Promoting public awareness of IP: the experience of the Intellectual Property Information Centre

Santa Lozda
Leading advisor
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**Intellectual Property Information Centre**

- **Target audiences**
  - SMEs
  - Judicial staff & Enforcement
  - Academic Institutions
  - Individual applicants & inventors
  - Students & young inventors
  - IP prof.

**Main services**

- Design searches
- Trademark searches
- Public reading room
- User training
- Patent information searches
- Patent and trademark monitoring
- Provision of IP doc.
- Lecturer services
- Patent clinics
- Helpdesk
Usage of Services

- Helpdesk
  - 2012: 890
  - 2013: 742
  - 2014: 662
  - 2015: 652
  - 2016: 742
  - 2017: 1357

- Patent information searches
  - 2012: 9
  - 2013: 12
  - 2014: 14
  - 2015: 29
  - 2016: 30
  - 2017: 29

- User training
  - 2012: 79
  - 2013: 185
  - 2014: 204
  - 2015: 198
  - 2016: 198
  - 2017: 206

Public awareness events

- 2012: 30
- 2013: 37
- 2014: 35
- 2015: 37
- 2016: 47
- 2017: 46
Last year LPO’s PATLIB Centre organized 45 different events, which were attended by 3408 visitors.
Promoting events and services

Networking and stakeholder engagement

- Trade fairs and Student Company Festival (Junior Achievement Latvia)
- Awards and competitions (Trade mark of the year; WIPO awards)

Electronic media

- Social media (Facebook, Twitter, Flickr, Blog, Tiki-toki timeline)
- Internet resources
- Radio & Television

Print and graphic arts media

- Brochures, posters and packaging
- Infographics, banners, video materials

Public awareness campaign «Fake reality»

HOW WE DID IT?
Pre-event marketing

**WHAT?** To raise awareness about the damages of intellectual property infringements

**WHO?** Economically active population, people who are travelling abroad

**HOW?** Using all possible means and platforms of promotion

**WHERE?** Riga, Riga International Airport

**WHEN?** October 25
Pre-event marketing

Fake reality *Fake or not?*

Multichannel event marketing

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Public Relations

Internet resources

Radio & Television
Multichannel event marketing

Public Relations
Public engagement

Website
Multichannel event marketing

Social Media: 
Twitter, Youtube, Facebook & Flickr
#viltotareality #fakereality

Fake deception!
https://www.youtube.com/watch?v=fCIya-0DL50

How will you watch movies tonight?
https://www.youtube.com/watch?v=b7VX7B86haU

Promotion during the event

Ask your partners to help promote your event!
Promotion during the event

Radio campaign

The best «fakes» story

- The campaign at Radio Star FM morning programme
- Approximately 18 calls a day were received
- The prize for the winner from «Р•mkalni»

Promotion during the event

Outdoor advertising
Use the existing activities

JA Company Program Trade Fair

Attending other events during your promotion period, don`t forget to share information!

Post-event activities

 útil relevant tweets and blog comments that can be used for future testimonials
PATLIB reorientation project

3 action points for improving the visibility:

- Make a survey about information visibility of our information services
- Make Latvian PATLIB network visible on LPO’s website
- Encourage third parties to establish a link on their web pages to the LPO’s website

The visibility of services

- Very easy to find: 18%
- Easy to find: 40%
- Relatively easy to find: 36%
- Hard to find: 4%
- Very hard to find: 1%
The main source of information

- Office’s webpage: 42%
- Mass media: 22%
- EPO webpage: 15%
- Public awareness events: 6%
- From colleagues/professionals: 1%
- From patent attorneys: 13%

Improving the visibility

A member of PATLIB, the European network of IP information centres

Lacun Patent centres
Improving the visibility

Going through changes
Video project «Raising awareness of IP»

Patents
335 views

Trademarks
678 views

Designs
279 views

Video about IP
474 views

The video`s were published on 7 different media portals and webpages providing a link to the Office`s webpage.
Thank you for your attention!

Santa Lozda
The Patent Office of the Republic of Latvia