

INTELLECTUAL PROPERTY (IP) AND ARTIFICIAL INTELLIGENCE (AI): EMPOWERING AI INNOVATION IN LATIN AMERICA AND THE CARIBBEAN

WIPO IP Management Clinic

IP matters to you, your business and the global economy

Intellectual property (IP) is a powerful business tool for your products and services to become innovations, brands and designs that are successful in a global market place and digital economy. It allows you to increase the visibility, attractiveness and value of your products on the market, distinguish your business and its products from the competition, avoid losing your valuable information, innovations or creative output and more.

WIPO and CIPO are here to support you

To support innovators and creators everywhere the World Intellectual Property Organization (WIPO) has been transforming itself from a technical-driven agency to an impact driven agency with the mission to bring IP to the grassroots and helping innovators and creators on the ground to use IP to bring their ideas to the market.

WIPO and CIPO would like to invite all our SMEs developing products and/or services that make use of Artificial Intelligence (AI)/machine learning to participate in the WIPO IP Management Clinic in the LAC Countries.

About the WIPO IP Management Clinic supporting SMEs in the area of AI in LAC Countries

Under the WIPO IP Management Clinic supporting SMEs in the area of AI in LAC Countries (the "Clinic"), WIPO will select the participating SMEs/start-ups. All you need to do is to commit to investing your time to actively participate and engage in the activities that will be conducted in a combination of English and Spanish wherever possible.

The Clinic is designed specifically for SMEs/start-ups who have some basic knowledge in IP but are committed to understanding how to use IP as one of their strategic assets as they grow their business.

The Clinic includes a number of different activities, which will be conducted in a mixture of format including training/learning opportunities, group coaching and one-on-one expert advice sessions that are specifically tailor-made to the business needs of the participants. The activities will support participating SMEs in understanding the value of IP for their business and in building IP strategies and portfolios that support their commercial activities and improve their competitiveness.

The activities focus on achieving tangible outcomes to support the participants' businesses. More information is provided below.

Who should apply?

The Clinic is suitable for a large range of SMEs/start-ups including for example businesses who are preferably working in the field of producing

- new or improved AI models or algorithms. As illustrative example this could include businesses who are producing AI models analyzing customer behavior and data or analysis
- data sets for use in training AI models
- products and/or services that incorporate AI (AI based products/services). As an illustrative example this could include a microscope that incorporates AI image enhancement features, a mobile phone app that uses AI or a logistics platform to optimize supply chain services

- products/services that were developed using AI (AI assisted product/services). As an illustrative example, an engineering component that was designed using AI tools
- Creative works such as art works or music while using AI as a tool. As an illustrative example, a music production company using AI to produce sounds samples

In other words, the Clinic is suitable to a wide range of businesses, industries and sectors. The examples given are simply for illustration.

If you are working in the field of AI/machine learning then you should apply!

How to apply

Applying is easy. Please simply fill in the attached questionnaire with as much detailed information as possible so we can get to know you and your enterprise, and return it to ciposvg@vincysurf.com by **15 JULY 2024**.

Selection criteria

The project would be of particular value to companies that are already making use of the IP system to support their work and have

- a clear vision of their business model
- started on their journey of integrating IP into their business strategy, for example by having registered at least one IP right (e.g., trademark, patent, design *etc.*) or mapped their products and/services with a view to understanding how to best use IP to protect them
- an entrepreneurial team (a minimum of two people), with good command of English and/or Spanish.

Please note that participants will be asked to confirm that they are willing and able to provide non-confidential information on their product/technology, business model and industry necessary to provide tailored training and advice.

Questions?

If in doubt or if you have any questions, you can contact us via ciposvg@vincysurf.com. Please note we will do our best to support you but also that we cannot comment on the selection process while this is ongoing.

Annex:

1. Interaction with external IP and business experts

The external experts will organize one-on-one mentoring sessions with the participating enterprises and provide them with support on the development of IP strategies and a roadmap by:

- taking stock of company's IP;
- formulating/refining the IP strategy;
- guiding individual enterprises in gathering relevant information;
- guiding the companies in developing the roadmap for their IP strategies and building sound IP portfolios; and
- providing feedback and actionable recommendations.

2. Activities

- Orientation session
- One-on-one mentoring sessions
- Training opportunities and access to practical tools and services
- Regional public event to showcase the results

For general information about our latest activities, see <https://www.wipo.int/sme/en/ip-management-clinic.html>.

To access WIPO Guide to Generative AI and Intellectual Property that offers practical guidelines to ensure that businesses can take advantage of Generative AI while safeguarding their organizations in the long run, check https://www.wipo.int/meetings/en/details.jsp?meeting_id=82908.