European Commission

INTELLECTUAL PROPERTY FOR THE GREEN TECH AND DIGITAL ECONOMY SECTORS

EU INDUSTRY WEEK (16 FEBRUARY 2022, 9:30–12:30)

EU INDUSTRY WEEKS

IP HELPDESK

European Commission

EU INDUSTRY WEEKS

SPEAKERS

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SOUTH-EAST ASIA IP SME HELPDESK

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Intellectual Property for the Green Tech and Digital Economy Sectors

Importance of IP in Innovation and Business Development

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The EC IP Helpdesks

more than 37.000 people

More than 1.500 events!

Almost 300 publications!

European IP Helpdesk | AFRICA IP SME HELPDESK | CHINA IP SME HELPDESK | INDIA IP SME HELPDESK | LATIN AMERICA IP SME HELPDESK | SOUTH-EAST ASIA IP SME HELPDESK

EC IP Helpdesks Hub - Gateway to Information

Website / IP Helpdesks Hub

Publications

Audio-visual Content

Helpline – Services

Training

Social Media

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LATIN AMERICA IP SME HELPDESK

SOUTH-EAST ASIA IP SME HELPDESK

Helpline

- Free of charge first-line IP support
- Personal and “to the point”
- Answer within 3 working days
- Email, phone and web
- Confidential

Ambassador Scheme

- Cooperation scheme with the Enterprise Europe Network (EEN): 48 ambassadors – 28 countries
- Building IP capacities among European SMEs
- Overcoming language barriers
- Making the topic more accessible
- Exchange and feedback from ambassadors on needs of SMEs
- Local awareness and training events

Roadmap

1. Why is IP important?
2. IP as a Business Asset
3. Support services & useful tools

Why is IP Important?

IP is all around us

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Lack of awareness

"What are major IP issues SMEs struggle with in your particular country?"

"Several prejudices exist in Estonia regarding protecting or implementing IPR – it being expensive, complicated or a time-consuming process, not relevant for the business, to name a few – therefore raising awareness of IP and IPR is crucial in Estonia in order to make SMEs value its importance before it is too late as IP infringement is too often the reason why Estonian SMEs start to think about their IPR."

#IPAmbassador in Estonia
Merit Fimberg-Espuch
Estonian Chamber of Commerce and Industry

#worldipday

EPO/EUIPO Studies

- SMEs using Intellectual Property rights are more likely to achieve high growth
- European patents and European trademarks clearly linked to higher growth
- Firms with more than one IP right also more likely to grow
- IPR use can identify future high growth firms early in their development

IP in Collaborative Research Endeavours

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IP as a Business Asset

How do I use IP to grow my business?

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IP as a business asset!

1. IP has no limit on its value
2. IP can be leveraged in many different ways
3. IP portfolio reduces operational risks
4. Companies that protect IP seem more trustworthy partners
5. IP rights boost your marketing and sales

Intellectual Property needs action!

Intellectual Property Rights, as **exclusive rights**, allow your organisation to prevent competitors from using your intangible assets.

BUT Intellectual Property Rights require **action**: ownership ≠ protection!

Therefore it is vital that your **Intellectual Property asset** be:

- ✓ Protected
- ✓ Managed
- ✓ Enforced

Facts

Grow your business through Intellectual Property

SMEs with IP rights have

32%

higher revenue* per employee

**causal link not implied*

(Licensing activities by SMEs: evidence from EU trade mark owners, Dec 2019)

After registering

54%

report a positive impact:

- Increase in reputation 52%
- Turnover 39%
- Access to new markets 37%

(IP SME Scoreboard, 2019)

Licensing led to

30%

of the revenue*

**64.000 Euro on average per year for micro companies that licensed out their EU trade mark*

(Structural Business Survey, 2013-2017)

Support services & useful tools

Other Support Services

1. European IP Helpdesk Ambassadors and EEN
2. EUIPO – Ideas Powered for business SME Fund
3. EUIPO – Ideas Powered for business hub
4. WIPO Academy / Diagnostics
5. IPA4SME
6. Horizon IP Scan
7. IP Booster
8. Horizon Results Booster
9. LeadershIP4SMEs
10. EPO Academy
11. 4IPCouncil

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European Union Intellectual Property Office

WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION
The WIPO Academy

enterprise europe network

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Europäisches Patentamt
European Patent Office
Office européen des brevets

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EUIPO – Ideas powered for business hub

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Horizon IP Scan

- A new EC innovation advisory and support measure within the ”2020 IP Action Plan“
- Tailored to the needs and challenges of SMEs/start-ups involved in collaborative R&I projects

www.horizon-ipscan.eu

Who can apply?

The service is open to European start-ups and SMEs that are about to sign a Horizon (2020/Europe) Grant Agreement or have recently signed one (up to six months after signature). It also caters to SMEs signposted by the Horizon Results Booster (maximum until half of the project duration).

In addition, SMEs that are referred to Horizon IP Scan by the Enterprise Europe Network in view of a planned cooperation with other entities on a R&I project, are also eligible for the service up to six months after the beginning of a project, but preferably before any agreement is signed.

You can apply for the Horizon IP Scan at any time. Please take a look at our **Guide for Applicants** (available for download below) and fill in our service request form. This will only take a few minutes. All of the information you provide will be treated strictly confidentially, and will only be processed for the purpose of delivering the service. You may read our full **privacy statement** here.

We will carefully review your service request and notify you about the outcome of the application process as soon as possible.

Apply now!

Our **Guide for Applicants** covers all you need to know about submitting a service request and gives you further insights into the actual provision of the service.

Submit your Horizon IP Scan service request

Horizon IP Scan Guide for Applicants
English (1.52 MB - PDF)
Download

- Building on EU-wide network of IP experts
- Increasing overall IP awareness and IP management knowledge
- Open for applications until November 2023

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Any questions?

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