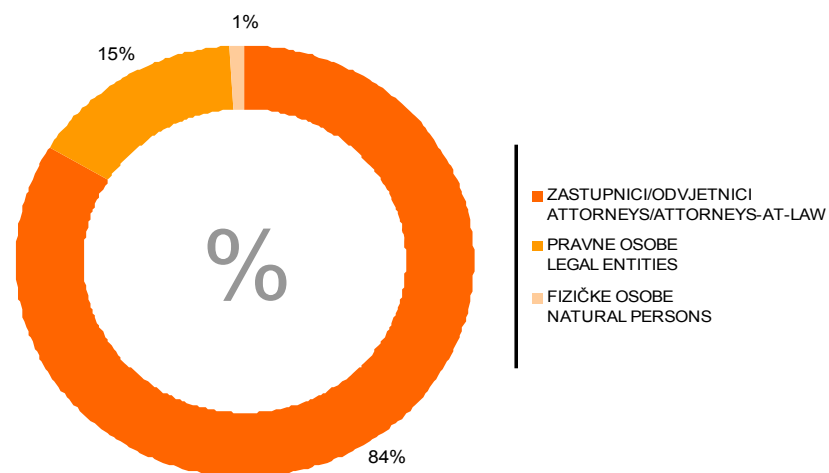


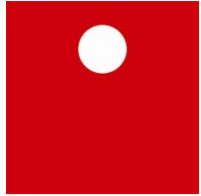


# Trademark search services in 2009 in SIPO Croatia

*according customer background*

| Attorneys/attorneys-at-law | Legal entities | Natural persons |
|----------------------------|----------------|-----------------|
| 477                        | 84             | 7               |





# New information services in SIPO Croatia

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Recently we have been introducing:

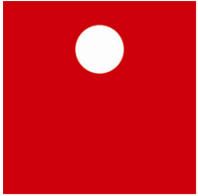
## **Patent search services**

- Novelty search
- Technology monitoring
- Competition watch
- Infringement search
- Validity search
- Freedom to operate evaluation

## **Trademark search services**

- Competition watch
- Domain name search
- Trademark monitoring

## **IP pre-diagnosis for innovative SMEs**



***Thank you for your attention!***

*Rene Kajp*