



DANISH PATENT AND TRADEMARK OFFICE

IP Marketplace and IP Trade Portal

Policy Advisor, Ms. Kirsten Kjaer
Policy and Legal Affairs

TURNING IDEAS INTO ASSETS®



DANISH PATENT AND TRADEMARK OFFICE

Agenda

- Who we are
- IP Marketplace
- IP-Tradeportal



DANISH PATENT AND TRADEMARK OFFICE

About DKPTO

Danish Patent and Trademark Office (DKPTO) is a dynamic, modern and market-oriented part of the Danish Ministry of Economic and Business Affairs.

Mission:

The Danish Patent and Trademark Office is the *centre for strategic information and protection of technology and business identifiers.*

Our department:

The Department of Policy and Legal Affairs – The Section of Business Policy Projects.



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The Danish Patent and Trademark Office

Issue: National patents

Conduct: PCT search and examination through NPI

Register:

- Trademarks
- Utility models
- Designs

Other tasks:

- Legal/Political advice
- Denmark's international negotiations
- Represent Denmark in international organisations
- Business services
- International Projects

2014:

Turnover 158,6 mill. DKK
Business service 11.7 mill. DKK

1,511	Danish Patent applications
2,081	Subcontracting (Singapore, Iceland, Turkey...)
3,155	Danish Trademark applications
117	Danish Design applications
185	Danish Utility model applications

Current international projects:
Balkans, Ukraine, Serbia, Macedonia



The creation of IP-Marketplace

- IP Marketplace was launched in 2007, focused on patents
- In 2008 it became possible to list trademarks and design
- It is possible to both sell IP rights and advertise for wanted technology/designs
- IP Marketplace is simple to use and free of charge
- Co-operation with international organisations such as IP Exchange (recent UK-based initiative), WIPO (PatentScope), WIPO Green, Hong Kong Trade Development Council/Asia IP Exchange and a variety of European IP Offices



Purpose of IP Marketplace

- IP Marketplace is facilitating contact between trading partners - not facilitating the actual trade
- Increase the possibility for trading partners to meet each other, thereby increasing the transparency for trading with knowledge/IP rights
- Limits on what we can do as a public authority
 - ✓ not allowed to profit from IP-Marketplace
 - ✓ not allowed to be actively involved in specific negotiations and transactions - leave that to private advisors



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IP Marketplace: Trading in knowledge



IP Marketplace is a venue for buyers and sellers of IP rights

[Create a listing](#)

Patents and utility models

See the patents and utility models that are listed on IP Marketplace here.

Trademarks

See the trademarks that are listed on IP Marketplace here.

Design

See the designs that are listed on IP Marketplace here.

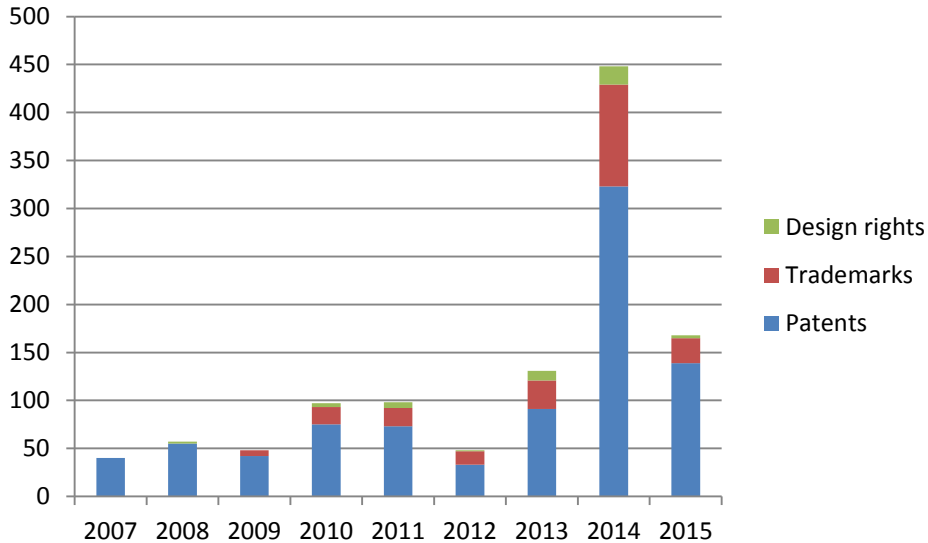
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IP rights for sale on IP Marketplace

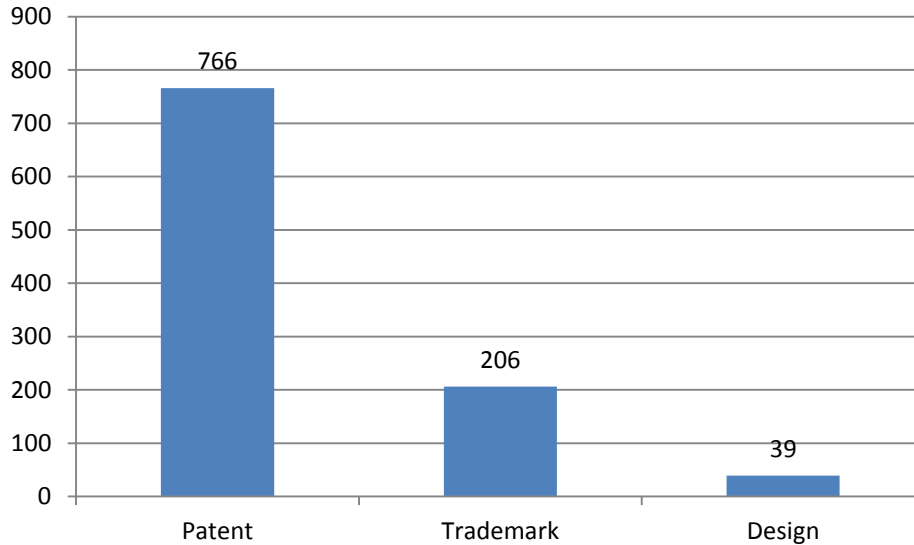


Reason for increase in 2014: Imported listings from WIPO PATENTSCOPE



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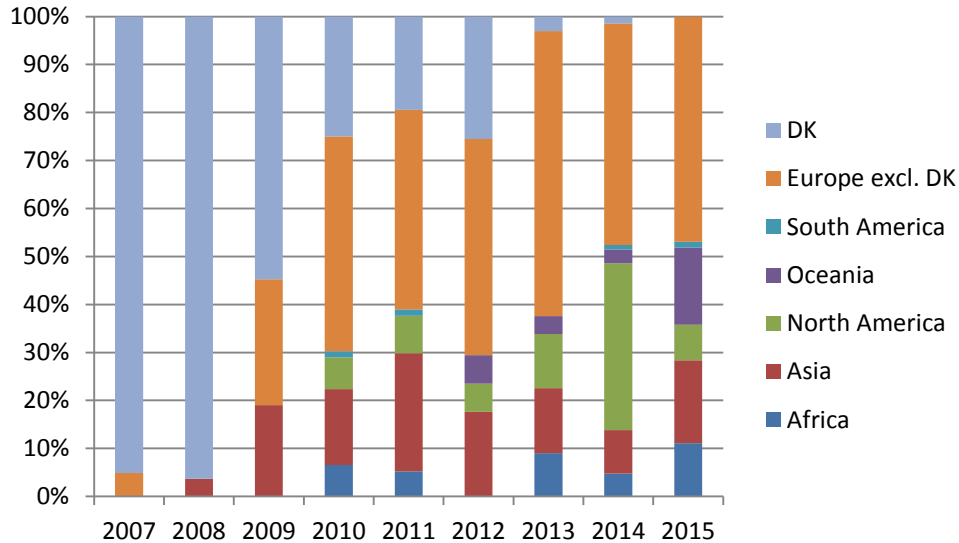
Total number of IP Rights for sale





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Geographical origin of listed IP rights

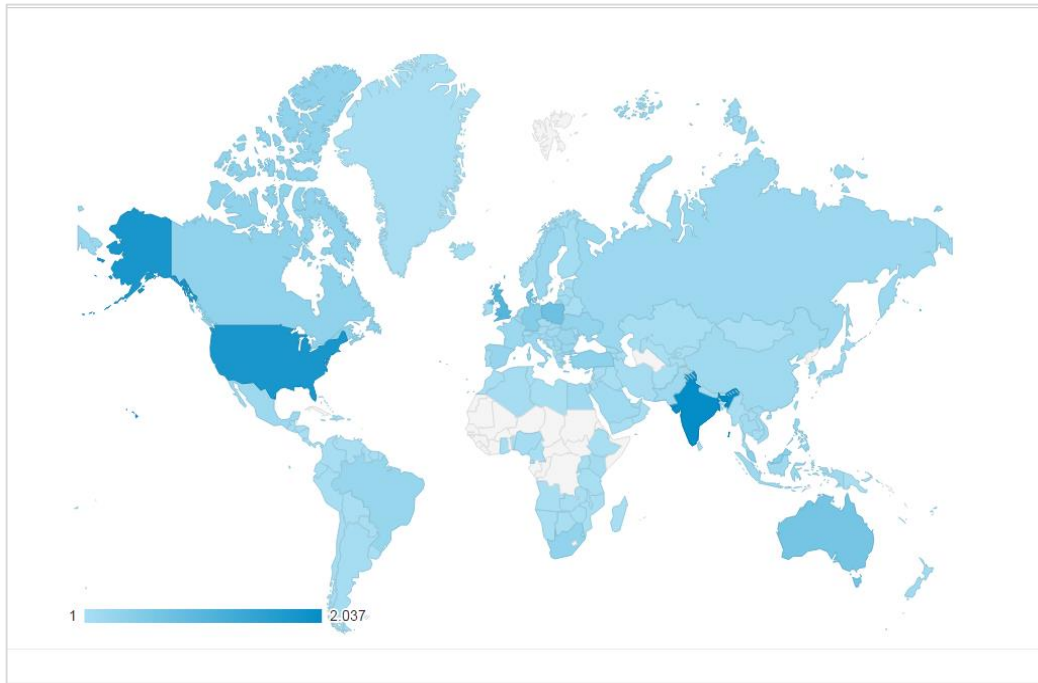


NB. Not including listings from WIPO PATENTSCOPE.



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Geographical spread of hits on IP Marketplace in 2015



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IP Tradeportal

- Created in 2011
 - English version launched in June 2012.
- A single entrance to find relevant information and tools for trade with IPR.
- Aims to solve a selection of hampering factors as pointed out by national survey.



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IP Trade Portal

Your guide to trading IP rights

"Exploit your knowledge -
create growth through trading IP rights"

Trading IPR

Here you can read more about why you should trade patents, trademarks, utility models and designs (IPR), the advantages of trading IPR, and which considerations you should make before you start trading.

Entering agreements

Receive general information about entering agreements for trading IPR as well as four standard contracts which you can use as a starting point when trading patents and utility models.

Valuation

Here you can receive information on the most recognised valuation methods, as well as accessing the IP Evaluation tool free of charge, which gives you an insight into the value of your patents, trademarks and designs.

Trading statistics

Here you can see, among other things, what proportion of Danish businesses trade their rights, which industries trade most and the most normal advantages and barriers to trading rights.

IP Marketplace

IP Marketplace is the place in which buyers and sellers of IP rights are introduced to each other. On IP Marketplace you can find rights that are offered for sale or licence of right. You can also search for rights which you would like to buy or license yourself.

Trading IPR



Entering agreements



Valuation



Trading statistics



IP Marketplace





What's next?

Strategy 2016 is focusing on creating an international network of current and up-coming initiatives, thereby making it easier to get overview.

- Still a focus on entering co-operations to increase exposure
- Tendency for countries to establish their own, national platform – our goal is to connect these initiatives
- Both public and private initiatives occurs
- Interest and new initiatives from Denmark, UK, Benelux, Australia, Singapore, European Commission



New initiative from DKPTO

What:

- An international network of existing marketplaces, trading portals and other organizations . Free to join.

Why:

- To increase transparency

Aim:

- To make it easier for inventors, companies, investors etc. to get an overview – worldwide – of where they can find IP rights and knowledge for sale or license and/or put IP rights and knowledge up for sale.



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2019 01 10 | Forord | International network

2019 01 10 | Forord | International network



Increased interest in trading IP-rights

The interest for trading IP-rights is increasing. Several public and private organizations all over the world aim to stimulate trade in IP rights. Some have created trading platforms and marketplaces where buyers and sellers can meet each other. Others are encouraging companies to sell or take up new knowledge, yet others provide tools for e.g. valuation of IP.



One entrance to a world of knowledge

To help get an overview of organizations and trading possibilities, the Danish Patent and Trademark Office has created an international network of trading platforms and other organizations interested in trading with IP rights.