

Nicosia 30 November 2021

To: All Interested Parties

From: Leonidas Paschalides, Deputy Secretary General of the Cyprus National Committee of ICC

Subject: WIPO IP Diagnostics tool for assessing the intellectual property situation of your business

Dear Members,

We are delighted to announce that the Centre of Entrepreneurship of the International Chamber of Commerce (ICC) together with the World Intellectual Property Organisation (WIPO) and the International Trade Centre have launched on the 9th of November the WIPO IP Diagnostics tool.

With WIPO IP Diagnostics you can undertake a basic diagnostic of the [intellectual property](#) (IP) situation of your business. It is in the form of a questionnaire with several sections that will ask you questions on different IP topics (e.g. innovative products, trademarks, licensing, designs, internationalisation, etc.).

After you complete a section, a report that gives you recommendations and further information on IP and business competitiveness will be generated.

Why use WIPO IP Diagnostics?

- It is developed by experienced IP experts
- It provides key IP information tailored to your profile
- It offers hints and advice on issues that could be interesting for your business
- You can download the reports of your IP diagnostic in PDF format
- **You may complete the IP diagnostic as many times as you wish at no cost as the tool is completely free.**

The tool can be accessed by clicking [here](#).

We consider the tool to be extremely useful for diagnosing the intellectual property situation of your business and we prompt you to use it.

Best regards,

Leonidas Paschalides
Deputy Secretary General
Cyprus National Committee of the ICC

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