



# European IP Helpdesk

Stay ahead of the innovation game.

## Importance of IP for SMEs

26 March 2024





# European IP Helpdesk

- Service initiative of the European Commission
- Addressing **current and potential beneficiaries of EU-funded projects, researchers and EU SMEs**
- Free-of-charge first-line support on intellectual property (IP)
- Hands-on IP and innovation management support
- International pool of IP experts from various thematic fields
- Unique cooperation scheme with the Enterprise Europe Network: 44 ambassadors from 27 EU countries



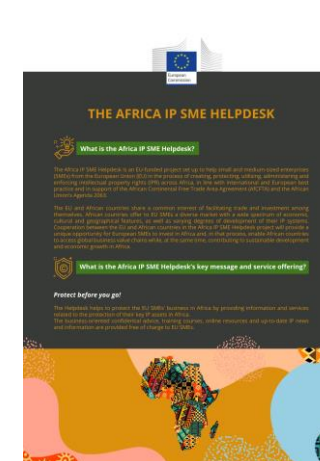
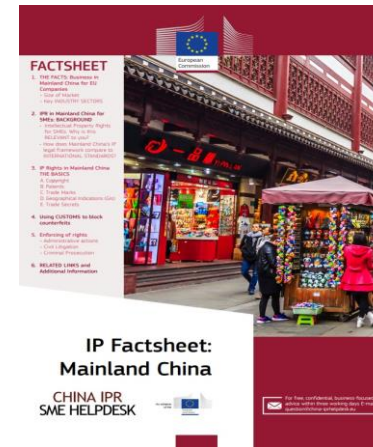
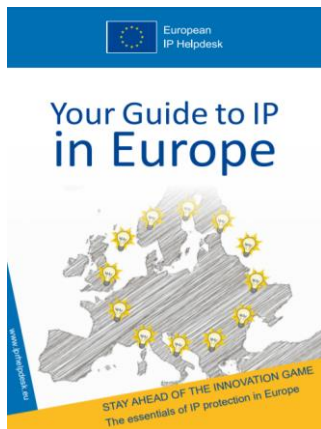


# The EC IP Helpdesks





# EC IP (SME) Helpdesk Hub – Gateway to Information



- E-learning modules & more
- Guides / Topic, country, sector-specific factsheets / Infographics
- Case studies



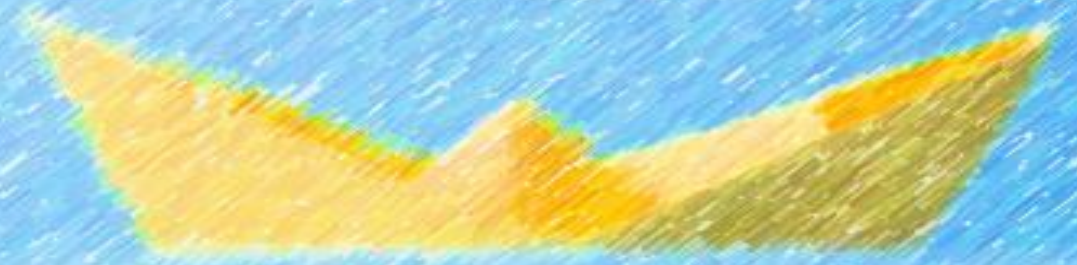
# Ambassador Scheme

- **Cooperation scheme** with the Enterprise Europe Network (EEN): 44 ambassadors – 27 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**





# WHY IS IP IMPORTANT?





## EPO/EUIPO



### Intellectual property rights and firm performance in the European Union

Firm-level analysis report, February 2021



www.euiipo.europa.eu

### 2022 INTELLECTUAL PROPERTY SME SCOREBOARD EXECUTIVE SUMMARY



September 2022

- 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



# Lack of awareness

**“What are major IP issues SMEs struggle with in your particular country?”**

"Many companies do not know that what they have is an intellectual property asset, so they do not even think that this should be valued. This obviously leads to a lack of an IP strategy, no usage of IP utilization methods and contracts without a proper IP component."

**#IPAmbassador in Hungary**

Dr Noémi Liber  
CCI of Pécs-Baranya

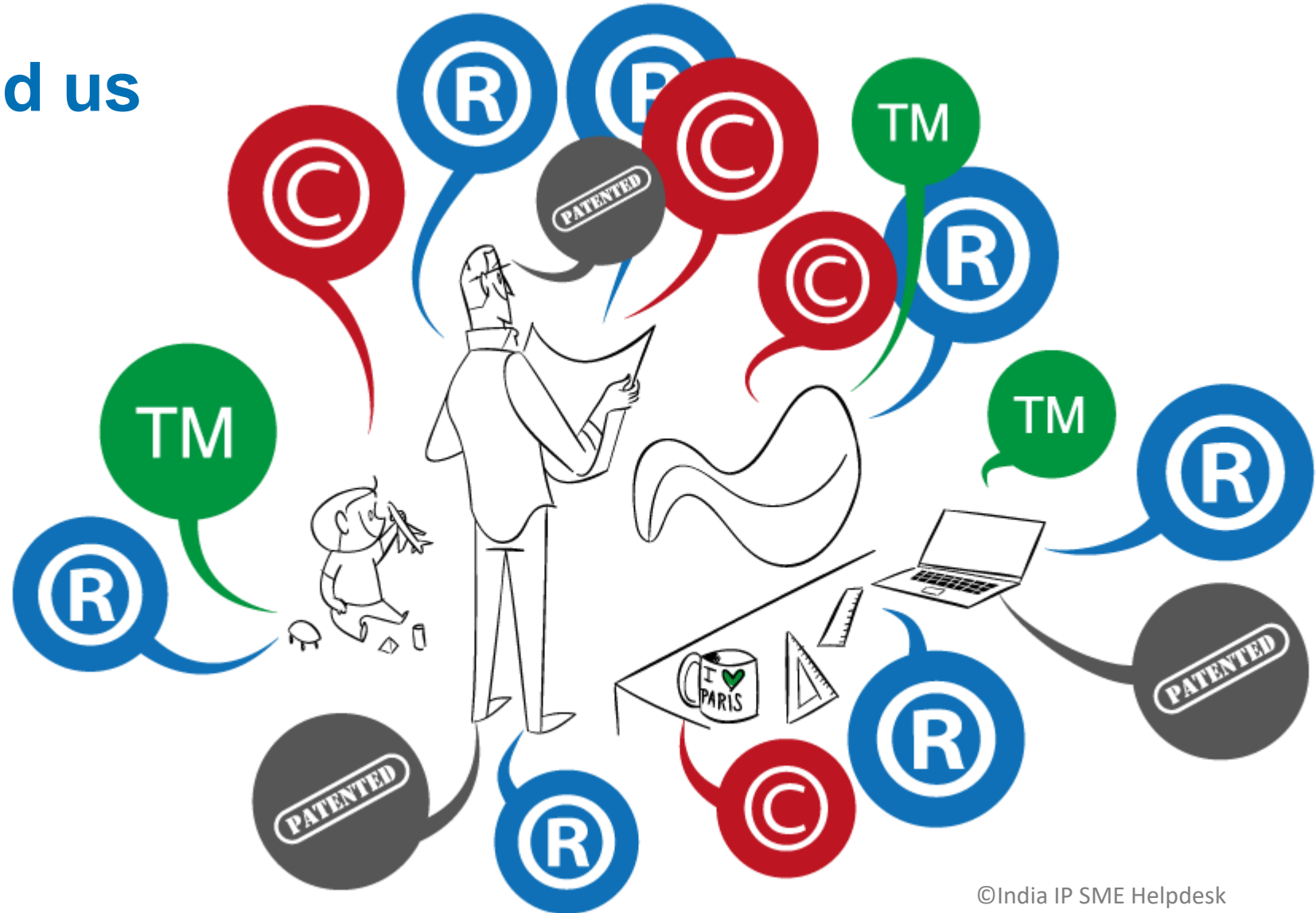
**#worldipday**







# IP is all around us





## How Does this Affect Your Business?

IP may assist you in almost every aspect of your **business development** and **competitive strategy**:

- from product development to product design,
- from service delivery to marketing,
- from raising financial resources to exporting or expanding your business abroad through licensing or franchising.



# 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  $\neq$  protection!

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

- ✓ *Protected*
- ✓ *Managed*
- ✓ *Enforced*





# IP protection is a strategic Commercial decision



**Assessment, protection and exploitation must be considered together**

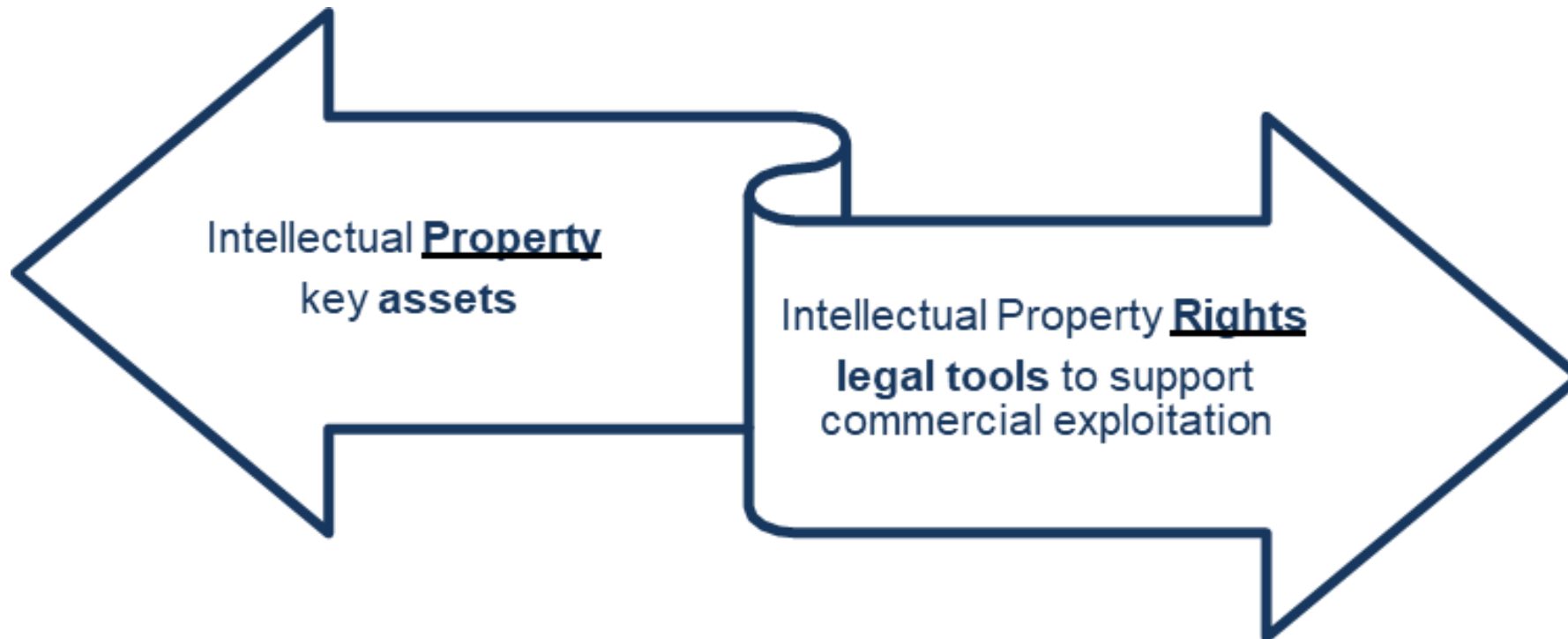


# IP BASICS





# Don't confuse IP and IPR





# Intellectual Property Rights


REGISTRATION NOT  
NECESSARY

**COPYRIGHT & Related rights**  
Literary & Artistic Works  
Related rights  
Databases ...




**Intellectual  
Property**

**INDUSTRIAL PROPERTY**  
Trade Marks  
Patents  
Utility Models  
Industrial Designs...



REGISTRATION NECESSARY

**'SOFT IP'**  
Trade Secrets  
Know-How  
Confidential Information



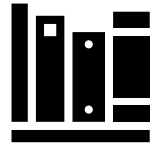


# Intellectual Property Rights



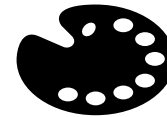
## Patents & Utility Models

→ Technical Inventions



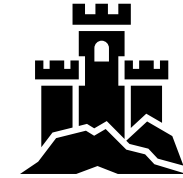
## Copyright

→ Artistic, literary, scientific works  
→ Software or other visual works  
(videos)



## Industrial Designs

→ Aesthetic aspect of an article



## Trade marks

→ Business identity (trade names  
/logos/slogans...)



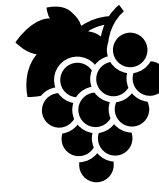
## Trade Secret

→ Valuable business info  
(processes, clients lists)



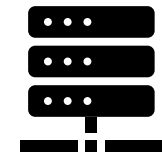
## Plant Variety Rights

→ Botanical varieties



## Geographical Indications

→ specific geographical origin



## Database Rights

→ sui generis form of IP





# Database Rights

Can a database be protected by copyright?

→ Copyright

→ As compilation

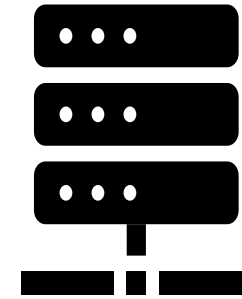
→ Database Right

→ protect the contents of a database

→ Sui generis

...” prohibits the extraction or re-utilisation of any database in which there has been a substantial **investment** in obtaining, verifying or presenting the data contents.”

→ No need for originality ≠ copyright



Database Rights



# Trade Secret

1. **Secret**
2. **Commercial Value**
3. **It has been actively kept a secret**



**Trade Secret**



# Duration of the Protection

Intellectual Property rights grant a monopoly on the intellect creation for a limited amount of time depending on the type of right that is protected.

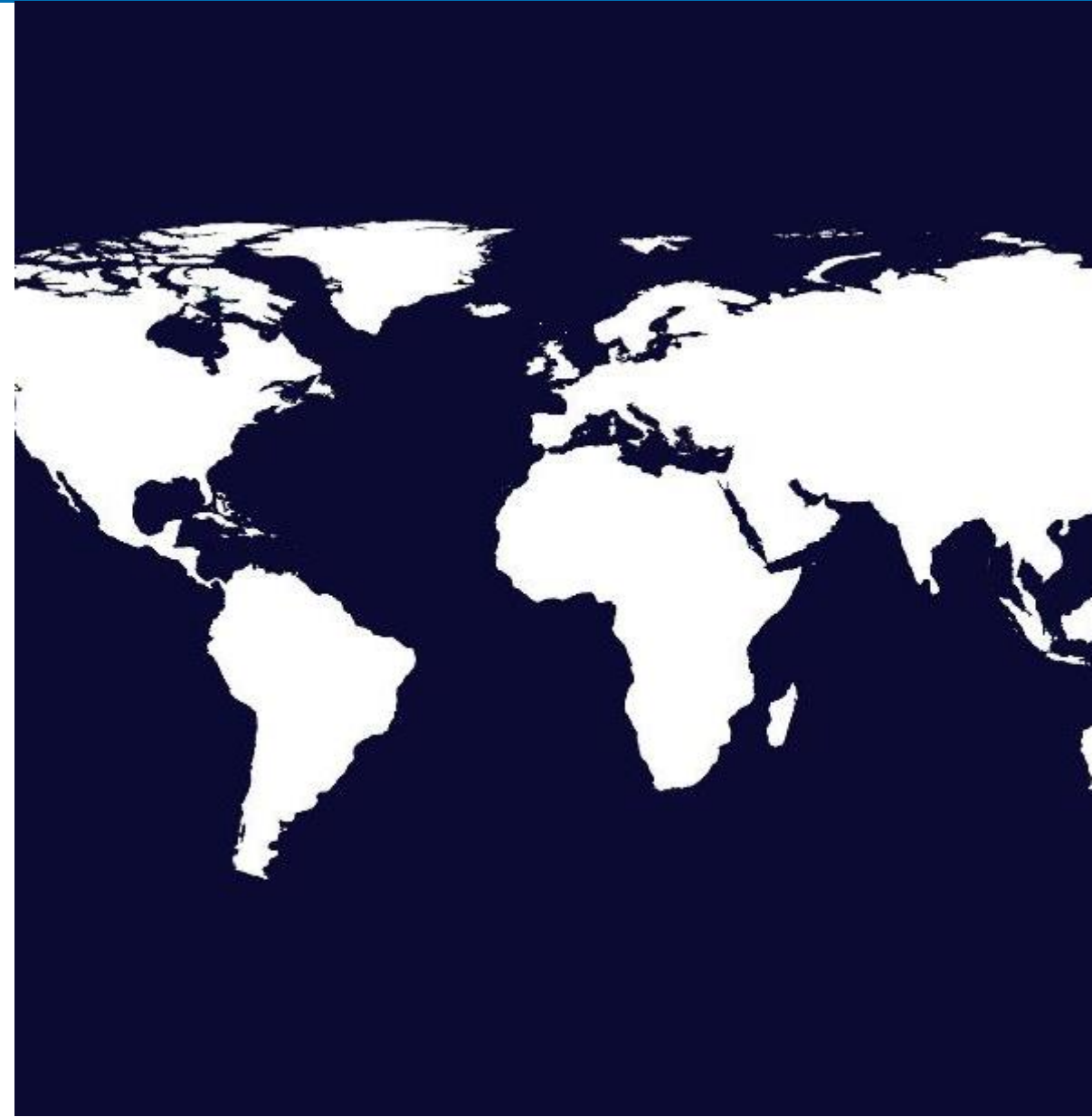
- Copyrights 70 years after the death of the author
- Patents 20 years after the application
- Industrial designs 25 five years after the registration
- Trademarks indefinitely as long as renewal fees are payed





# Principle of territoriality

IP rights are territorial rights. In general, the exclusive rights are only applicable in the country or region in which a patent has been filed and granted, in accordance with the law of that country or region.





## Passivity of the rights

An IP right grants to its owner a temporary monopoly over its creation. Nobody without his authorisation may use, commercialise etc. the protected item.



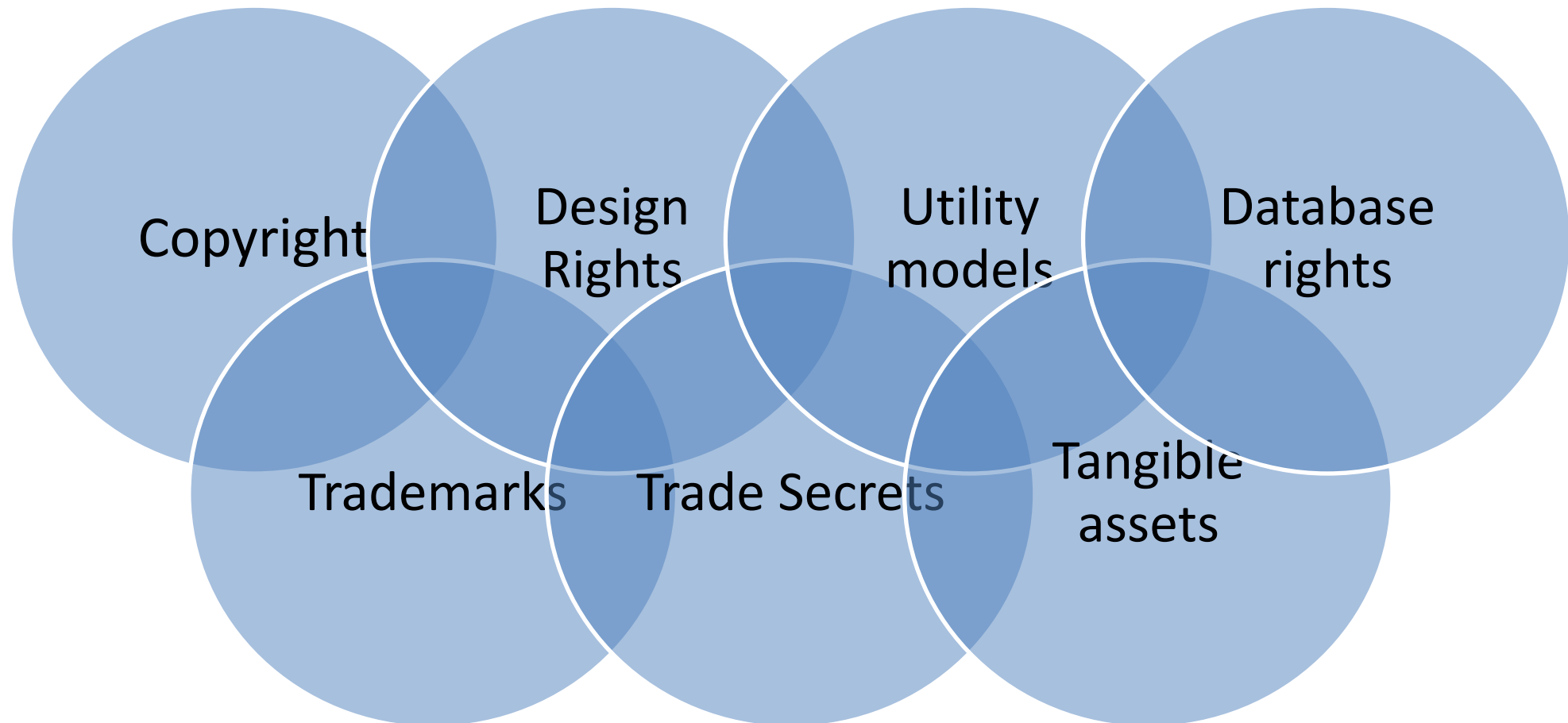


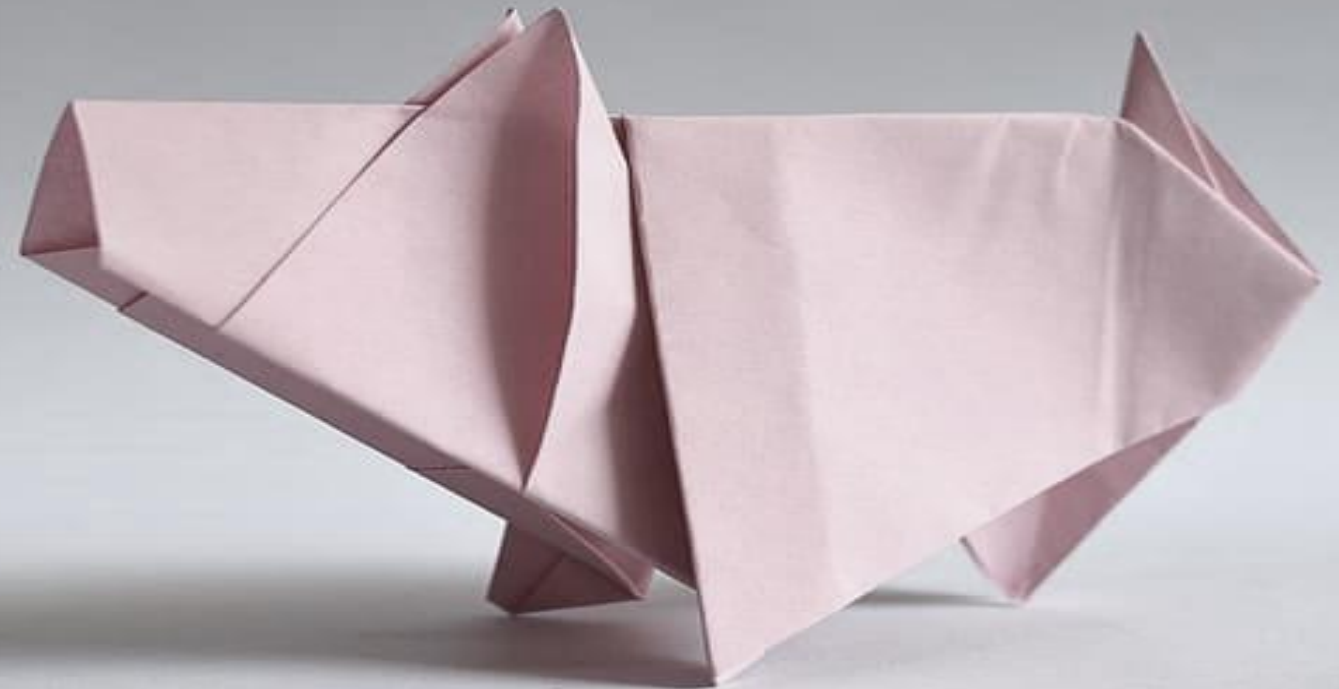
# Combined Use





## There are many ways to protect:





# IP AS A BUSINESS ASSET





# How do I use intellectual property to grow my business?



- Exclusivity
- Enhance your reputation
- Commercialisation
- Attract funding and investment



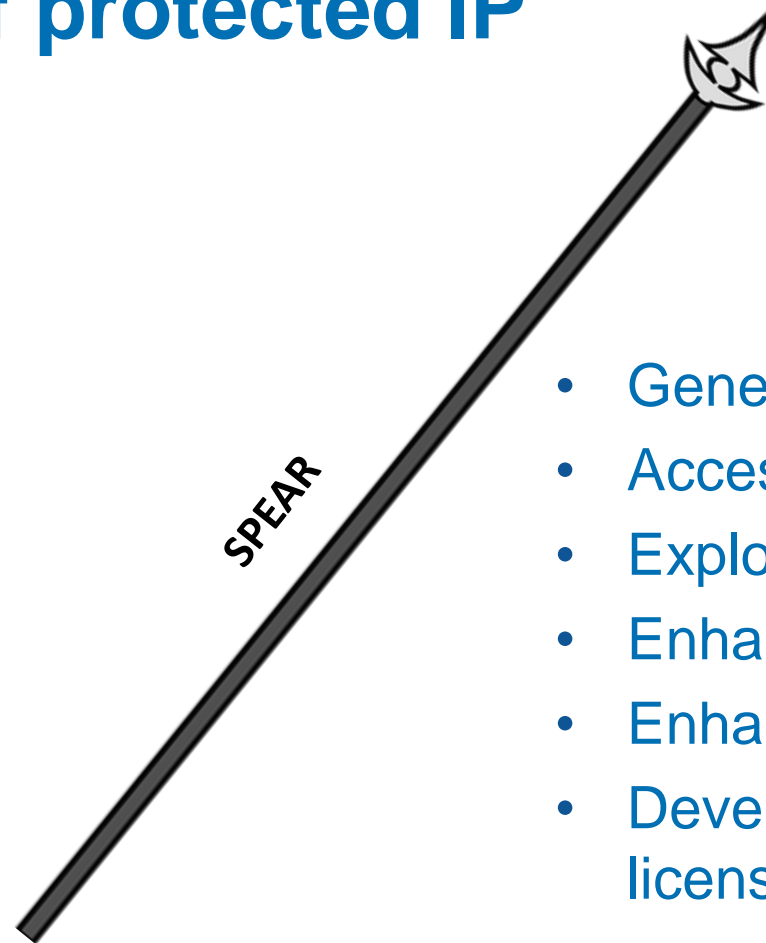
# IP as a business asset!

- 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**



# The Strategic Values of protected IP

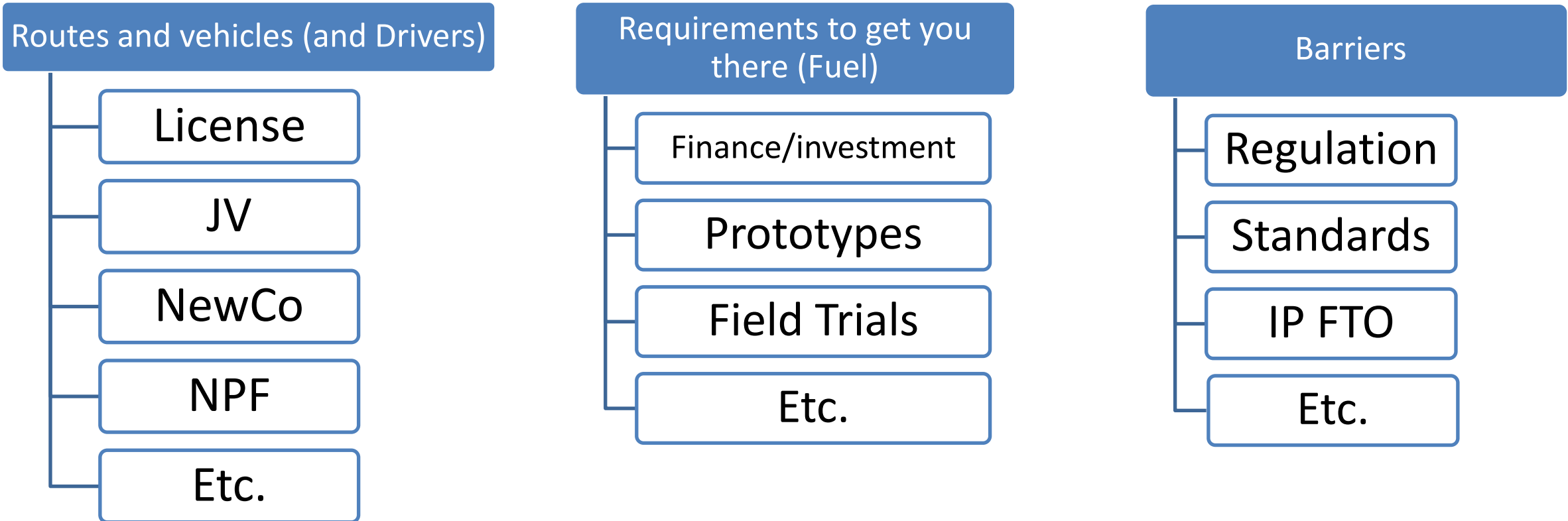
- Defend position
- Secure Market Share
- Protect Products or services
- Create barriers to entry
- Enhance competitiveness
- Avoid litigation



- Generate New Revenues
- Access new technology
- Exploit new Markets
- Enhance Corporate Value
- Enhance competitiveness
- Develop Partnerships and licensing relationships



# Different routes to value creation





## SME case studies



### Marinomed: Using red algae to fight the flu

- Flexible licensing models
- Involving an IP specialist early in the R&D stage
- Negotiation is the preferred
- Trade marks

Aerogen (medical technology - Ireland)	+
Cosmed (medical technology - Italy)	+
Micrel Medical Devices (medical technology - Greece)	+
Marinomed (biotechnology - Austria)	+
Webdyn (digital communication - France)	+
Fractus (telecommunications - Spain)	+
Ekspla (Optics - Lithuania)	+
Orcan (electrical machinery, apparatus, energy - Germany)	+
Skeleton (electrical machinery, apparatus, energy - Estonia)	+
Voltea (electrical machinery, apparatus, energy - The Netherlands)	+
Lithoz (machine tools - Austria)	+
Picote (machine tools, Finland)	+



## Merits of IP activities in business

- Preventing *infringement*
- Increasing profits
- Increasing customer confidence
- Securing a share in niche markets
- Innovation research activities



## Risks of disregarding Intellectual Property

- Watch out what's worth to be patented!
- Internal know-how can be lost
- Be sure not to use anyone else's IP!
- Be unaware of relevant technical information



## Conclusion

- Intellectual property strategy is not necessarily a choice between two alternatives but can involve **multiple** decisions.
- It is necessary to effectively **combine** strategies across the intellectual creation cycle.
- IPR should be **used actively** as a source of information



A collection of colorful origami cranes in various colors including orange, pink, yellow, green, and blue, scattered across a light blue background. The cranes are in various stages of being folded or are fully formed.

# **SUPPORT SERVICES & USEFUL TOOLS**



# Tools: Examples of search engines:

The image displays three overlapping screenshots of intellectual property search engines:

- TMview:** A trade mark search interface with the headline "Search 62,014,071 trade marks across the European Union and beyond". It features a search bar with a camera icon for image uploads, a "Territories" dropdown menu, and a "Last Searches" section at the bottom.
- Espacenet:** A patent search interface from the European Patent Office. It includes a "Quick help" sidebar with questions like "How many terms can I enter per field?" and an "Advanced search" section with fields for "Database", "Search terms", "Keyword(s) in title", "Publication number", "Application number", "Priority number", "Publication date", and "Applicant(s)".
- DESIGNview:** A design search interface with the headline "Search 17,066,008 designs across the European Union and beyond". It has a search bar, a "Territories" dropdown, and a "News" section on the right side.



**MORE INFO**





# Intellectual Property for Business

- How can Intellectual Property Enhance the [Market Value](#) of Your SME?
- How do you turn [Inventions](#) Into Profit-making Assets of Your SME?
- Why is Intellectual Property Crucial for [Marketing](#) the Products and Services of Your SME?
- Can Your SME use Intellectual Property Assets for [Financing](#)?
- How can Intellectual Property Enhance the [Export](#) Opportunities of Your SME?
- How can Your SME [Acquire and Maintain Intellectual Property Protection](#)?
- [Protecting the Intellectual Property Rights of Your SME Abroad](#)
- Why are [Trademarks](#) Relevant to the Success of Your SME?
- Protecting the [Trade Secrets](#) of Your SME
- How can Your SME Benefit From [Copyright Protection](#)?
- How can [collective marks, certification marks and geographical indications](#) be useful for SMEs?
- Protecting Innovations by [Utility Models](#)
- Managing the [Intellectual Property Assets](#) of Your SME
- Using [Patent Information](#) for the Benefit of Your SME
- [Licensing of Intellectual Property](#); a Vital Component of the Business Strategy of Your SME
- What Should Your SME do to Resolve [Disputes Related to Intellectual Property](#)?
- [Maps of Intellectual Property](#) to manage your IPR strategy properly!



# Any questions?





## Contact:

- Website: [ec.europa.eu/ip-helpdesk](http://ec.europa.eu/ip-helpdesk)
- [training@iprhelpdesk.eu](mailto:training@iprhelpdesk.eu)
- Twitter [@iprhelpdesk](https://twitter.com/iprhelpdesk)
- LinkedIn [/european-ipr-helpdesk](https://www.linkedin.com/company/european-ipr-helpdesk)

