



AIDA Light – Online Questionnaire

Online questionnaire for the self-assessment of the level of IP-awareness and/or IP-practices

DATASHEET OF THE TOOL

Description:	<p>The present method is a specific adaptation of the original AIDA-methodology (a concept which was developed more than 100 years ago by marketing specialists) to the topic of Intellectual Property, where the AIDA-level quantifies the maturity-level of an SME, with respect to its IP-practices and/or knowledge on IP.</p> <p>The idea behind the method developed is to attach to each of the 4 AIDA-levels, one particular type of IP-practice. Each type of IP-practice (1-4) following the AIDA scale is categorized following an increasing level of IP-integration into the company:</p> <ul style="list-style-type: none"> ▪ A (Attention): The SME is aware of IP ▪ I (Interest): The SME is protecting IP on a more or less regular and systematic basis. ▪ D (Desire): The SME possesses an IP-portfolio of a certain size and is managing its IP-rights. ▪ A (Action): The SME is exploiting its IP-rights, by e.g. valorising its rights, by enforcing <p>The AIDA light method is an online questionnaire, composed of 36 questions related to IP, designed for enterprises to auto-evaluate their level of IP practice on the AIDA scale (patents, copyrights, trademarks, designs, know-how, and trade secrets).</p> <p>The AIDA light online questionnaire is used :</p> <ol style="list-style-type: none"> 1. To evaluate and visualize the level of IP-awareness of an SME in a simple way 2. To enable a possibility of direct contact with the AIDA light provider (NPO, intermediary...). <p>The tool material is composed of:</p> <ul style="list-style-type: none"> ▪ A tool description, dedicated to IT specialists, explaining how to install the questionnaire ▪ Technical documents to install the AIDA light questionnaire 		
Language(s):	English, French, Greek and Portuguese		
Set-up:	Install on a website. Self evaluation by companies.		
Conditions of use:	License agreement. Free of charge license for using and/or translating the tool is available from the provider.		
Provider organisation:	<p>Public Research Centre Henri Tudor / Technology Watch Centre 29, avenue John F. Kennedy L-1855 Luxembourg Tel: +352 42 59 91 – 1 Fax: +352 42 59 91 – 777 e-mail: cvt@tudor.lu</p>		
Date of revision:	3/2013	Date of creation:	2009
Keywords:	<p>IP Topic: Raising awareness; IP management tools IP Titles: Patent/utility model; trademark; industrial design; geographical indication; copyright and related rights; know-how Form:Website</p>		
Feedback on the application of the tool:			

