

How do you commercialise your business ideas?

We invite you to use the following questions to guide your submission:

What does “intellectual capital” mean to you? What role does it play in your business strategy?

We have defined Intellectual capital as being ideas, know-how, branding, data, trade secrets and copyrights as well as registered IP rights such as patents, trade marks, designs and plant breeder’s rights.

How does your business exploit its intellectual capital? Can you tell us about any successes or failures? Have you ever filed for any IP rights?

Do you seek advice on how to manage and exploit your intellectual capital? If so, who do you seek advice from? If not, why not?

Have you experienced any issues relating to the protection or enforcement of your intellectual capital, particularly registered IP rights?

This includes issues relating to the protection of your own capital, as part of your business strategy. This also includes how your business may be impeded by existing protection owned by others.

What are the biggest challenges faced now in managing and exploiting your intellectual capital? Where do you expect to see challenges in the future?

Please tell us a bit about your business

- ABN
- Business size (employees)
- Business age
- ANZSIC (to four digits)
- What type of innovative activity is the business undertaking? (eg R&D, process innovation, organisational innovation)
 - Is the innovation new to business, new to industry, new to Australia or new to world?
- Do you view your business as a startup, scaleup, deeptech, fintech, etc?
- Are you responding as a professional organisation providing service or advice to SMEs?

The consultation process will also involve some in depth interviews with individual businesses. We won’t be able to consult with every one, however if you’re interested in taking part, please indicate this in your response.

Due to the potential for submissions to include commercially sensitive information, responses will not be published.

Please email your submission to IP.consultation@industry.gov.au