

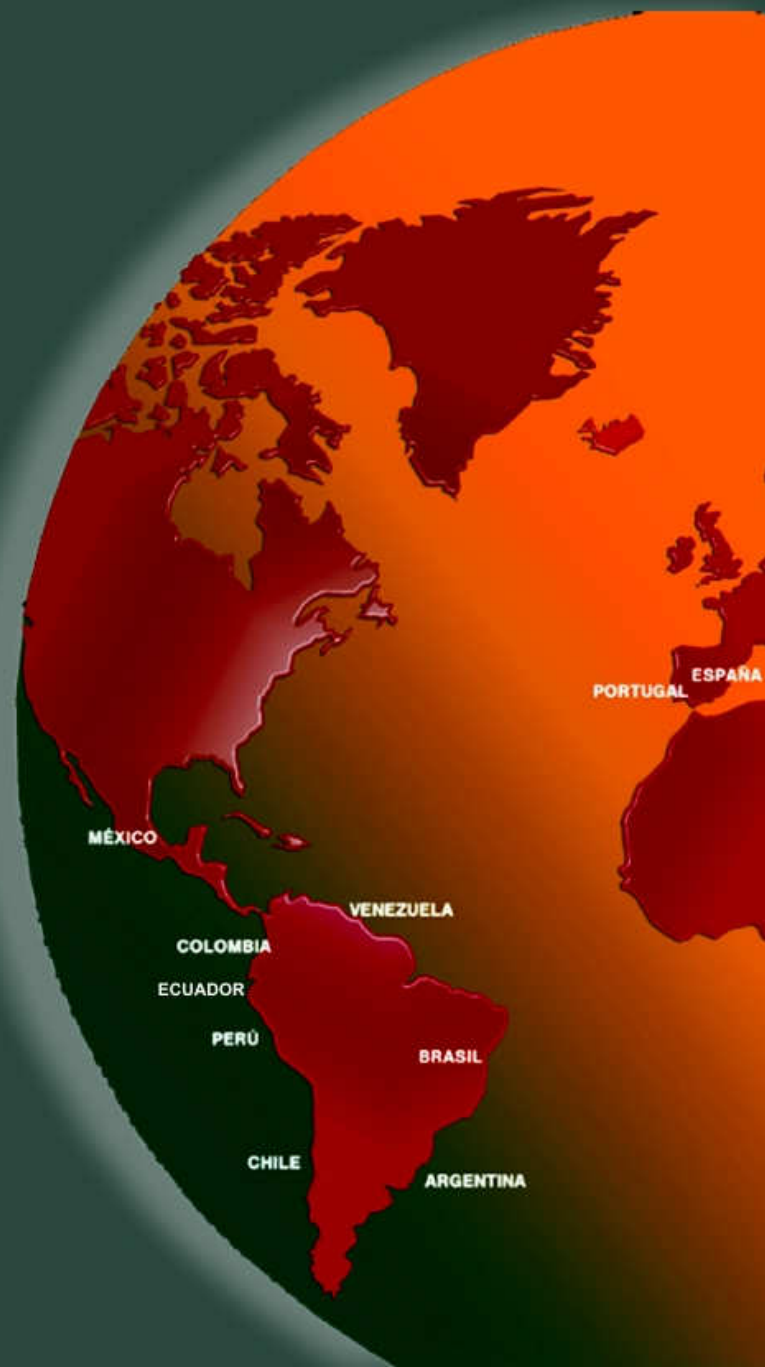
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**PAPEL DE LA
PROPIEDAD
INTELECTUAL EN EL
FOMENTO DE LA
CREATIVIDAD Y LA
INNOVACIÓN**

Marcela Ramírez Orozco
© Clarke, Modet & C^o - Colombia

Bogotá D.C., AGOSTO 2008



Activos de una empresa

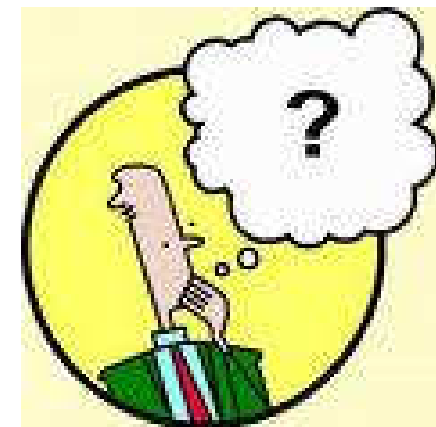
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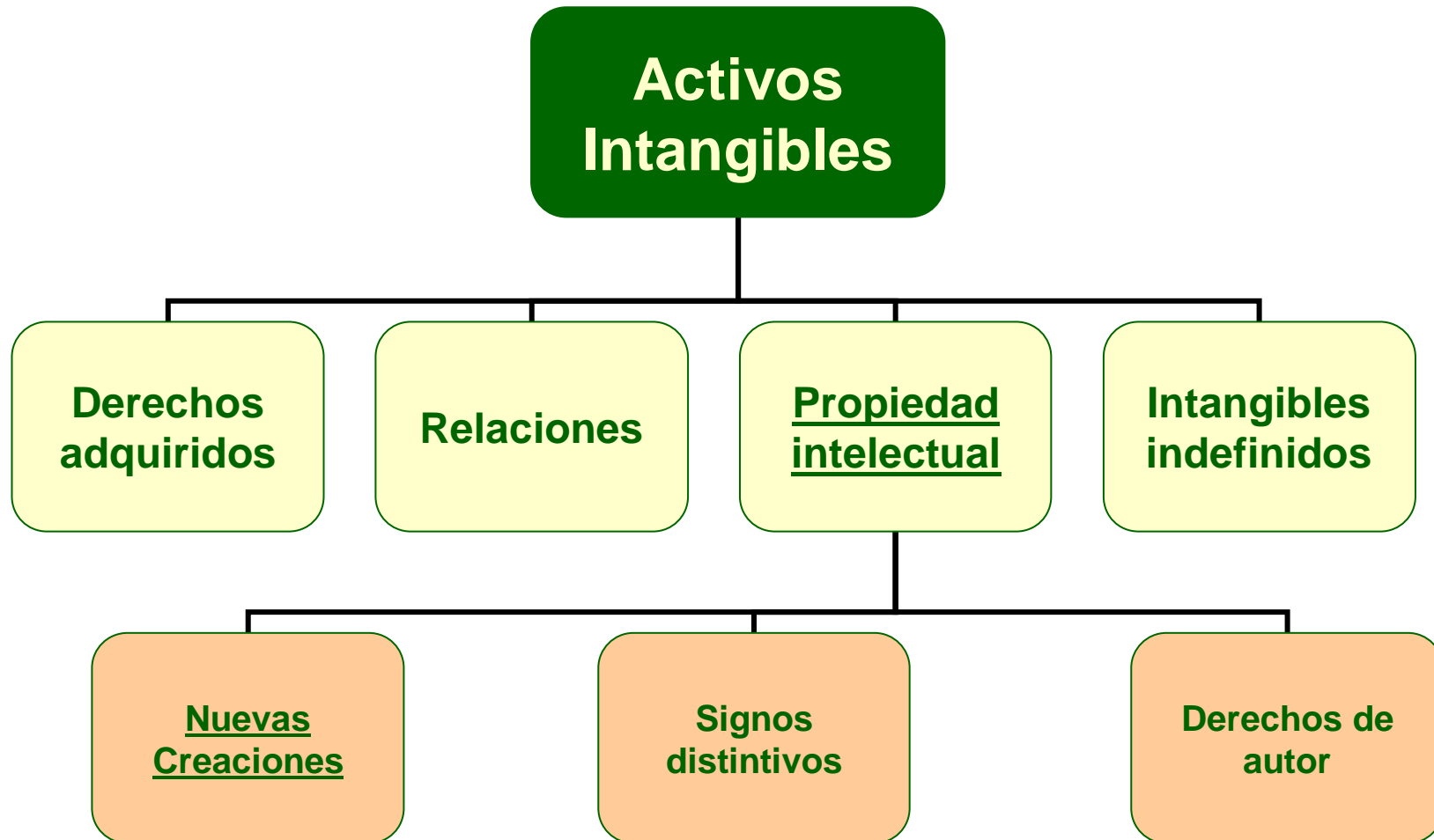
Activos tangibles



Activos Financieros

Activos intangibles





La **propiedad** es el derecho de gozar o disponer de una cosa, sin más limitaciones que las establecidas por las leyes.

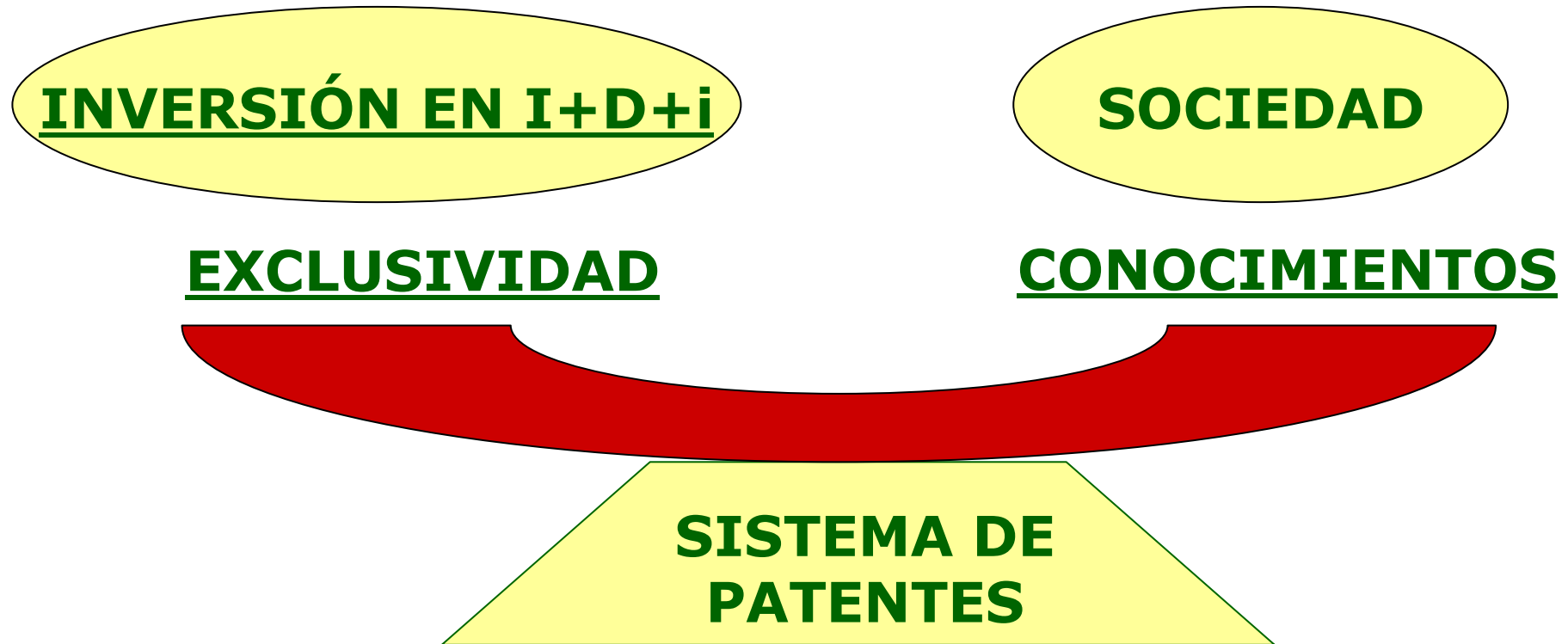
La **propiedad intelectual** es la propiedad que recae sobre bienes de carácter inmaterial o intangible, como son las creaciones del intelecto humano.

- Tiene carácter patrimonial
- Algunas figuras tienen duración limitada
- Tiene limitación territorial
- Concede exclusividad

La gente compra y vende palabras, música, pinturas, objetos curiosos, programas informáticos, genes, derecho de autor, marcas, patentes, propuestas, formatos, popularidad, reputación, colores. Y todos los productos que están en venta en nuestro ruidoso mercado son derechos a utilizar o, a explotar la propiedad intelectual.

The Creative Economy, John Howkins





- Reducir costos
- Mejorar productividad.
- Introducir nuevos productos que respondan a las necesidades de los clientes
- Mantener ventaja respecto a la competencia
- Desarrollar tecnología que cumpla con las necesidades actuales de la empresa y sus clientes.
- Independencia tecnológica.



INNOVACIÓN



GRAN INVENCIÓN

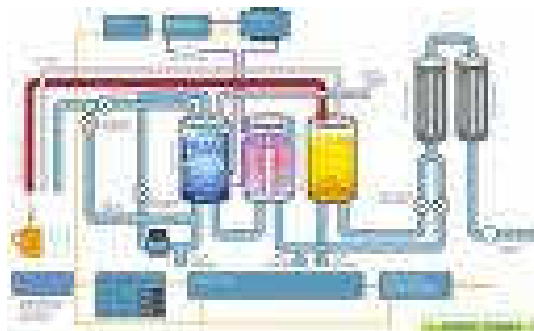
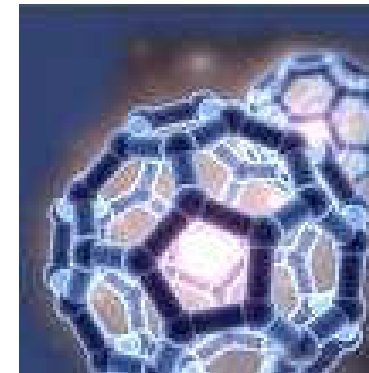


Toblerone® es una marca registrada de Kraft Foods Group

MEJORAS

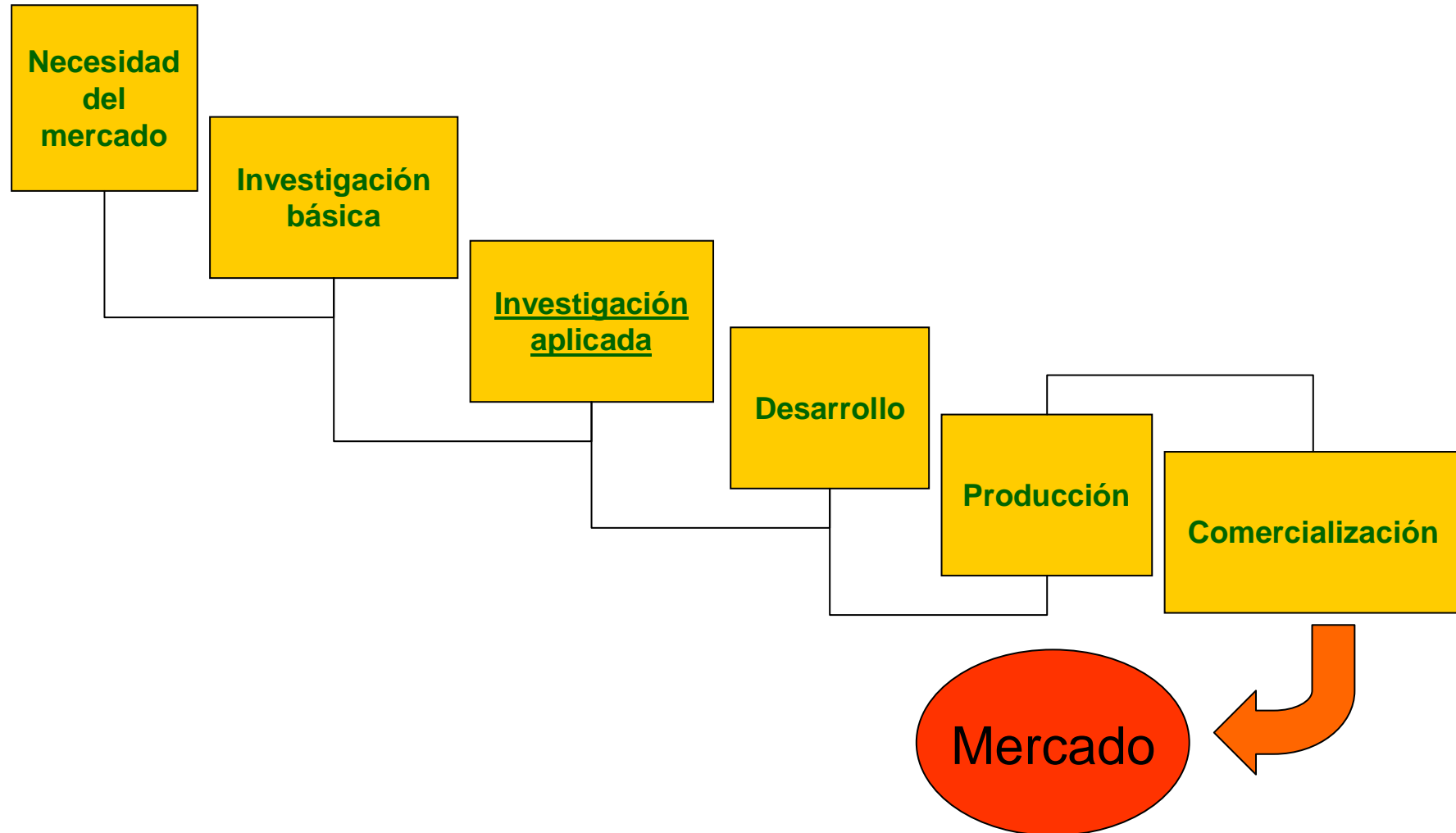


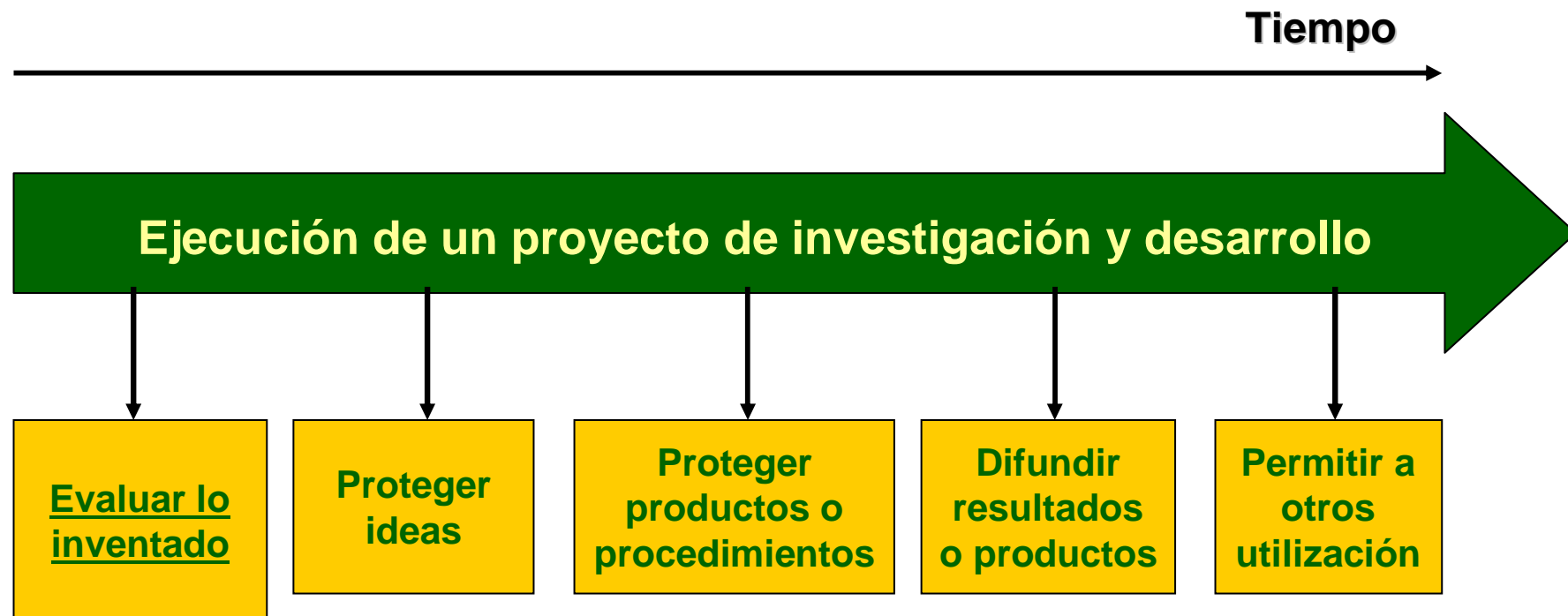
INNOVACIONES



INNOVAR ES UN PROCESO

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Fomenta inversión, garantiza retorno de la inversión

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- Permite disponer de una posición dominante en el mercado
- Obtiene beneficios mediante la explotación, venta o licencia del derecho
- Evita que otros copien y compitan en el mercado con el mismo producto
- Da seguridad a los inversionistas y facilita el intercambio entre Universidad e Industria
- Aumenta el reconocimiento de la empresa



La Inteligencia Tecnológica es *"un proceso analítico que transforma datos desagregados de los competidores, industria y mercado, hacia conocimientos aplicables a nivel estratégico, relacionados con las capacidades, intenciones, desempeño y posición de los competidores"* (Bernhardt, 1994)

Su fin es *"Dar la información oportuna a la persona adecuada, en el momento preciso, para tomar la decisión acertada"*.

Herramientas

Para qué?

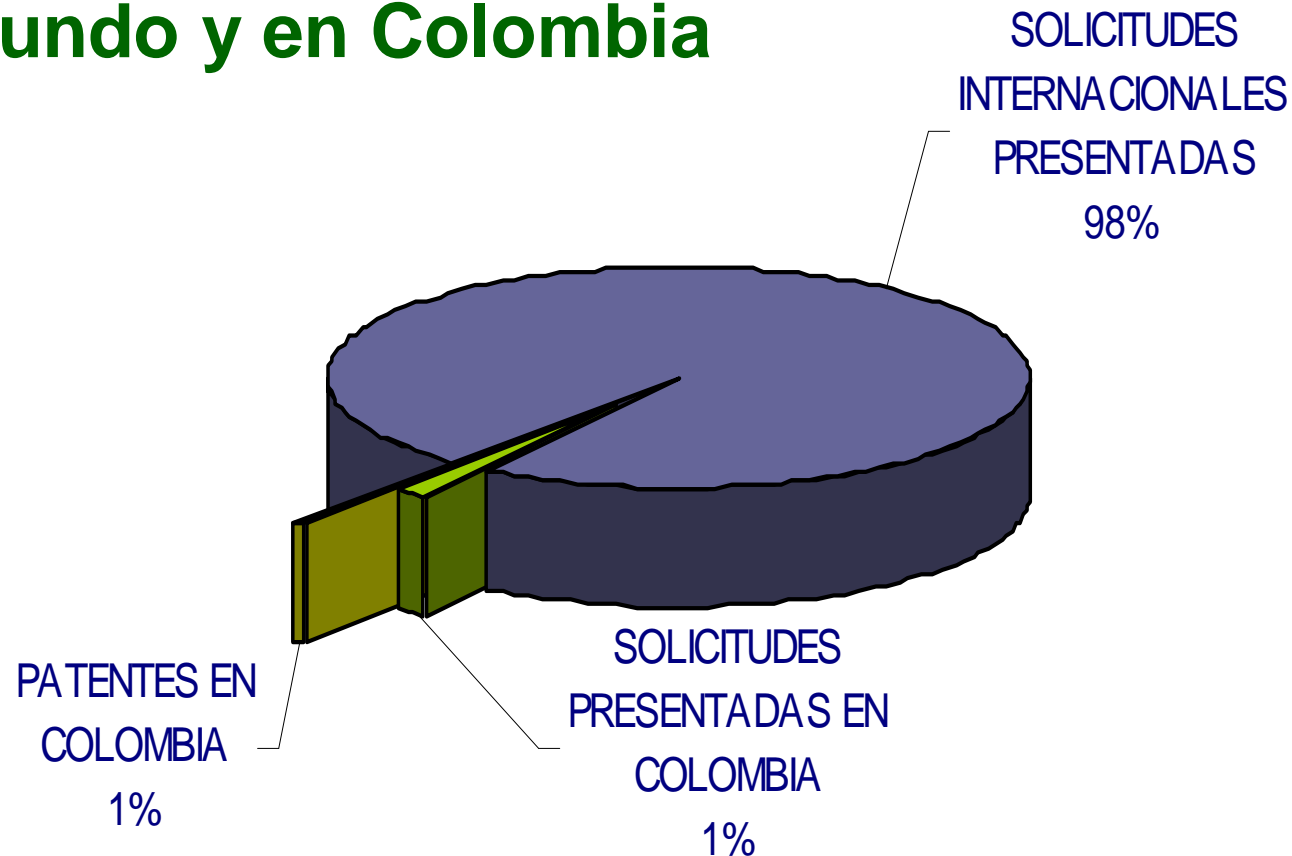
Qué vigilar?

Ejemplo

- FORMALES
 - Patentes
 - Artículos científicos
- INFORMALES
 - Website
 - Correos electrónicos
 - Foros, ferias, chat, otros.

- El sistema obliga a todos los países a publicar la solicitud a los 18 meses.
- Si no existieran patentes quien divulgaría?
- Si no existieran patentes quien invertiría en I+D+i?
- La patente es territorial
- Ventajas del documento patente.

Número de solicitudes en el mundo y en Colombia



Ventajas del Documento de Patente

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- Información más actualizada
- Estructura uniforme
- Clasificados internacionalmente
- Ubica a los licenciarios
- Condición jurídica
- Información que no se encuentra en otro tipo de bibliografía.



PARA QUÉ VIGILAR



SONY



Canon



PARA QUÉ VIGILAR



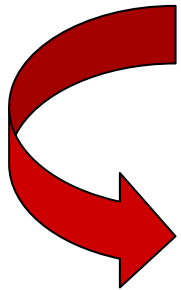
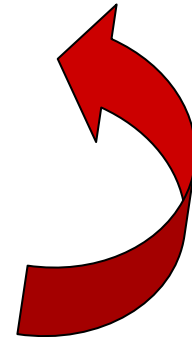
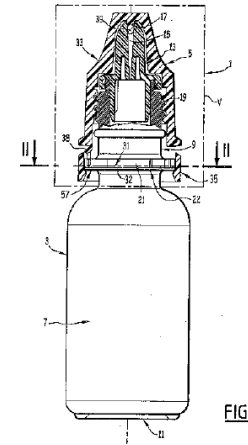
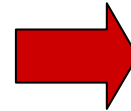
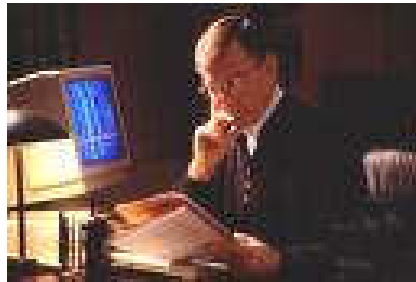
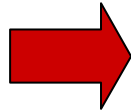
INFRACCIÓN?

OPORTUNIDAD?

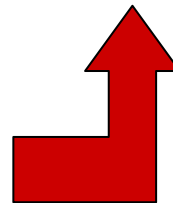
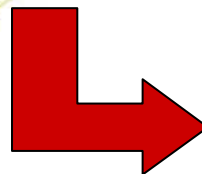
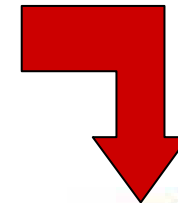
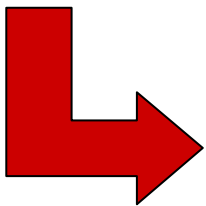
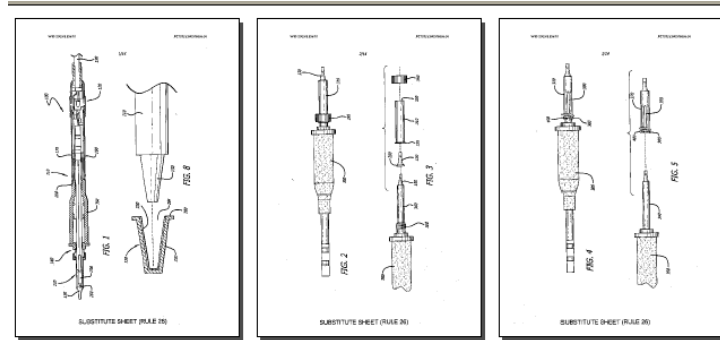
COOPERACIÓN?



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PARA QUÉ VIGILAR



QUÉ VIGILAR?



CIP

Definiciones

Ilustraciones

RCL

Palabras clave

Ayuda

Opciones

200



H

SECCION H — ELECTRICIDAD



H04

TECNICA DE LAS COMUNICACIONES ELECTRICAS



H04R

ALTAVOCES, MICROFONOS, CABEZAS DE LECTURA PARA GRAMOFONOS O TRANSDUCTORES ACUSTICOS



ELECTROMECHANICOS ANALOGOS; APARATOS PARA SORDOS; SISTEMAS PARA ANUNCIOS EN PUBLICO (producción de vibraciones mecánicas en general [B06B](#); transductores para la **medida** de variables particulares [G01](#); transductores para relojes [G04](#); producción de sonidos cuya frecuencia no está determinada por la frecuencia de alimentación [G10K](#); transductores en las cabezas de lectura o de registro [G11B](#); transductores en los **motores** eléctricos [H02](#)) [**6**]



H04R 25/00

Aparatos para sordos (estructura de transductores en sí [H04R 9/00-H04R 23/00](#); combinación constructiva con monturas de lentes [G02C 11/06](#); **tratamiento** de la señal de voz [G10L 21/00](#))



H04R 25/02

• adaptados para ser soportados enteramente por la oreja



H04R 25/04

• comprendiendo amplificadores de bolsillo



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Advanced Search

1. Database

Select patent database: Worldwide

2. Search terms

Enter keywords in English

Keyword(s) in title:	<input type="text"/>	plastic and bicycle
Keyword(s) in title or abstract:	<input type="text"/>	hair
Publication number:	<input type="text"/>	WO03075629
Application number:	<input type="text"/>	DE19971031696
Priority number:	<input type="text"/>	WO1995US15925
Publication date:	<input type="text"/>	yyyymmdd
Applicant(s):	<input type="text"/>	Institut Pasteur
Inventor(s):	<input type="text"/>	Smith
European Classification (ECLA):	<input type="text"/>	F03G7/10
International Patent Classification (IPC):	<input type="text" value="H04R25/04"/>	H03M1/12

Compact | [Print](#)

1 2 3 4 5 next

RESULT LIST

Approximately **1095** results found in the Worldwide database for:

H04R25/04 as the IPC classification

Only the first **500** results are displayed.

(Results are sorted by date of upload in database)

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1	DIGITALLY CONTROLLED ANALOG CANCELLATION SYSTEM	in my patents list <input type="checkbox"/>
	Inventor: DENENBERG N (US); SABETT V (US) EC: H04R3/00A Publication info: DE69434700T - 2007-02-01	Applicant: NOISE CANCELLATION TECH (US) IPC: H04R25/00; H04R27/00; H04R3/00 (+5)
2	METHOD AND APPARATUS FOR DETERMINING ACOUSTIC PARAMETERS OF AN AUDITORY PROSTHESIS USING SOFTWARE MODEL	in my patents list <input type="checkbox"/>
	Inventor: WIDIN GREGORY P (US); DOTEVALL MATS B (SE) EC: H04R25/00V Publication info: KR960009002B - 1996-07-10	Applicant: MINNESOTA MINING & MFG (US) IPC: H04R25/04; H04R25/00; H04R25/04 (+2)
3	AUDITORY PROSTHESIS FITTING USING VECTORS	in my patents list <input type="checkbox"/>
	Inventor: WIDIN GREGORY P (US) EC: H04R25/00V Publication info: KR970003989B - 1997-03-24	Applicant: MINNESOTA MINING & MFG (US) IPC: A61B5/00; A61B5/12; A61B10/00 (+10)
4	CALIBRATION DEVICE AND AUDITORY PROSTHESIS HAVING CALIBRATION INFORMATION	in my patents list <input type="checkbox"/>
	Inventor: WIDIN GREGORY P (US); MANGOLD STEPHAN E (SE); (+1) EC: H04R25/00S Publication info: KR0127307B - 1998-04-01	Applicant: K S HIMPP (DK) IPC: H04R25/04; H04R25/00; H04R25/04 (+2)
5	ELECTRONIC FILTERS, REPEATED SIGNAL CHARGE CONVERSION APPARATUS HEARING AIDS AND METHOD	in my patents list <input type="checkbox"/>
	Inventor: MORLEY ROBERT E JR (US); MAYNARD ENGERRETSON A (US); (+2) EC: H03H17/02F7; H04R25/00E1 Publication info: KR0138526B - 1998-06-15	Applicant: CENTRAL INST DEAF (US) IPC: H04R25/04; H03H17/02; H03H19/00 (+12)
6	ELECTRONIC FILTERS, HEARING AIDS AND METHOD THEREOF	in my patents list <input type="checkbox"/>
	Inventor: ENGBRETSON MAYNARD A (US); OCONNELL MICHAEL P (US); (+1) EC: H03H21/00B; H04R3/04; (+1) Publication info: KR0142423B - 1998-07-01	Applicant: CENTRAL INST DEAF (US) IPC: H04R25/04; H03H21/00; H04R3/04 (+8)



A HEARING AID WITH AN AMPLIFYING DEVICE IN A HOUSING OF A USER POSITIONABLE HAND-HELD APPARATUS

The screenshot shows a web-based patent viewer interface. At the top, there are tabs for 'Bibliographic data', 'Description', 'Claims', 'Mosaics', 'Original document', and 'INPADOC'. Below the tabs is a toolbar with various icons for navigation and viewing. A red circle highlights a sidebar menu on the left with the following options: 'Opciones', 'Bibliographic data', 'Abstract', 'Description', 'Claims', 'Drawings', and 'Search Report'. The main content area displays the following text:

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
20 July 2006 (20.07.2006)

(51) International Patent Classification:
H04R 25/04 (2006.01) H04R 25/06 (2006.01)

(52) International Application Number:
PCT/JP2005/066217

(53) International Filing Date: 17 January 2005 (17.01.2005)

(54) Filing Language: English

(55) Publication Language: English

(71) Applicant and
(72) Inventor: WONG ILBERG, Christoph (DE); Zeller, G., 61476 Koenigsberg (DE)

(74) Agent: EAMERSDORFF, Matthias; Diergel-Freyer-Stroem G., 81573 München (DE)

(81) Designated States (unless otherwise indicated, for every class of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CY, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GR, GU, HK, HU, IL, IN, IS, JP, KE, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MY, NA, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, RU, SC, SD, SG, SI, SK, SL, SM, SV, TH, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW

(84) Designated States (unless otherwise indicated, for every class of national protection available): AR, BO, BR, GB, GR, IL, IN, JP, KE, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NA, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, RU, SC, SD, SG, SI, SK, SL, SM, SV, TH, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW

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(86) Designated States (unless otherwise indicated, for every class of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CY, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GR, GU, HK, HU, IL, IN, JP, KE, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NA, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, RU, SC, SD, SG, SI, SK, SL, SM, SV, TH, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW

(54) Title: A HEARING AID WITH AN AMPLIFYING DEVICE IN A HOUSING OF A USER POSITIONABLE HAND-HELD APPARATUS

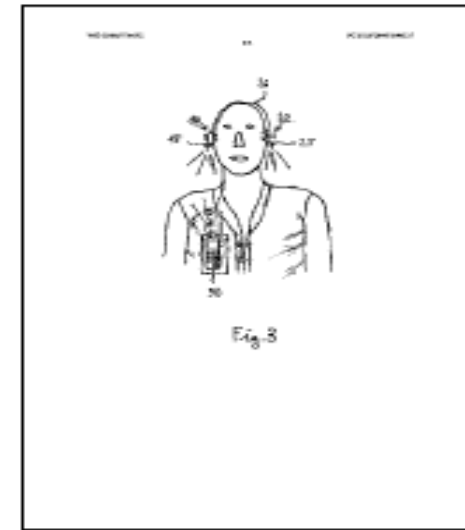
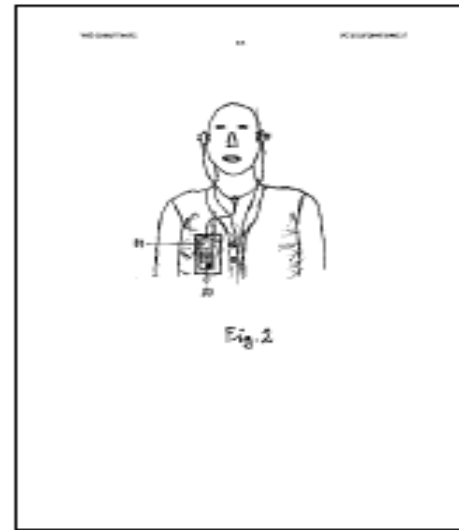
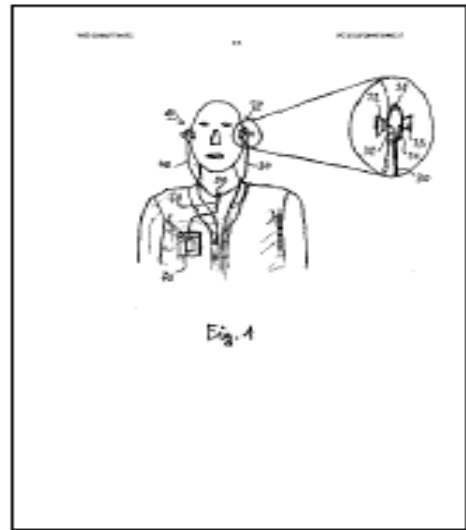
(57) Abstract: A hearing aid comprises at least one ear-piece unit to be placed in or at an user's ear, said ear-piece unit having at one side thereof a loudspeaker unit and at another side thereof a microphone unit, said hearing aid further comprising at least one amplifying device adapted to amplify electrical signals received from the microphone unit to deliver the amplified electrical signals to the loudspeaker unit, wherein said amplifying device communicates with the microphone unit and the loudspeaker unit and can be worn or supported at the upper part of the user's body.

The technical drawing shows a side view of a person's head and neck wearing a hearing aid. The hearing aid consists of a main unit (20) connected to a microphone unit (30) and a loudspeaker unit (40). A detailed view of the microphone unit (30) shows its internal components, including a microphone (32) and a loudspeaker (34). The drawing is labeled with various reference numerals (20, 30, 32, 34, 40, 90) and includes a vertical barcode on the left side with the text 'WO 2006/074692 AI'.

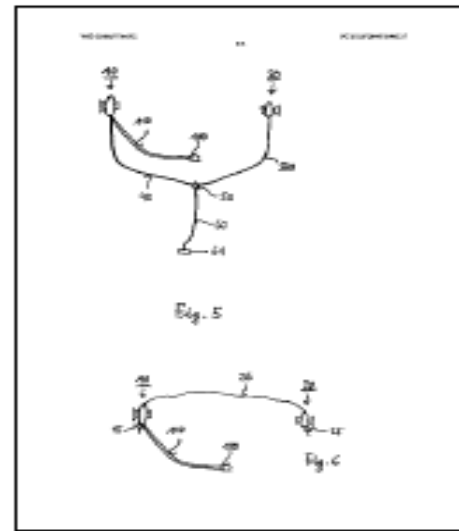
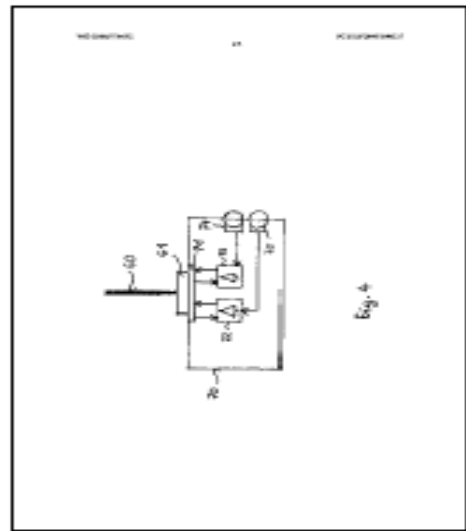


Another embodiment of a combined hearing aid and hands-free system as depicted in Fig.6 could be provided on the basis of the hearing aid system of Fig.3. In this case a microphone 100 secured to a rigid bar 110 could be mounted at one of the two ear-piece units 10 or 20, which are provided with Bluetooth devices 15 or 25, respectively. In case of the hands-free function the microphone 100 picks up the user's voice and converts the acoustical signal into an electrical signal. The electrical signal is transmitted by a signal line within the rigid bar 110 to a Bluetooth device 15 and transmitted via wireless transmission to the Bluetooth device 95 of the cell phone 90. In the hands-free function the Bluetooth device 95 of the cell phone 90 is connected with the voice input/output section. In the hearing aid function the Bluetooth device 95 of the cell phone 90 is connected with the amplifying devices.





Drawing pages of WO2006074692





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