



European IP Helpdesk

Stay ahead of the innovation game.

European IP Helpdesk Webinar:
IP Commercialization and Licensing
(Basic)

Dr. Christian Hackl

Senior IP Advisor

March 2026



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: 43 ambassadors from 26 EU countries



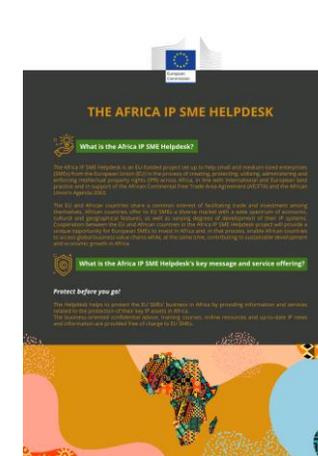
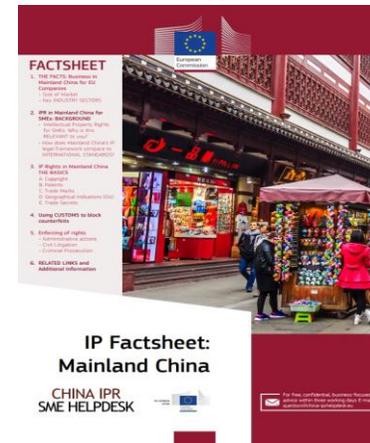
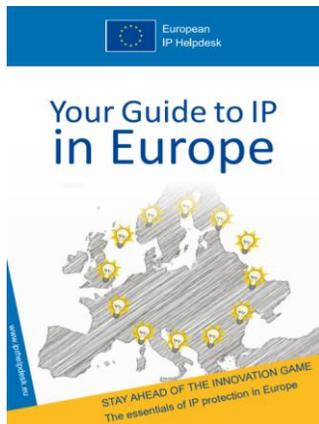


The EC IP Helpdesks





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): 43 ambassadors – 26 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**





Upcoming events



03
MAR
2026

Training and workshops

[EU - Webinar: IP in EU funded projects with a special focus on MSCA](#)

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10
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[EU - Webinar: IP & Open Science](#)

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[EU - Webinar EPO Coop: Protect your IP in quantum technologies: Focus on quantum computing](#)

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[EU - Webinar: IP Commercialisation & Licensing - Advanced](#)

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[EU - Webinar: Finding Patents](#)

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[EU - Webinar: IPR and Software](#)

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[EU - Webinar & Horizon Results Platform: Open Science and IPR](#)

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[EU - Webinar: IP for Future and Emerging Technologies](#)

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Training and workshops

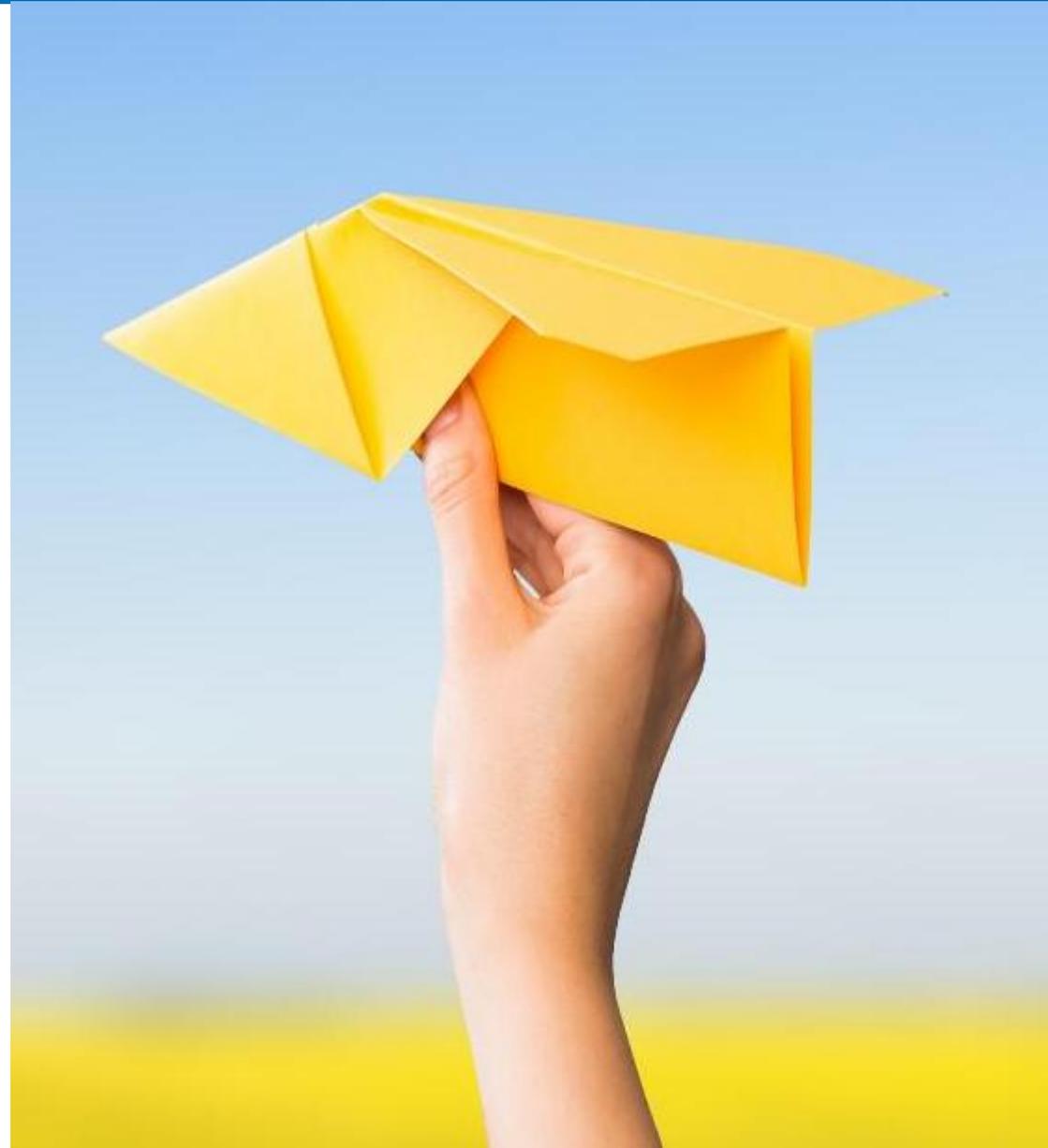
[EU - Webinar : Unitary Patent](#)

🔗 Live streaming available



Thank you!

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Overview

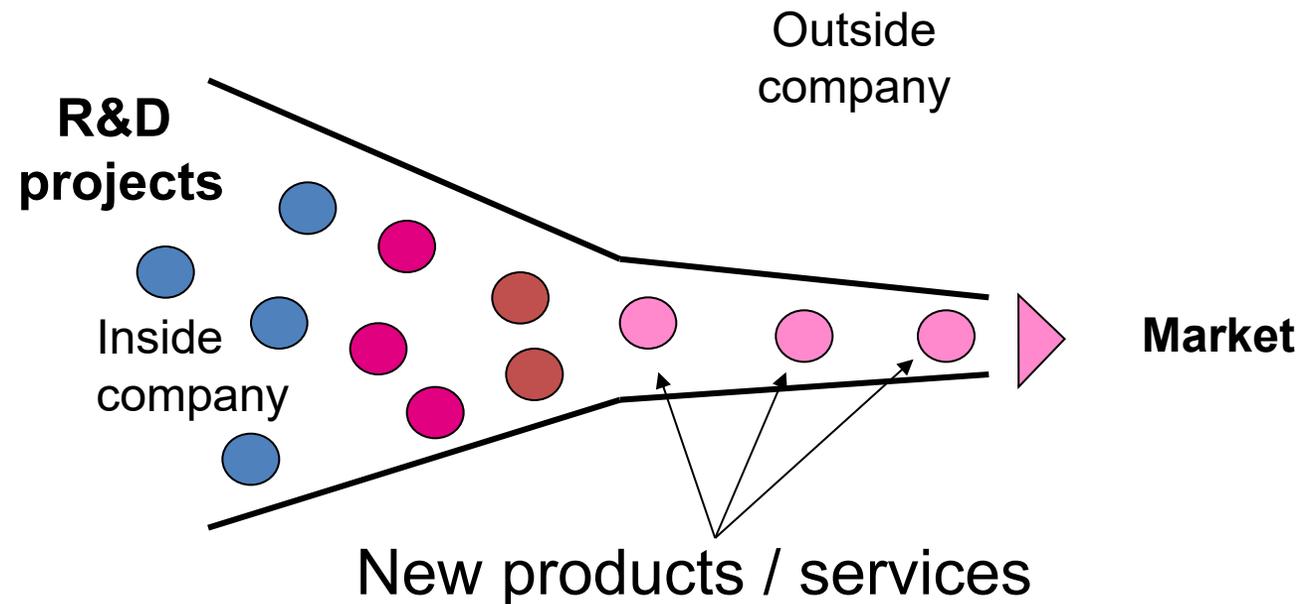
- Introduction European IP Helpdesk
- Open innovation / Commercialisation
- What and why (license)
- Before negotiating
- Core content (licensing agreements)
- Case study
- The negotiation

Training: „Licensing -
Advanced“





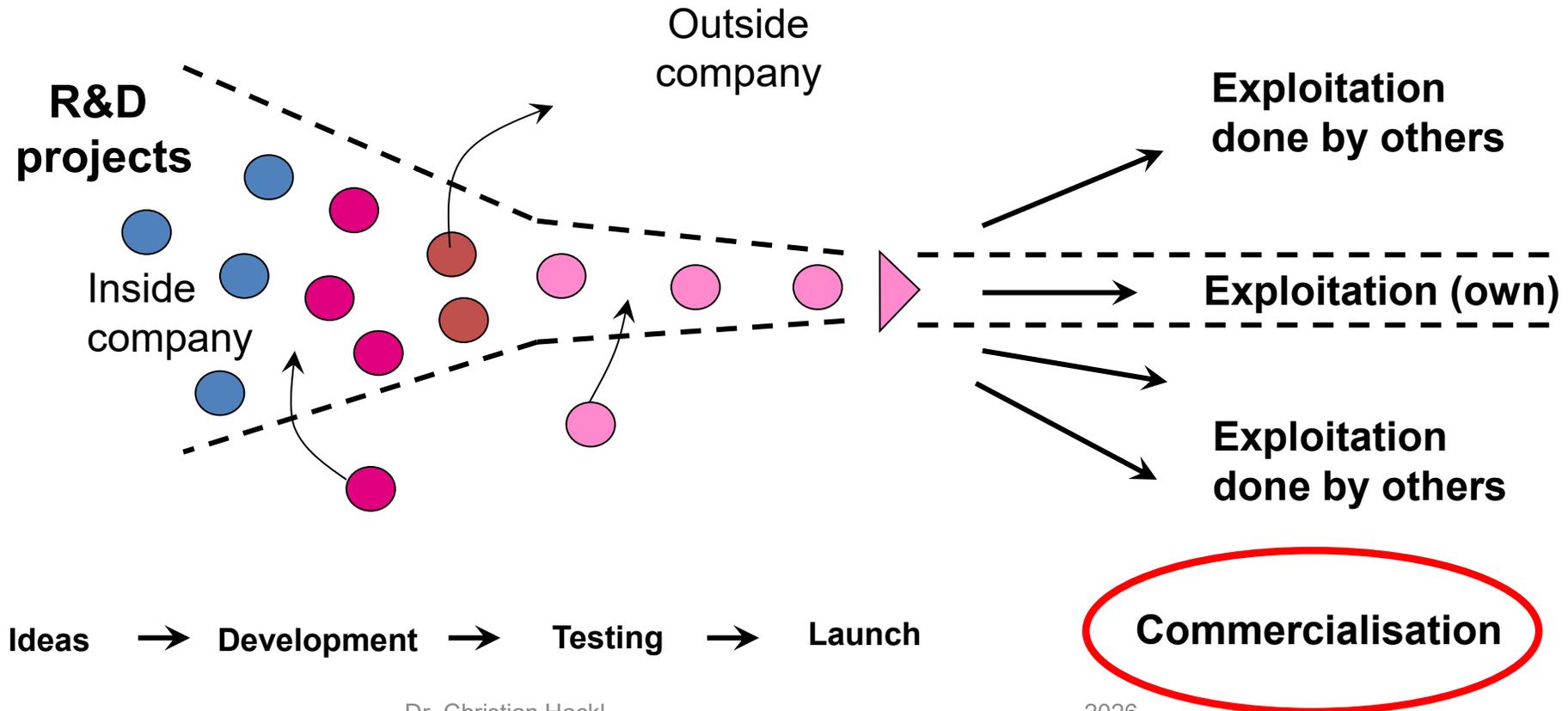
Closed Innovation



Ideas → Development → Testing → Launch

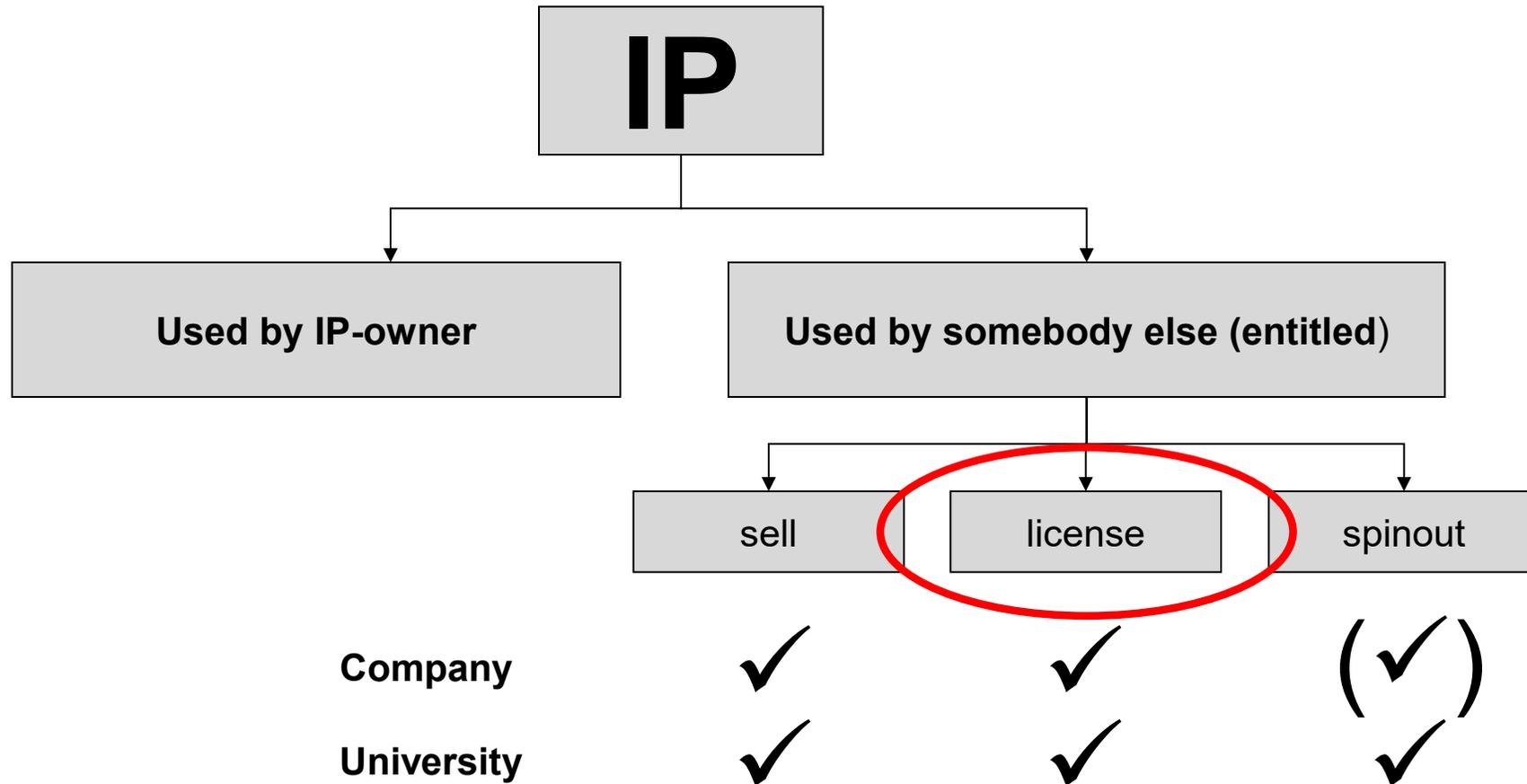


Open Innovation





IP Commercialisation





An IP license

- Indirect exploitation of intellectual property
- Licensing agreement: the owner of IP (Licensor) grants the Licensee the right to use the IP
- The Licensor maintains the ownership of the IP



What is a license?



Licensor
IP owner (e.g.
university,
company,
individual)

Permission to use IP

Payments



Licensee
(e.g.
company)



Which IP rights can be licensed?

Registered IP

Patents

Utility models

Registered trade marks

Registered designs

Unregistered IP

Copyright

Database right

Unregistered trade marks

Unregistered designs

Soft IP

Know-how

Trade secrets

Confidential information



When to use a license agreement

- **If you are giving someone else the right to use your intellectual property (IP)**
 - E.g. the right for a publisher to make and sell copies of your copyright work, e.g. software or novels
 - E.g. the right for a manufacturer to make and sell products covered by your patents or designs
 - Others, e.g. trade mark licences, know-how licences



When is a license agreement less likely to be needed?

- **If you are selling (assigning) the IP outright**
- **If you are just selling products or services**
 - Even if those products are protected by your IP
 - (But if you want to stop the purchaser from using the product freely, a licence may be required to set out the limits of permitted use)



Contrasting types of agreement

- **IP assignment**
 - Outright sale of the IP (e.g. software developer outright selling of software)
- **License agreement**
 - Permission to use IP; ownership remains with licensor
 - patents
 - software (e.g. software developer might want to license end users; EULA: End User License Agreement)
- **Distribution agreement**
 - E.g. software developer appoints distributor who will sell or license products protected by the IP



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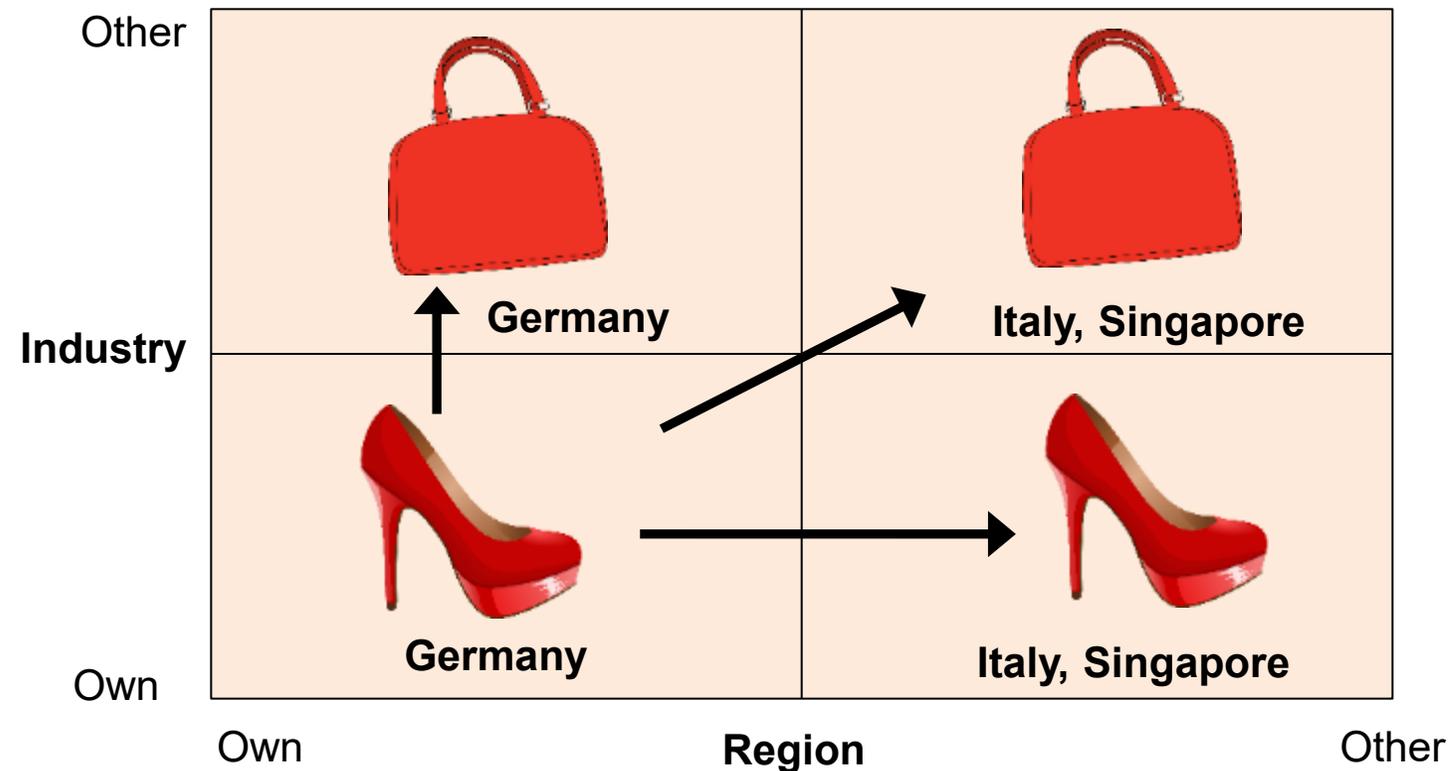


When does external commercialisation make sense?

- Different geographical region
- Different application / industry
- No strategic fit
- Platform technology

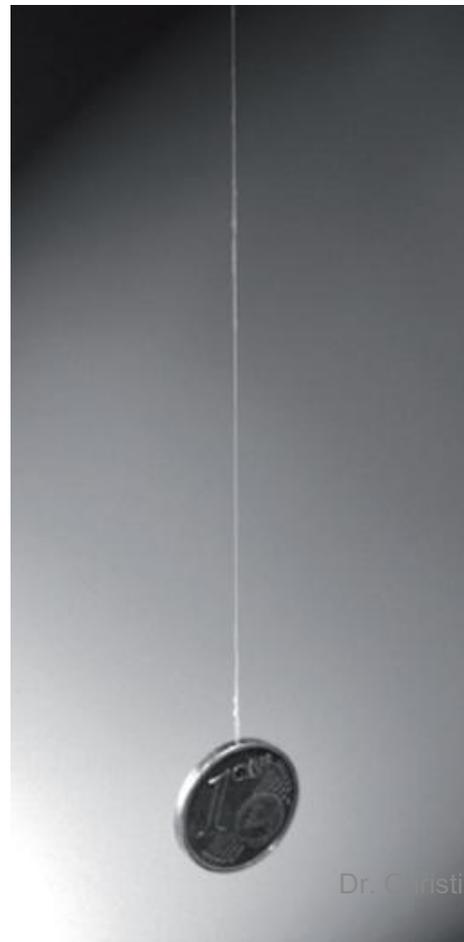


Some reasons for external commercialisation – new markets





Some reasons for external commercialisation – platform technology



Dr. Christian Hackl

BioShield-S1 for improved implants and SanaSilk OTC wound care products	>	Implant Coatings & Medical Devices
Medical Devices for OTC Wound Care	>	Medical Devices for OTC Wound Care
Cosmetics products with functional silk for improved skin care	>	Functional Cosmetics
High-performance fibers for technical and medical textiles	>	Biosteel Spidersilk Fibers

Picture: Amsilk



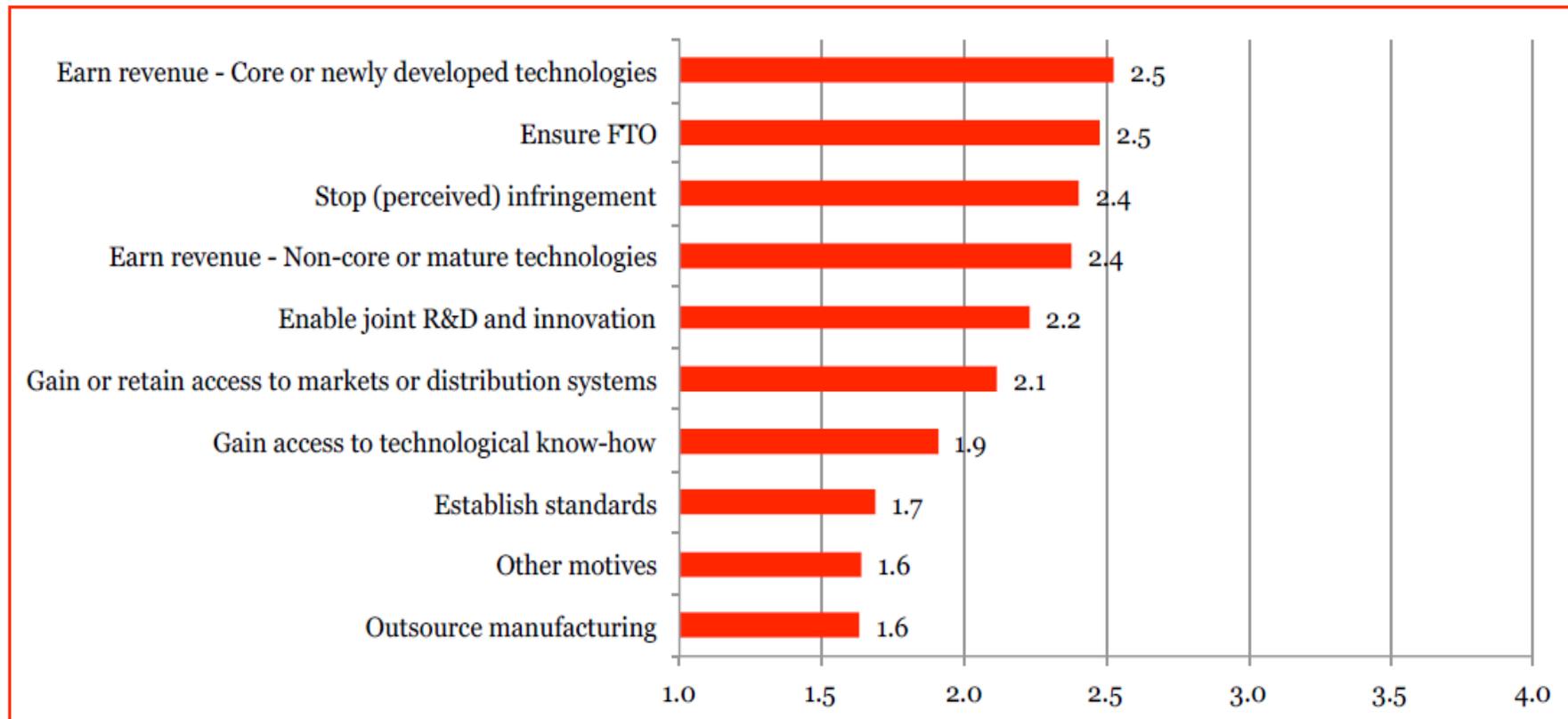
Some more reasons for licensing

- Access new markets
- Generate profit
- Share risk
- Accessing technology (faster, cheaper)
- Ensure Freedom-to-Operate
- Enter into an R&D collaboration
- Settle an infringement claim
- Cross licensing

Out-licensing
and
In-licensing



Motives for outlicensing patents

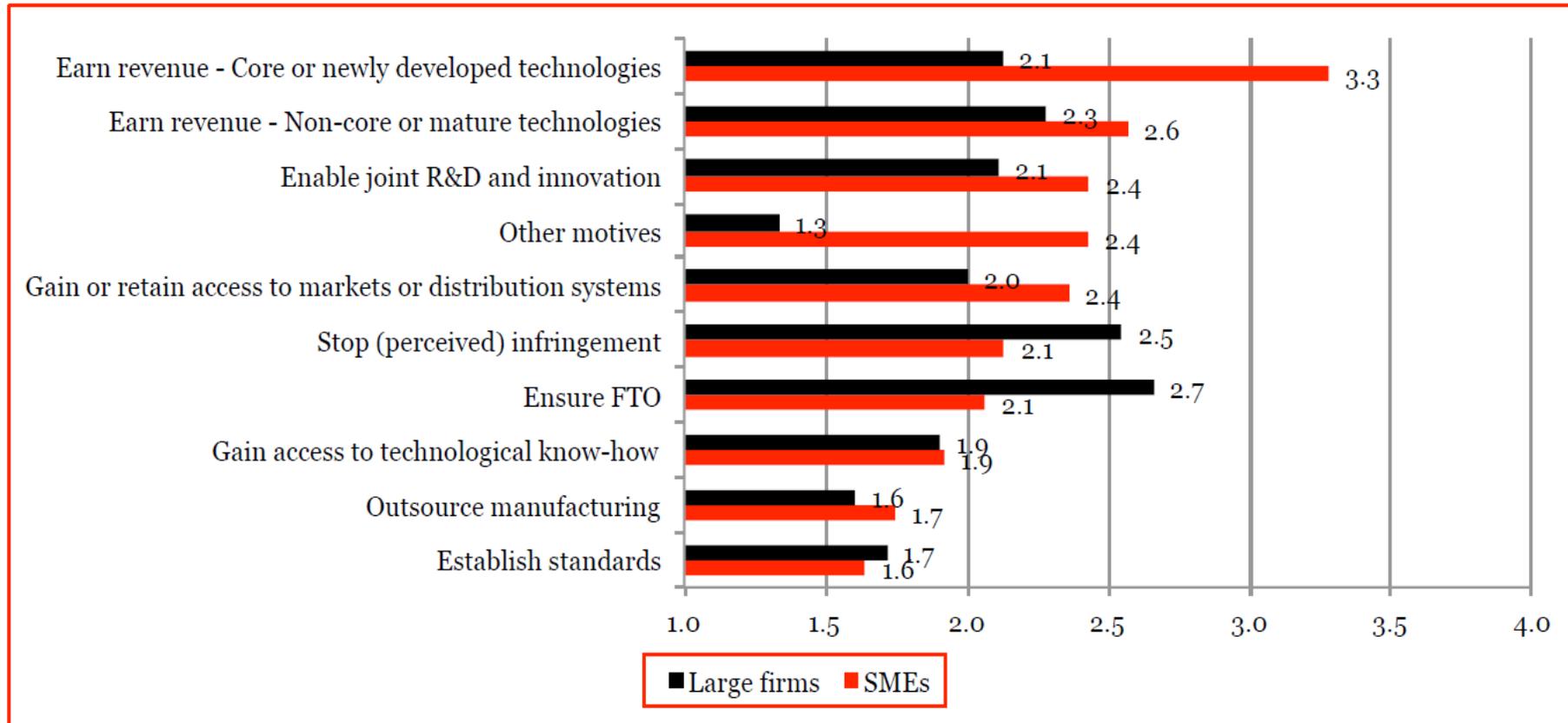


Arithmetic means on a scale from 1='unimportant motive' to 4= 'very important motive'

Source: PATLICE Survey (Survey on patent licensing activities by patenting firms), European Commission



Motives for outlicensing patents (size)

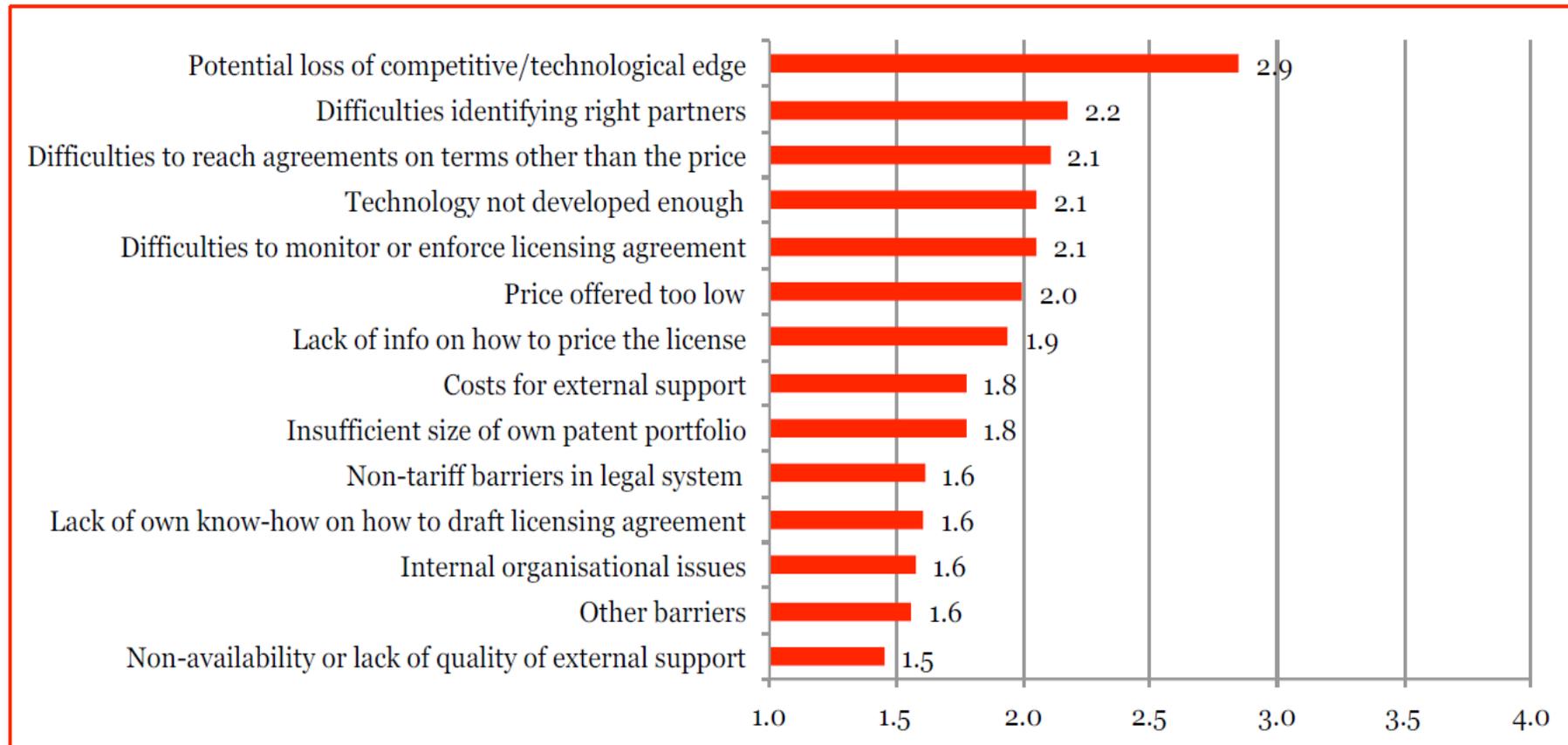


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Barriers to outlicensing patents

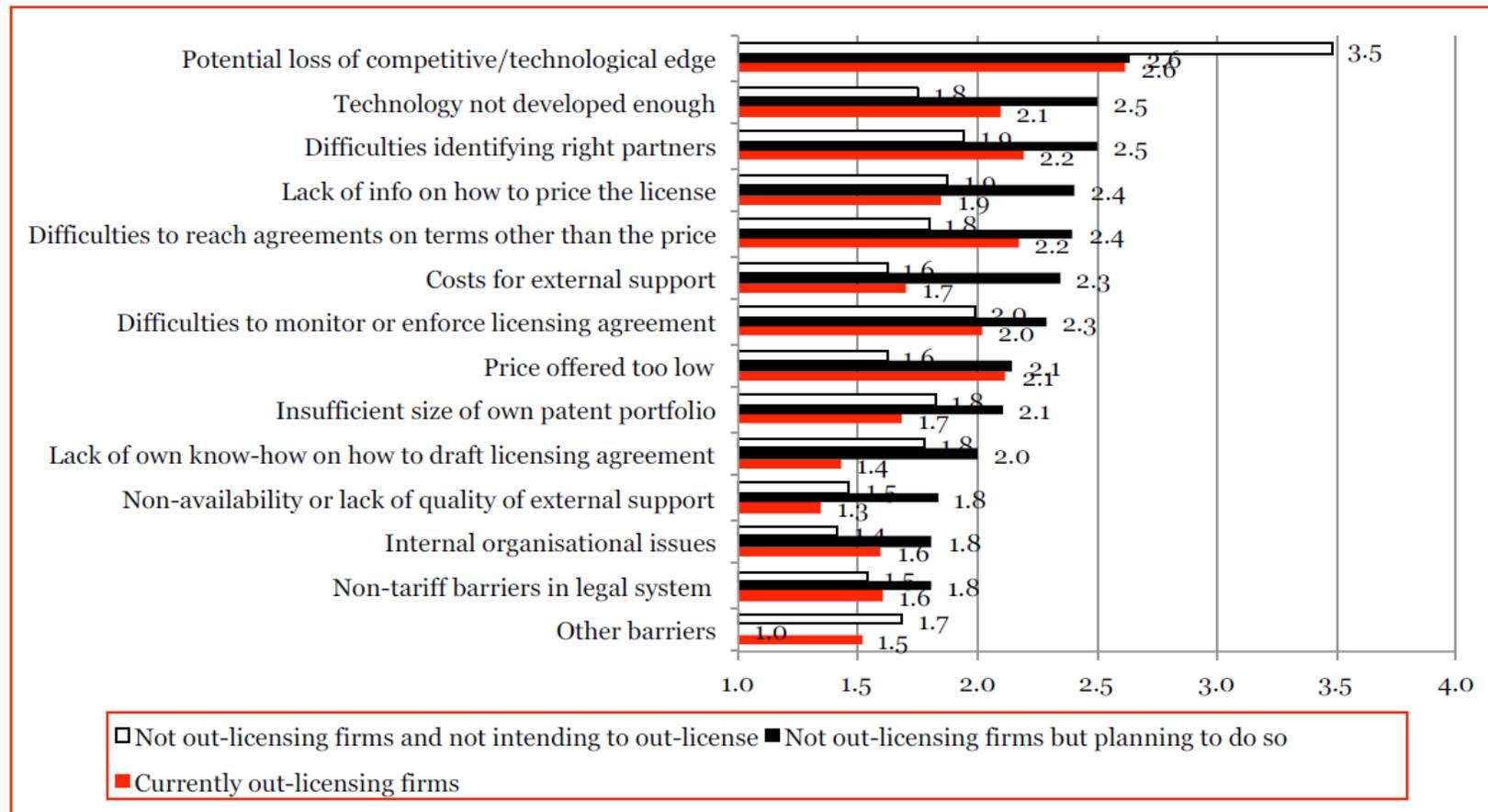


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Source: PATLICE Survey (Survey on patent licensing activities by patenting firms), European Commission



Barriers to outlicensing patents

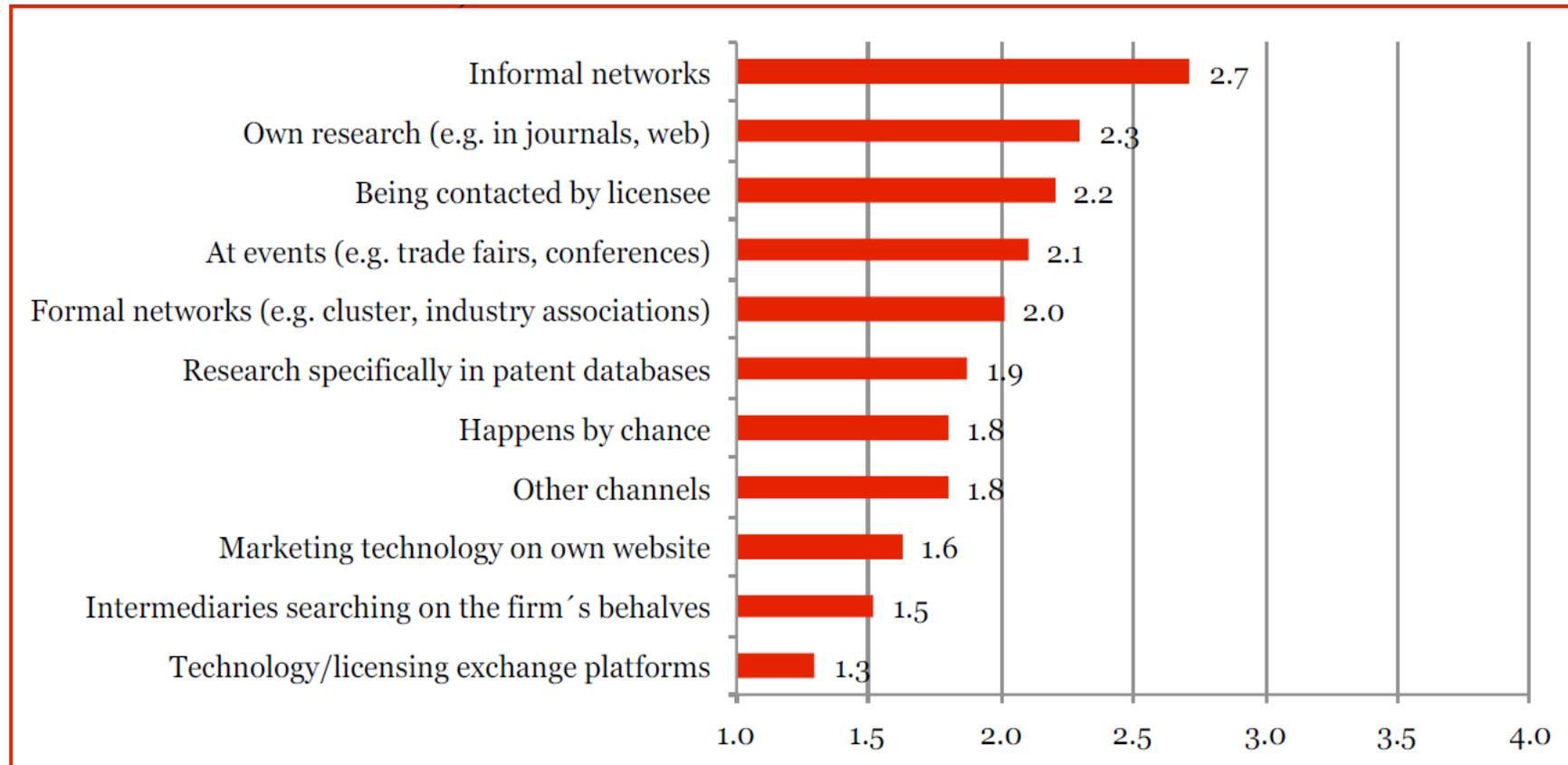


Arithmetic means on a scale from 1='unimportant motive' to 4= 'very important motive'

Source: PATLICE Survey (Survey on patent licensing activities by patenting firms), European Commission



Channels to find potential licensees

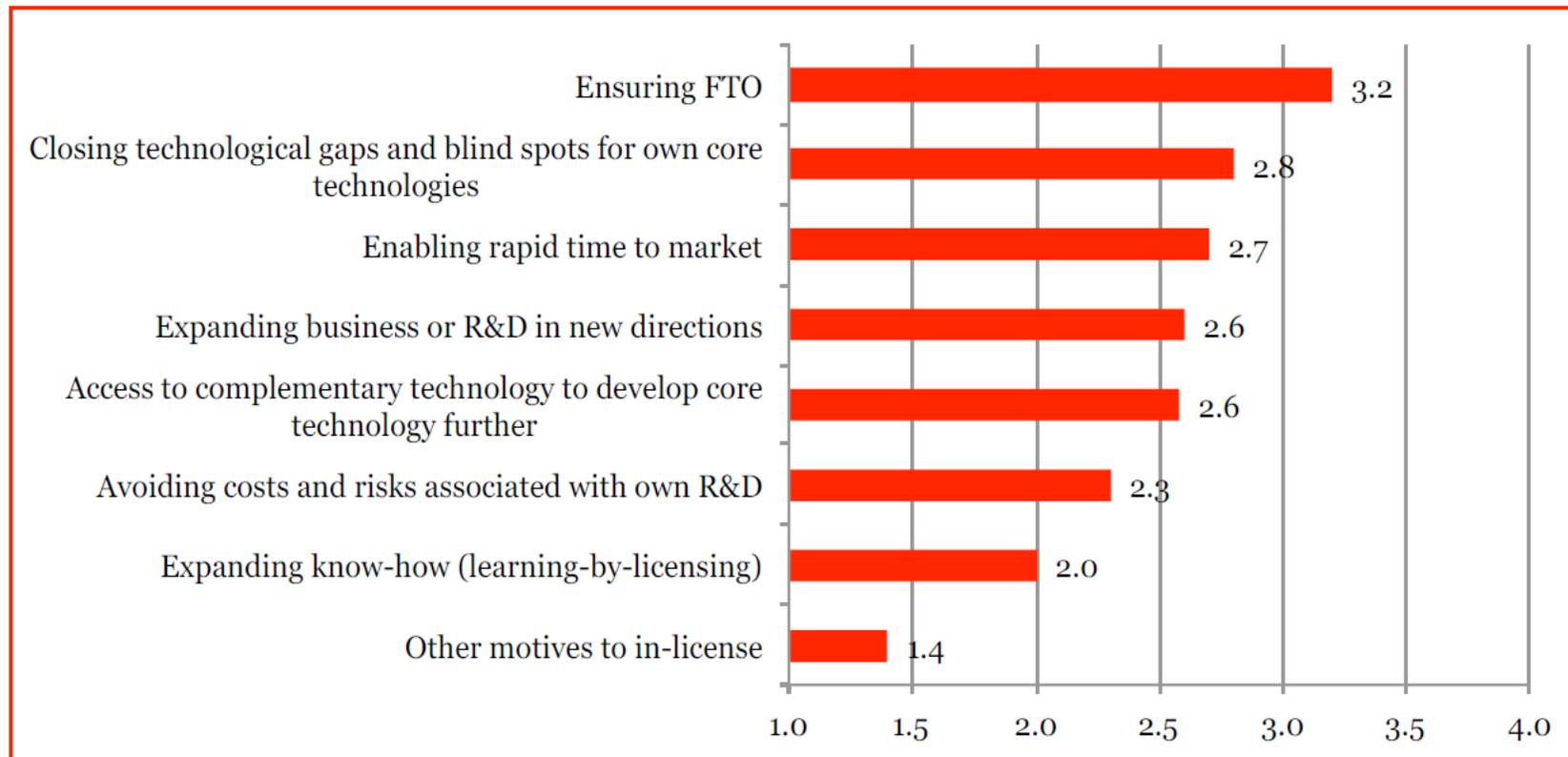


Arithmetic means on a scale from 1='unimportant motive' to 4= 'very important motive'

Source: PATLICE Survey (Survey on patent licensing activities by patenting firms), European Commission



Motives for inlicensing patents

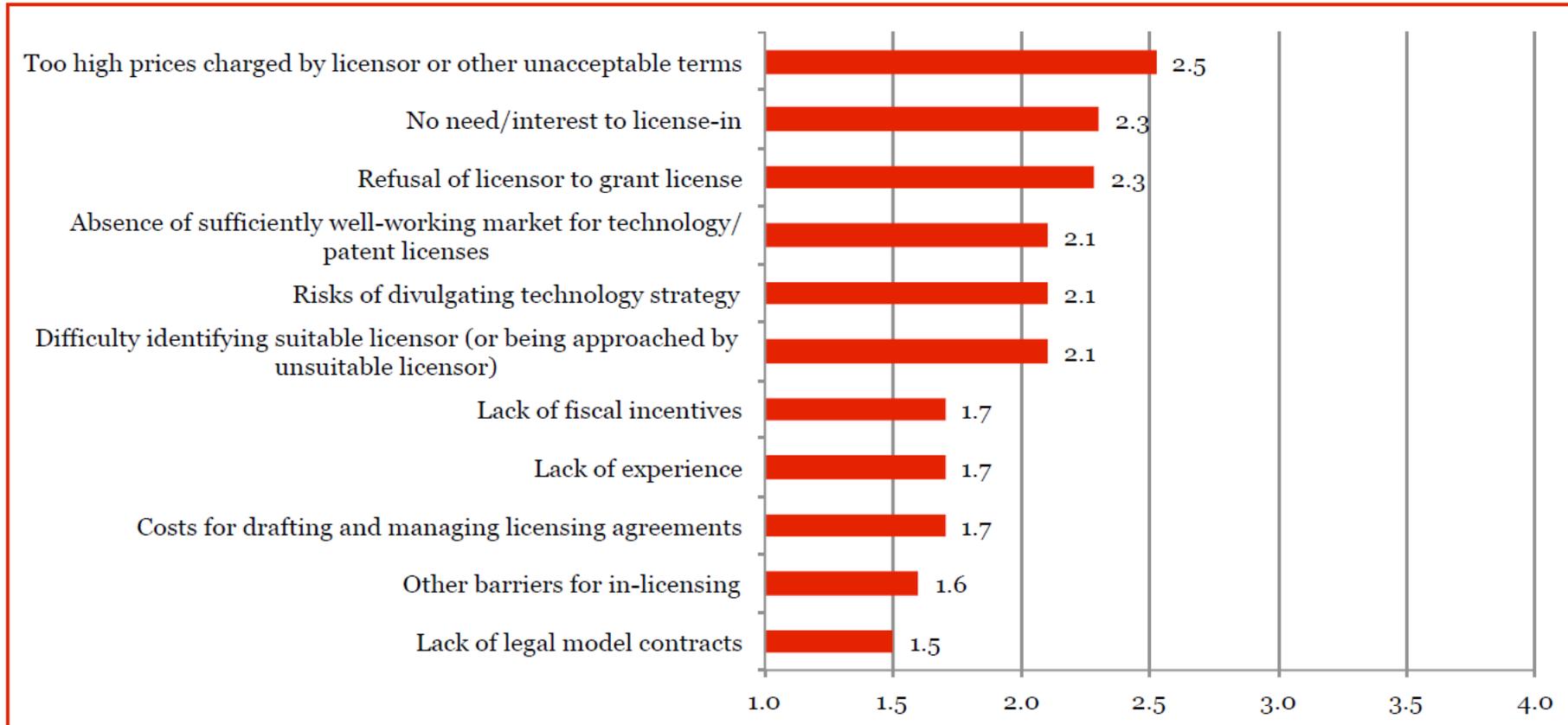


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Barriers to inlicensing patents



Arithmetic means on a scale from 1='unimportant motive' to 4= 'very important motive'

Source: PATLICE Survey (Survey on patent licensing activities by patenting firms), European Commission



Before the negotiation

- You learnt about a new technology and – according to the first preliminary information – it might be an interesting technology for you (licensing-in)
- *Question: What do you do before sitting down with the licensor to negotiate?*





Before the negotiation

- Information regarding the licensor (licensee)
- Information regarding the technology and its context
- Information regarding the legal status of rights
- Information regarding the business environment
- (NDA)



Due Diligence (example)

- A new industrial process for leather dyeing (water soluble dyestuff)
- Protected by patent
- Supported by secret know-how

What due diligence for the patent and know-how?



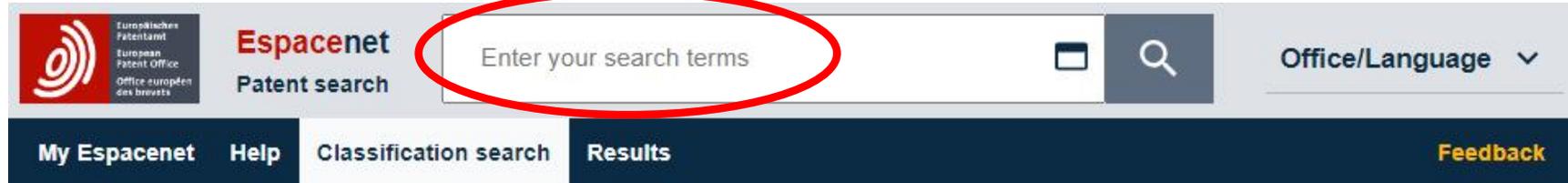
Due diligence in patents

- Ownership, legal status, geographical scope
- Patented technology and its context



The Espacenet database (over 150 million docs)

<https://worldwide.espacenet.com>



Espacenet: free access to over 140 million patent documents

**Also for identifying
potential partners**





The Espacenet database (over 150 million docs)

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Applicant(s): [i](#) Institut Pasteur

Inventor(s): [i](#) Smith

Quick access

Discussion forum

Classic Espacenet



The Espacenet (n docs)

The screenshot shows the Espacenet search interface. At the top, there is a search bar with the text "Enter your search" and a red circle around the "Results" and "Advanced search" buttons. Below the search bar, there are navigation tabs: "My Espacenet", "Help", "Classification search", "Results", and "Advanced search". The "Results" tab is selected. Below the navigation tabs, there is a breadcrumb trail: "Home > Results". The main search area is titled "Query language: en de fr" and "AND + Field". There are two main search groups: "AND" and "OR". The "AND" group has two search criteria: "Title" and "Title or abstract", both with "All" as the field and empty search boxes. The "OR" group has three search criteria: "Publication number", "Application number", and "Priority number", all with "Any" as the field. The "Priority number" search box contains the value "2026".



The Espacenet (on docs)

The screenshot shows the Espacenet Patent search interface. At the top, the Espacenet logo and 'Patent search' text are visible. Below the logo, there are navigation tabs: 'My Espacenet', 'Help', 'Classification search', 'Results', and 'Advanced'. The 'Results' and 'Advanced' tabs are circled in red. Below the navigation, there is a search bar with the placeholder text 'Enter your s...'. Below the search bar, there are several filters and options: 'Query language: en de fr', 'OR + Field', and two search criteria boxes. The first box is for 'Title or abstract' with 'All' selected. The second box is for 'Description' with 'Proximity' selected and '3 words away from' specified. The third box is for 'Description' with 'Any' selected. The interface is in German, as indicated by the text 'Europäisches Patentamt' and 'Europäisches Patent Office'.



Due diligence in trade secrets

- Licensor trade secret policy
- Confidentiality agreements with employees
- Other licensees in possession of the secret



Licensing agreements

- No standard
- Main topics



Licensing agreements

- The parties (licensor and licensee)
- Purpose
- Definitions and subject matter
- Rights granted and restrictions
- Improvements
- Confidentiality
- Royalties, reports and audits
- Representations and warranties
- Infringement
- Term and termination

Training: „Licensing -
Advanced“



Case study: Orcan Energy

<https://www.epo.org/learning/materials/sme/sme-case-studies.html>

EPO SME CASE STUDIES | ORCAN ENERGY

Recycling waste heat to cool down the planet

A renewable energy company founded in 2008, Orcan Energy offers standard components for heat power generators that recycle waste heat by turning it into electricity, using the Organic Rankine Cycle (ORC), a process similar to that used in steam engines. Having started as a spin-off from the Technical University of Munich (TUM) in Germany, Orcan now has 65 employees. Patents are important, because the risk of Orcan's standard components being copied is high. Eight early patents were filed by the TUM and then subsequently acquired by Orcan. Ownership of these patents was vital in order to attract funding. Orcan co-operates with other companies, but simplifies patent management by avoiding joint ownership. It has a detailed patent protection strategy and understands when to file a patent application and where to file it.





Waste Heat

Sources:

- Industrial applications
- Stationary and marine power systems
- Combined heat and power (CHP) units
- Renewable power plants (biogas, solarthermal, geothermal)

Waste Heat: equivalent of 100 mio liters of diesel produced every hour across the globe!



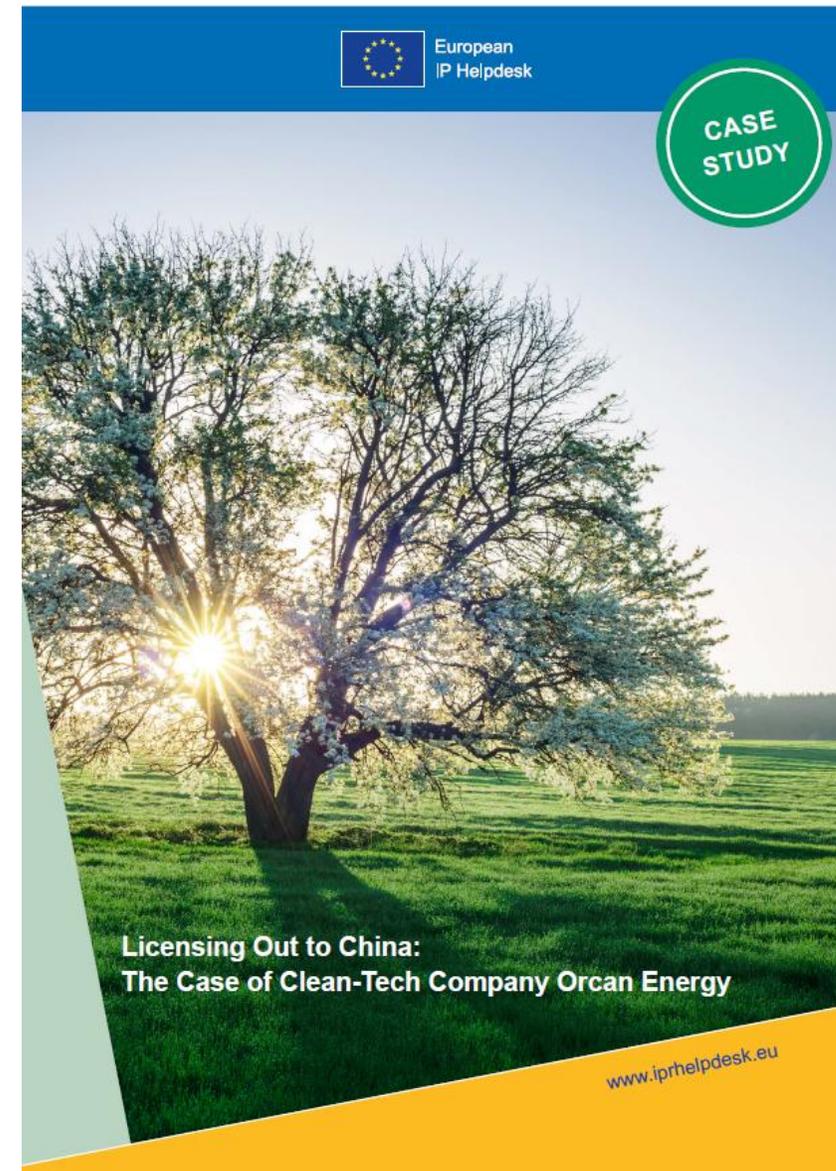
Update





Case study II: Orcan Energy

https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk/europe-case-studies_en





Licensing agreement negotiation

- A strategic choice
- A long standing relationship
- Legal, technical and financial aspects



Negotiating licensing agreements

- Search for a win-win agreement
- Seek “objective” criteria
- Be sufficiently prepared to negotiate
- Discuss the agreement as a whole
- Time is always important



Contact:

- Website: ec.europa.eu/ip-helpdesk
- helpline@iprhelppdesk.eu
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