Following the success of WIPO IP Diagnostics https://www.wipo.int/ipdiagnostics/en/index.html, a free, software based intellectual property (IP) self-assessment tool designed to help small businesses identify and effectively manage their IP assets, WIPO is now developing focused tools adapted to the needs of specific sectors.

WIPO IP Diagnostics for Publishers is the first of such tools designed to support publishers navigate the complexities of the copyright system as well as other IP rights. As the publishing industry continues to change and evolve through digital transformation and technological advances, WIPO IP Diagnostics for Publishers provides publishers big and small an easy to use, business friendly tool to identify their IP rights and determine pathways for exploiting them as well as to protect themselves against potential risks to their business.

The Tool invites the user to respond to a series of simple, easy to understand questions about the user’s publishing business and the responses provided result in an automated report. This report provides a comprehensive assessment of the IP rights that may exist in the business and suggestions as to how they may be managed and exploited.

**SPEAKERS:**

Ms. Karine Pansa, President, International Publishers Association IPA  
Mr. Guy Pessach, Director, IP for Business Division, Innovation Ecosystems Sector, WIPO  
Ms. Tamara Nanayakkara, Counsellor, IP for Business Division, Innovation Ecosystems Sector, WIPO

**MODERATOR:**

Mr. Kevin Fitzgerald, Director, Information and Digital Outreach, Copyright and Creative Industries Sector, WIPO