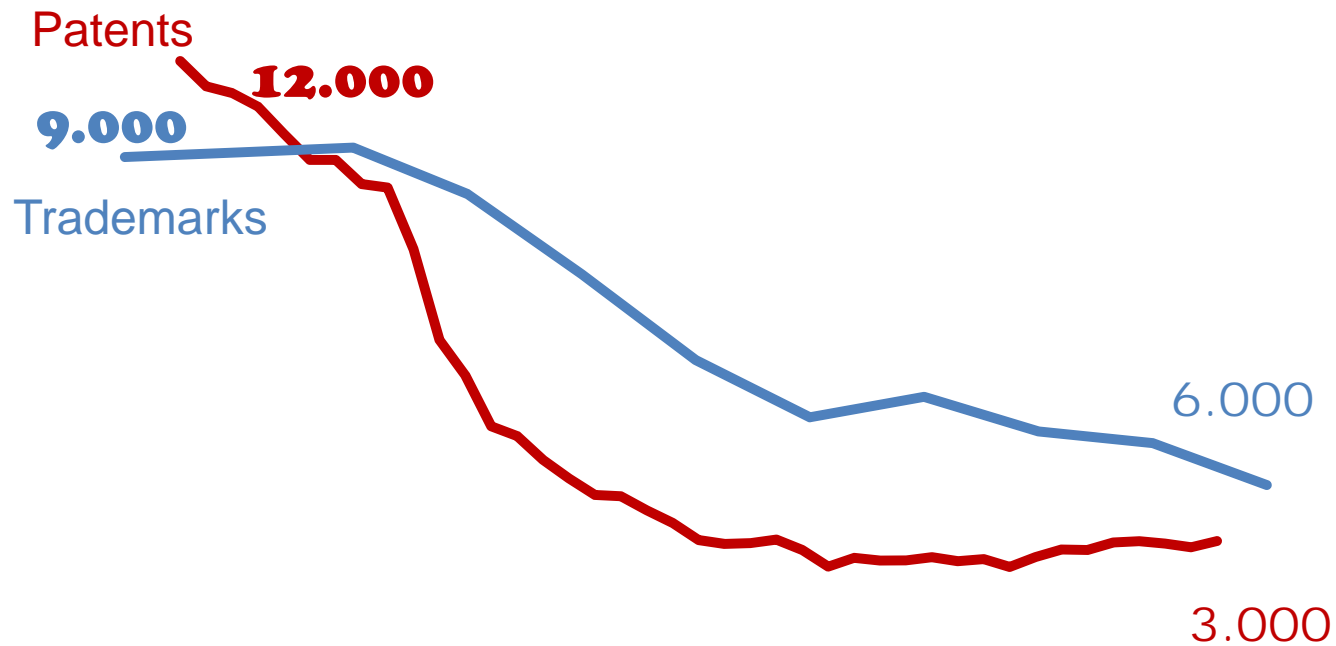


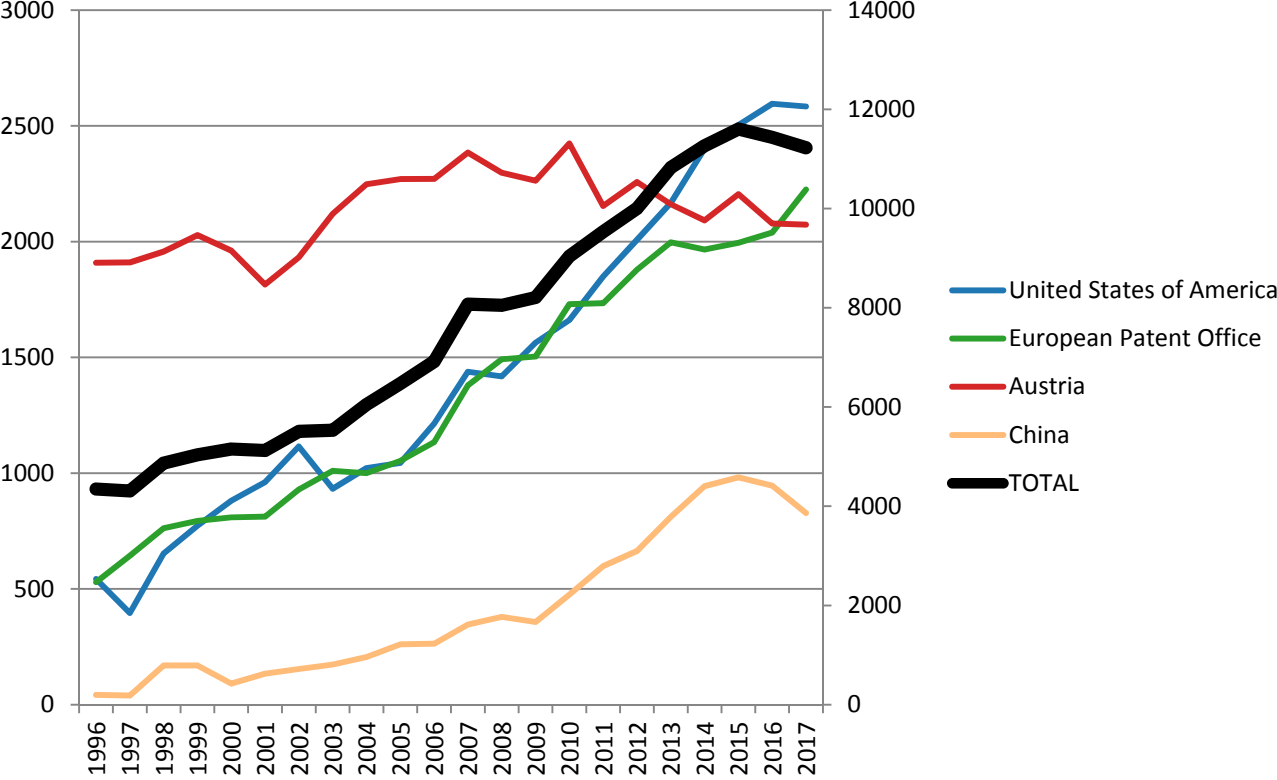
# TM & Patent Applications @ APO

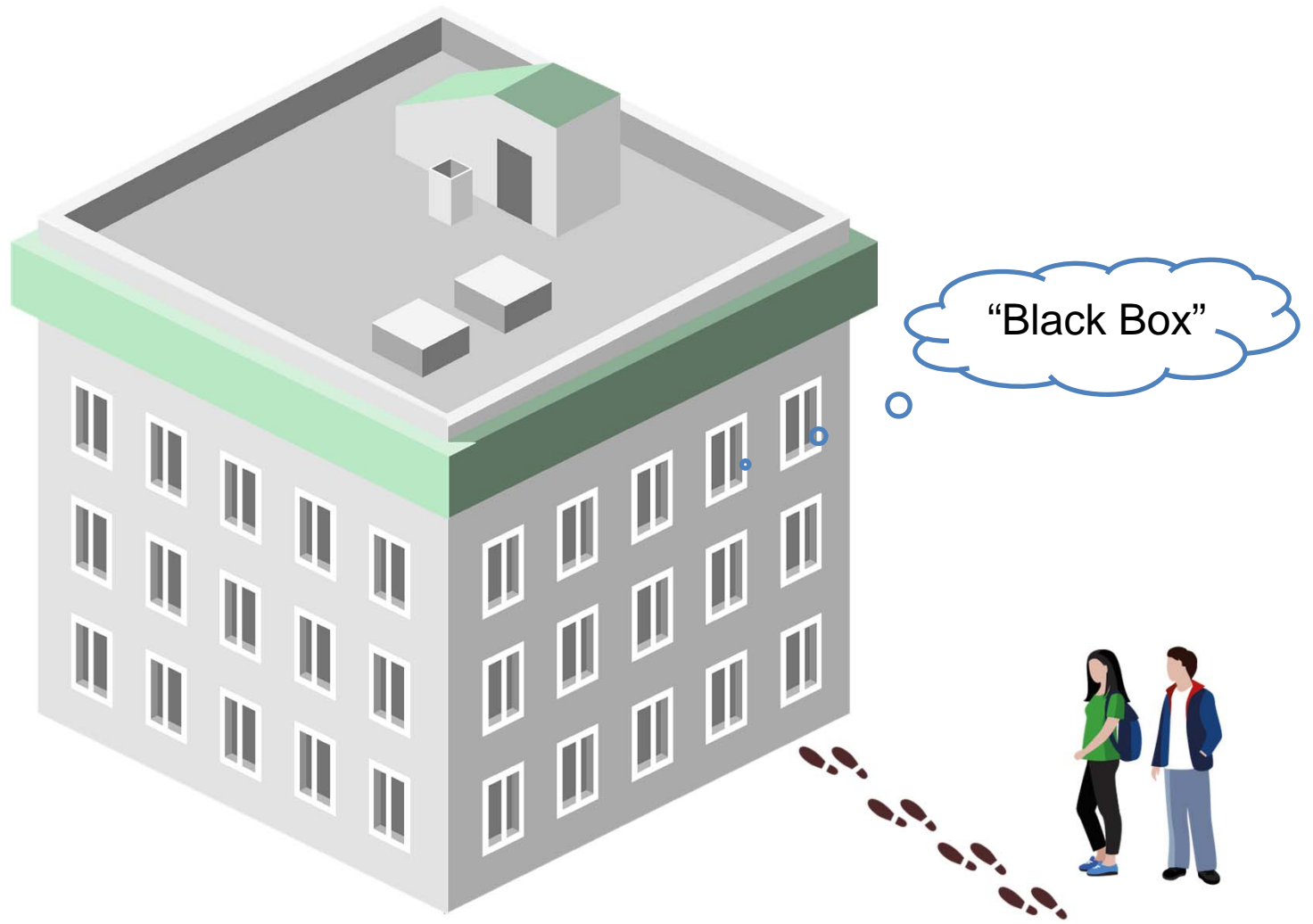
70's

2019



# Patent Applications by Austrians worldwide





"Black Box"



**Some  
learnings**

talk to them not  
about them



**Start  
ups**





## Some learnings

talk to them not  
about them

come closer  
don't wait for  
them to come



## Start ups

# OFFICE HOURS



Credit: Shridhar Gupta

## Some learnings

talk to them not about them

come closer  
don't wait for them to come

talk „natural“ language



## Start ups

**NERDS  
DON'T  
CRY**

**LET THEM  
BE SECOND**

**NO TRADEMARK,  
NO GLORY**

## Some learnings



talk to them not  
about them



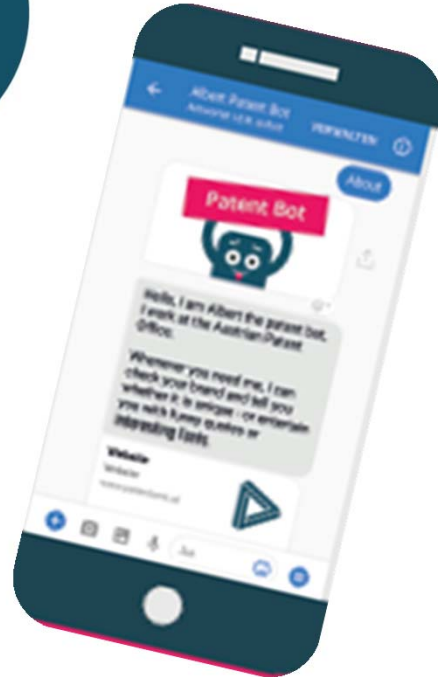
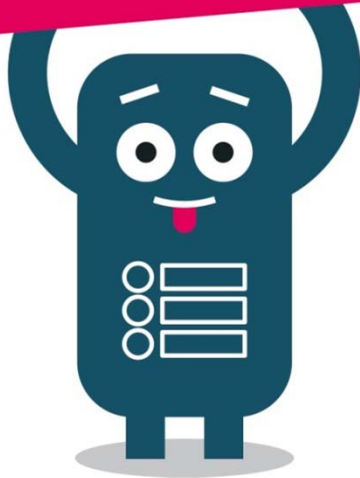
come closer  
don't wait for  
them to come

talk „natural“  
language

communication  
channels

## Start ups

# Patent Bot



- Check your Brand
- fee calculator
- IP Hub & IP Academy Events
- FAQ
- Fun Facts
- Physics Jokes
- German/English

## Some learnings



talk to them not  
about them



come closer  
don't wait for  
them to come

talk „natural“  
language

communication  
channels

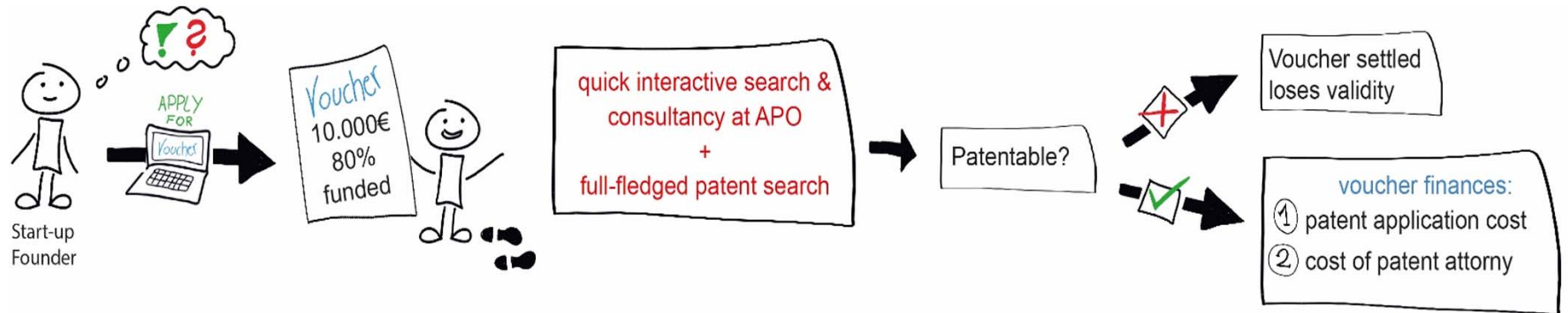
digital access



make it easy and  
affordable

## Start ups

# Patent Voucher Scheme





## Some learnings



talk to them not about them



come closer  
don't wait for them to come

talk „natural“  
language

communication  
channels

digital access



make it easy and  
affordable

## Start ups

Change mindset  
acquire soft skills

