



Rigorous empirical
research on
intellectual property

Joint EUIPO/4iP Council Webinar & Q&A: How IP helps to secure your business investment

Host: Axel Ferrazzini, 4iP Council

Presenters:

- Suzanne Hogan
- Dr. Andreas Olmes
- Marco Bozzola

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What do we do?



Non-Profit Activities



High Quality Academic Research



Education



Promotion Innovative SMEs

Free materials on...



Summaries of papers,
studies, guides and
case law



Interactive graphics



Interviews
to inspire SMEs



Webinars

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For SMEs:

Which types of intellectual property do you need?

Filter table columns

	PATENTS	COPYRIGHTS	DESIGNS	TRADE MARKS	TRADE SECRETS
What do they protect?	An invention: a new and creative way of doing something or solving a technical problem. See also	A work of original intellectual creation. See also	A new and original visual appearance of a product. See also	Distinctive signs. See also	Information of confidential nature. See also
Examples of what is protected	inventive products and processes in all fields of business. For examples of successful inventions by SMEs: See also	Audio-visual works, pictures, graphics, architecture, databases, software, designs, literary texts, patents, articles, music and video, dramatic works. See also	Packages, containers, furnishings, graphics, symbols, computer icons, systems, graphical user interfaces, logos and signs. See also	Words, phrases, logos, icons, symbols, colors, sounds, smells, tastes, textures, and other distinctive signs. See also	Business information, know-how, customer lists, supplier lists, etc. See also
How are my rights protected?	Through professional advice, using or setting of the patent institution. See also	Protects the work being created automatically upon publication, distribution or public display of the work. Protects the integrity and attribution of the work. Related rights: Public performance and display of the works. See also	Protects the visual appearance of an industrial or similar visual appearance for the same kind of products and/or services. See also	Through registration in the national trademark offices. See also	Through contractual arrangements. See also
How long is my innovation protected?	Up to 20 years. See also	Lifetime of the author +10 to 70 years after death (depending on the country). See also	Up to 25 years for registered designs. See also	Up to 10 years (renewable for up to 30 years). See also	As long as the information remains confidential. See also
Do I have to register it?	Yes, filing an application to a patent office is required. Have an patent applications in: UK France Germany Italy Spain Netherlands Sweden	No, copyright protection arises automatically with its creation. See also	No, but it is highly advisable to register designs. Registered designs are protected only from unauthorized copying and they have shorter term of protection (up to 5 years unless up to 25). Trade secrets in: UK France Germany Italy Spain Netherlands Sweden	Yes, filing an application to a trademark office is required. Have an trademark applications in: UK France Germany Italy Spain Netherlands Sweden	No. See also



2 - NEGOTIATING
3 - FUNDING
4 - STRATEGIC VALUE

Explore how patents add value with our **interactive guide**.

3 - COLLABORATION
4 - FUNDING

Explore the benefits of copyright with our **interactive guide**.

4 REASONS 4 TRADEMARKS

- 1 - DIFFERENTIATION
- 2 - PROTECTION
- 3 - REPUTATION
- 4 - REVENUE

Explore the benefits of trademarks with our **interactive guide**.

4 REASONS 4 DESIGN RIGHTS

- 1 - EXCLUSIVITY
- 2 - COMMERCIALISATION
- 3 - REPUTATION
- 4 - VALUE

Explore the benefits of design rights with our **interactive guide**.

European Court Decisions:



Case Law post CJEU ruling *Huawei v ZTE* [Back to main 4IP Council site](#)

4IP Council home Case law home CJEU decisions German court decisions Dutch court decisions English court decisions French court decisions Irish court decisions Italian court decisions Romanian court decisions National Courts Guidance Authors & contributors

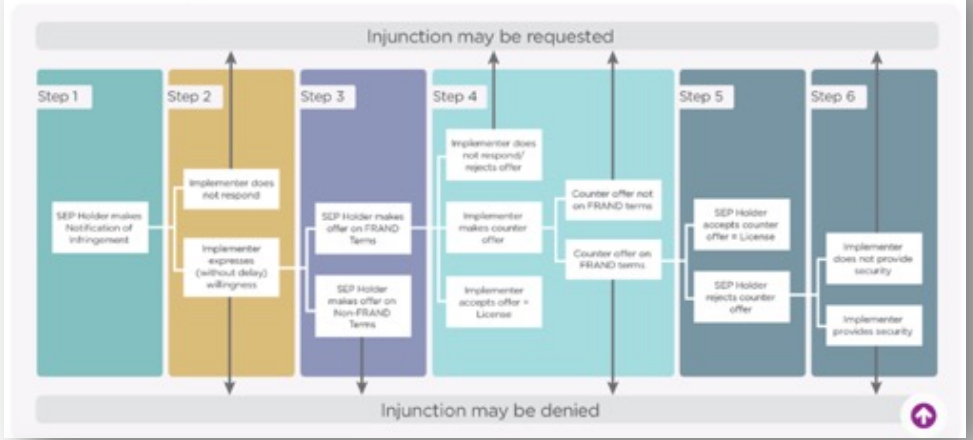
National Courts Guidance

Negotiating Licenses for Essential Patents in Europe

Increased clarity provided on the principles established by the Court of Justice of the European Union in *Huawei v ZTE*.

The Court of Justice of the European Union clarified, in *Huawei v ZTE* (Case No. C-170/13), European law relating to the availability of injunctive relief for infringements of FRAND-based standard essential patents. In doing so, the Court provided a legal framework focused on the good faith conduct to be expected of both parties. Since

Huawei v ZTE process



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Suzanne Hogan

Communication specialist, part of the EUIPO Ideas Powered for business Network Team, now dedicated to helping the EU SME Fund reach businesses like yours.



Dr. Andreas Olmes

Principal & Authorised Signatory, has a PhD in physics from Leibniz Universität Hannover and invests in hardware-related start-ups at HTGF in the Industrial Tech Team.



Marco Bozzola

Inventor, product engineer and full-stack programmer based in Italy. He is the owner of a start-up called Relio Labs. His flagship product, Relio, is used all around the world .



Intellectual Property (IP) and the SME Fund

We want to help your business fly with IP



EU agency that offers **IP rights** protection to businesses and innovators across the EU and beyond

Based in Alicante, Spain, since **1994**, our core business is the registration of **EU Trade marks** and **Designs**.



Over **1.600** employees working directly and indirectly.



We process applications in **24** official EU languages.



We now register around **200 000 EU trade marks** and up to **110 000 Community designs** annually.



Only **9%**
of European SMEs
own IPRs... **but** those that do have
+68%
higher revenue
per employee than
those that do not*

*controlling for all relevant factors such as size, sector or country

Intellectual property rights and firm performance in the European Union
Firm-level analysis report, February 2021

[Link](#) to study



IP = ways to protect your business creations and innovations

Intellectual Property and benefits



- 1.
- 2.
- 3.
- 4.
- 5.

Legal protection against piracy/counterfeiting



Market exclusivity or competitive advantage



Branding recognition, reputation and marketing



Reach international markets



More access to finance





1. Free personalised consultations

2. SME Fund

Free personalised consultations



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SMEs**



**250
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	IP ACTIVITY	COVERAGE	INCLUDED FEES	REIMBURSEMENT %
Voucher 1	IP Scans	National level	Ceiling per EU country (maximum fee of €1,500)	90%
	Trade marks & designs	National, regional, and EU levels	Application, class, examination, registration, publication, and deferment of publication fees	75%
		Outside of the EU	Basic, designation, and subsequent designation fees (*)	50%
Voucher 2	Patents	National level	Pre-grant (filing, search, and examination), grant, and publication fees	50%

(*) Excluded fees: designation fees of EU countries and handling fees charged by the office of origin.

THE PROCESS IS SIMPLE



SME fund



1 | Apply for the grant



2 | Receive your grant award and voucher(s)



3 | Request and pay for IP activities



4 | Get reimbursed



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Thank You!

Forthcoming Webinars:

Date	Title	Summary
20th April, 16h (CET)	Artificial Intelligence and copyright in the creative industries	Presented by Dr. Hayleigh Boshier, this webinar will answer questions like: How will AI technologies impact the future of creative industries and how are legislators addressing these changes in copyright? Are copyright works created by AI original?

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