

**LONG-TERM TARGET PROGRAM
“DEVELOPMENT OF INTELLECTUAL PROPERTY
IN THE REPUBLIC OF TATARSTAN DURING
2013 – 2020 YEARS”**

(SUMMARY)

KEY AREAS OF IMPLEMENTATION

Kazan 2013

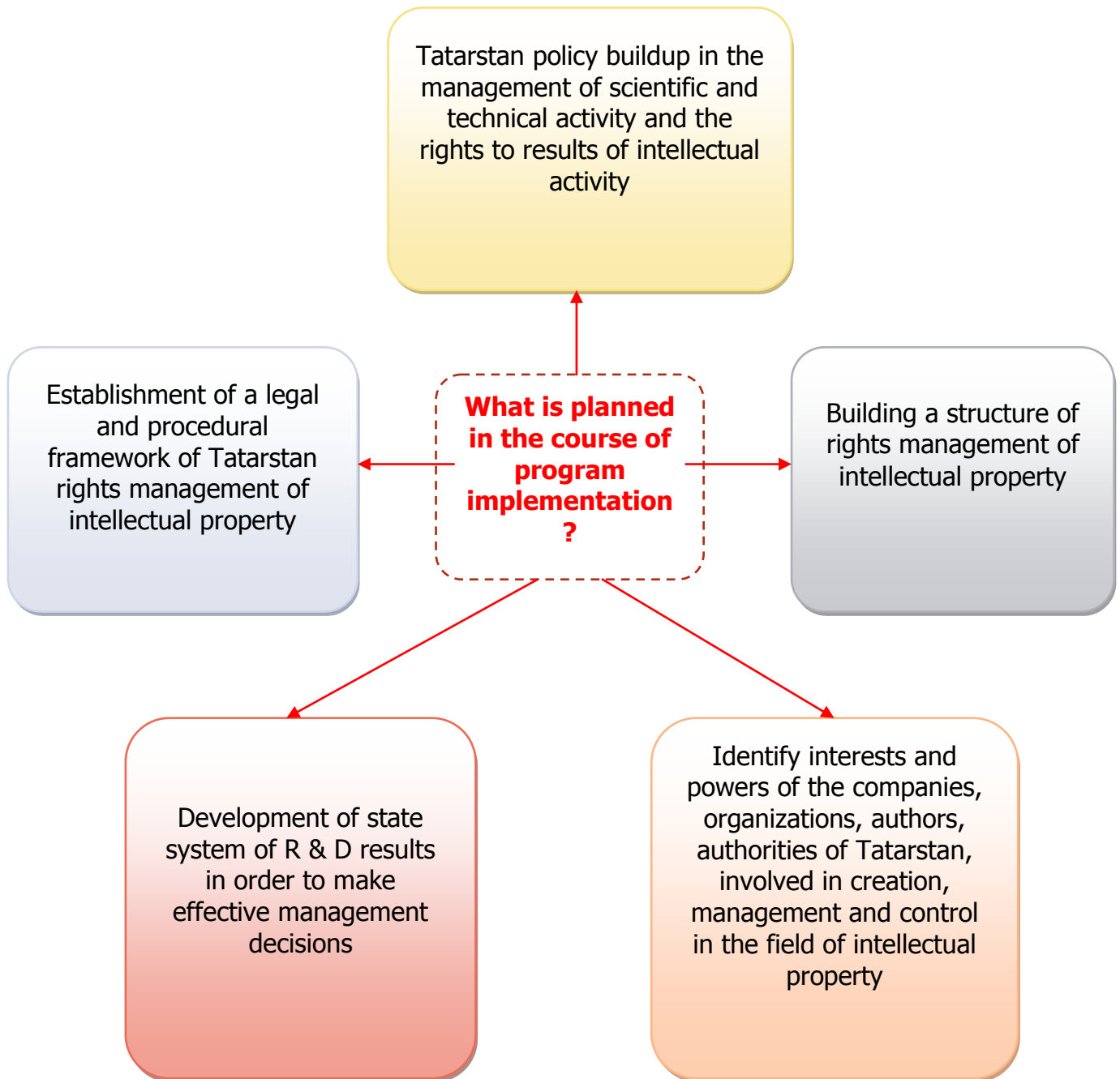
The Republic of Tatarstan is an active participant of the innovation process in Russian Federation. In this regard, a series of measures has been undertaken to create a fruitful environment for investments and innovation boost:

- the Strategy for the development of scientific and innovation activities for 2015 was adopted;
- the Law "On innovation in the Republic of Tatarstan" and the Law "On approval of the socio and economic development of the Republic of Tatarstan for 2011 – 2015 years" was adopted;
- Decree of the Cabinet of Ministers of the Republic of Tatarstan dated 12.03.2010 No. 133 "On Approval of Unified System of State Registration and Storage of R&D Results, Design and Technological Works for Civil Purposes in Tatarstan" was adopted;
- Innovation Memorandum for the formation of the Republican innovation policy in the medium term is regularly adopted;
- institutional conditions for innovation development (Special economic zones, innovation and technology centers, industrial parks, technoparks, business incubators, etc.) are formed;

Thus, Tatarstan economy is prepared to the transition into a new quality – innovation economy, which needs working mechanisms of intellectual property market and use of new technologies. In order to achieve this goal, a long-term target program "Development of Intellectual Property in the Republic of Tatarstan for 2013 – 2020 years" was adopted.

The Program implementation

A range of program activities will increase profit on functioning of innovation infrastructure of Tatarstan, economic value of the use of intellectual property and efficiency of public funds invested in development of science and innovation.



BY MEANS OF:

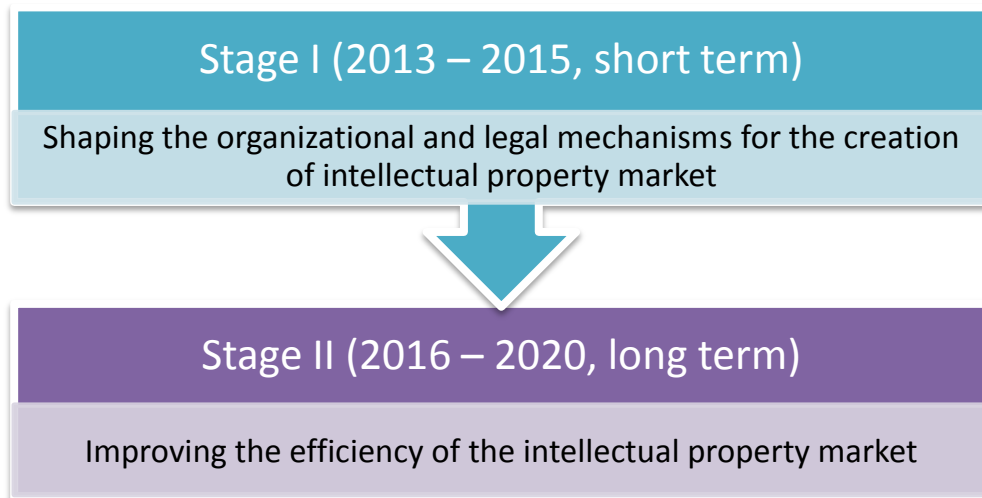
- the promotion of innovative projects in distribution markets and innovation implementation in manufacturing sector

- formation of possibilities for the analysis of investment effectiveness, exception wastage of resources and avoiding duplication of R&D funding

- Reducing cycle of commercialization of rights to results of intellectual activity

the direct economic effect of program implementation can be achieved

The program has two stages:



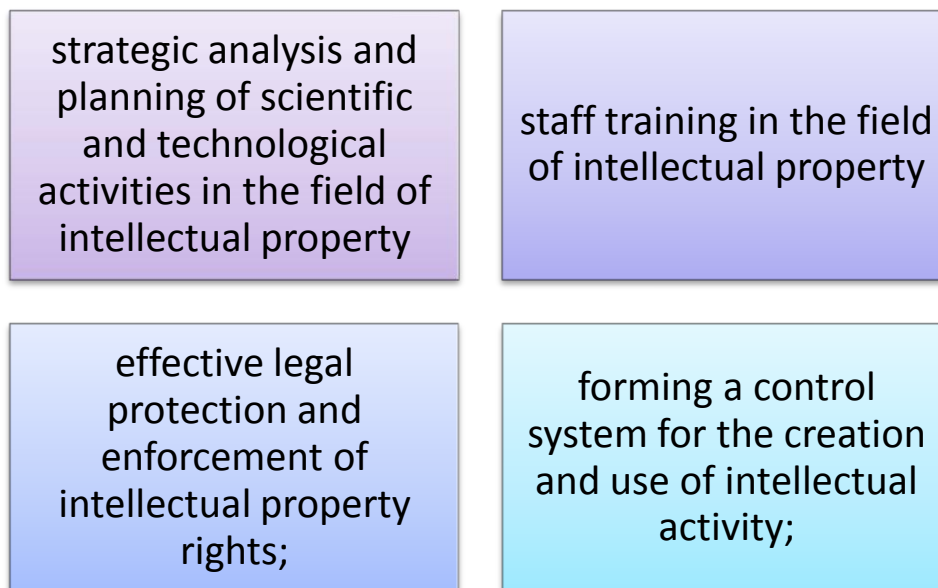
The purpose of the Program is to obtain economic benefits from innovation and enhance competitiveness of national producers on domestic and international markets through the effective management of intellectual property.

The program is designed as a set of specific measures aimed at the creation of high-tech, innovative and competitive economy of Tatarstan, ensuring high quality of life in the region.

These directions solve two main **objectives** of the program:

- creating conditions for intellectual property implementation, protection, support and protect the rights on it;
- formation mechanism involving in economic circulation of rights to results of intellectual activity.

In order to achieve the first goal the following areas of the Program should be fulfilled:



Provide strategic analysis and planning of scientific and technological activities in the field of intellectual property

This issue involves the foundation of the **Center for Intellectual Property of the Republic of Tatarstan** for the Program management, which also includes:

- management of rights to results of intellectual activity, including obtained with the budget of the Republic of Tatarstan;
- evaluating and recording the results of intellectual activity;
- monitoring the use of intellectual property;
- development and maintenance of automated information-analytical system "Data bank "Intellectual potential of the RT";
- training in the field of intellectual property;
- preparation of reports on the results of activities in the field of intellectual property rights in the Republic of Tatarstan and the annual report "Status and prospects of the development of intellectual property in the Republic of Tatarstan";

- preparation of proposals for development of regulations for strategic planning, defining state policy in the Republic of Tatarstan in science and innovation;

- filing the application documents to the Federal Institute of Industrial Property (FIPS) for the registration of industrial property rights of applicants of Tatarstan;

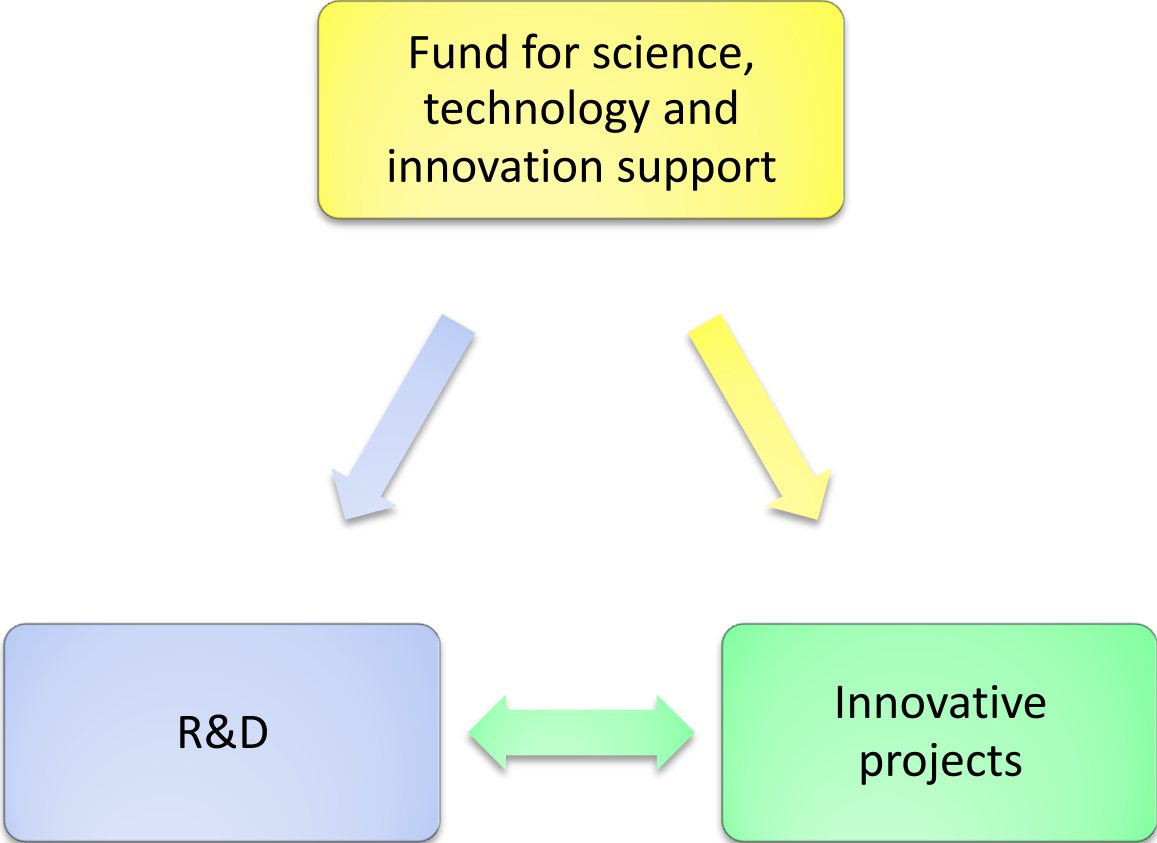
- patent information, counseling and legal services;

- carrying out of exhibition and presentation activities.

This also includes establishment of technology transfer centers in innovating organizations and enterprises of Tatarstan.

As a tool of state support of innovation active enterprises the Fund for support of scientific, technological and innovation activities of the Republic of Tatarstan (hereinafter - the Fund) was formed. The fund is fulfilled by voluntary contributions of enterprises' funds (in the amount of not more than 1.5% of net profit).

Work of the Found will organize a flexible and efficient process of R & D funding and support for innovative projects.



Training for qualified specialists in the field of intellectual property



This activity raises the question of professional training in the field of intellectual property, including:

- integration of specialized training courses in the field of intellectual property in educational programs of primary, secondary and higher education as well as vocational training and retraining;
- introduction of the educational course "Intellectual Property Management" to the educational programs of institutions of higher education in Tatarstan;
- organization of distance education in three courses ("Introduction to Intellectual Property", "Patents " and " Patent Information Search");
- organization of training and retraining of personnel on the basis of vocational and further professional education of all the subjects in innovation sphere of Tatarstan;
- organization of business missions and trainings to exchange experiences in the field of intellectual property;
- development and improvement of educational-methodical and scientific support of education in the field of intellectual property (including presentations and business games scenarios);
- realization of higher education institutions and organizations of Tatarstan joint educational projects in collaboration with the "Russian State Academy of intellectual property".

Providing effective legal protection and enforcement of intellectual property rights



The Program involves conducting patent and market research on the stages of development and implementation of scientific and technical and other types of programs and projects by the implementation of trade and industrial activities.

The Program also addresses the issue of stimulation of the authors in intellectual property rights, not only by the possibility of receiving monetary compensation, but also consolidating their right to participate in a business that will definitely help expand intellectual property market of Tatarstan.

Formation of a control system for creation and use of intellectual activity



The central issue in the framework of this activity is the adoption of Decree of the Cabinet of Ministers of the Republic of Tatarstan on a control system in the field of legal protection and use of civil intellectual activity, created by the budget of Tatarstan.

In the framework of the implementation of the second phase of the Program the following key areas should be mentioned:

Inventory, assessment and identification of the results of intellectual activities, as well as evaluation and adoption of intellectual activity as an intangible asset

Introduction of the system that register research and technical development projects; creation of a single register of intellectual activity in the Republic of Tatarstan

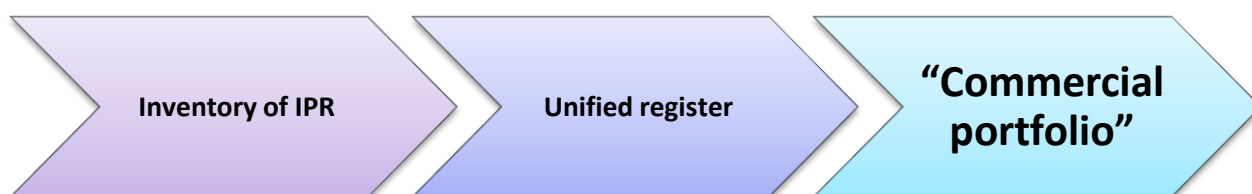
Interregional and international cooperation of the Republic of Tatarstan in the field of intellectual property

Territorial branding of the Republic of Tatarstan

Inventory, examination and identification of protectable intellectual activity results



Inventory, assessment and identification of patentable results of intellectual activity aimed at creating a unified register of the results of intellectual activity of Tatarstan - "commercial portfolio", containing quantitative, cost and legal characteristics of intellectual property.



On the basis of this study certain measures are undertaken to stimulate development in science and technology and introduction of mechanisms to enhance innovation and creativity.

Implementation of the system of state accounting of R & D and creation of a single register of the results of intellectual activity of Tatarstan



The registry of the results of intellectual activity of Tatarstan provides information on the effectiveness of R & D results and identify areas for further R & D funding.

Inter-regional and international cooperation of Tatarstan in the field of intellectual property



In order to expand markets and the implementation of effective technology transfer market actors should also be involved in inter-regional and international activities, which includes the following areas:

- signing intergovernmental agreements with the subjects of the Russian Federation on trade-economic, scientific-technical and cultural cooperation;
- expansion of the use of the capacity of regional and overseas offices of Tatarstan, which should be able to make recommendations to the Republican economic entities and advise on intellectual property issues in the regions of Russia and abroad;
- promotion of Tatarstan enterprises to attract investment from Russian regions and foreign countries participated in the formation of long-term investment programs of mutual interest;
- active involvement in inter-regional cooperation of small and medium-sized businesses of Tatarstan, establishment of representative offices and branches of national companies.

The development of Tatarstan territorial branding



In this area the following points should be mentioned:

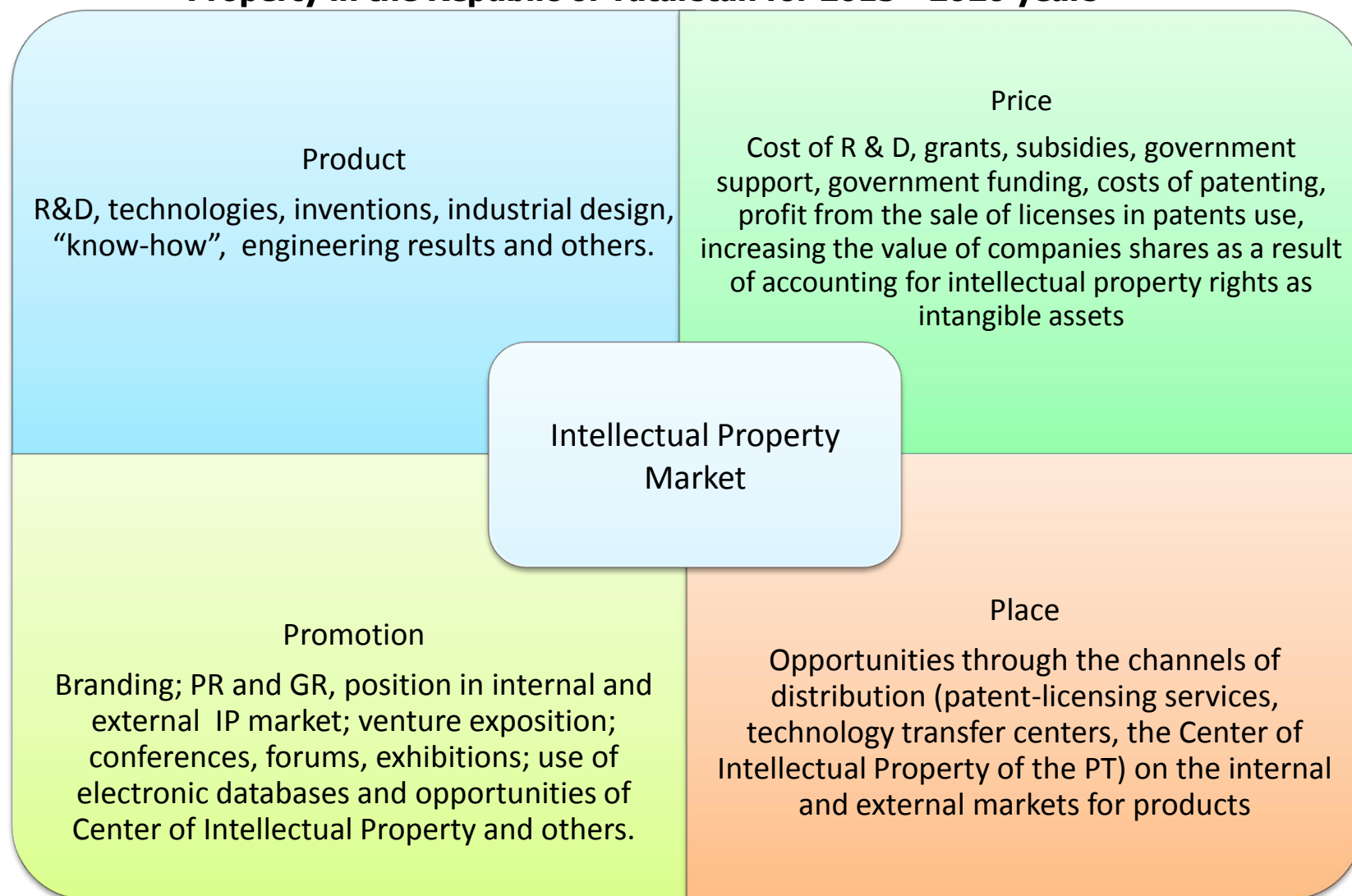
- scientific, technical, economic and methodological forums, symposiums, conferences, seminars and exhibitions for intellectual property;
- organization of the republican competition "50 best innovative ideas for the Republic of Tatarstan" and competition "Best Invention of the Year";
- estimate the best arrangement of invention, rationalization of work and license work of enterprises and organizations of the Republic of Tatarstan;
- competition and exhibition of technical creativity for schoolchildren Republic of Tatarstan "Kulibiny of the XXI Century";

- competition and exhibition of technical creativity for students in secondary vocational educational institutions of the Republic of Tatarstan "Lefty";
- Open team tournament for programming among students and pupils of Tatarstan.

SWOT-analysis of the functioning of intellectual property market in the Republic of Tatarstan

	Positive effect	Negative effect
<p>Internal environment (market mechanisms and infrastructure of intellectual property of the Republic of Tatarstan)</p>	<p><u>Strengths:</u></p> <ul style="list-style-type: none"> • <u>ensuring competitiveness and development of products produced in Tatarstan;</u> • <u>formation verified and balanced management policy adequate to modern trends of development of science and technology;</u> • <u>increase productivity by significantly improving key performance indicators of the production processes;</u> • <u>training of specialized personnel in intellectual property management, etc.</u> 	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> • <u>low level of awareness of potential participants intellectual property market of its capabilities;</u> • <u>potential reductions in funding for the Program "Development of the Intellectual Property in the Republic of Tatarstan for 2013 - 2020 years";</u> • <u>lack of analog intellectual property market in the Republic of Tatarstan (the concept is implemented for the first time - mistakes are possible);</u> • <u>ignoring of opportunities intellectual property market of large enterprises.</u>
<p>The external environment (regional, federal and international markets intellectual property)</p>	<p><u>Possibilities:</u></p> <ul style="list-style-type: none"> • <u>market expansion;</u> • <u>export development;</u> • <u>international cooperation and territorial branding of Tatarstan;</u> • <u>partnership with global corporations;</u> • <u>opportunities to grow into a manufacturer of end systems for the global market;</u> • <u>creation of second generation product with the potential of sales in the global market, etc.</u> 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> • <u>reduce volume of sales;</u> • <u>unscrupulous actions of competitors who ignore civilized conditions for functioning of intellectual property market;</u> • <u>customs duties growth;</u> • <u>various legal conflicts, etc.</u>

Marketing planning opportunities generated by long-term target program "Development of Intellectual Property in the Republic of Tatarstan for 2013 - 2020 years"



Ministry of Economy of the Republic of Tatarstan

**Kazan, Republic of Tatarstan,
Russian Federation, 420021
Tel./Fax: +7-843-5249130
Http://mert.tatarstan.ru**

**Tatarstan CSTI, 13 A, Str. 8 of March,
Kazan, Republic of Tatarstan,
Russian Federation, 420029
Tel./Fax: +7-843-2794925
E-mail: dir@tcnti.ru
Http://www.tcnti.ru**