



European IP Helpdesk

Stay ahead of the innovation game.

Importance of IP for SMEs

15 February 2023





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



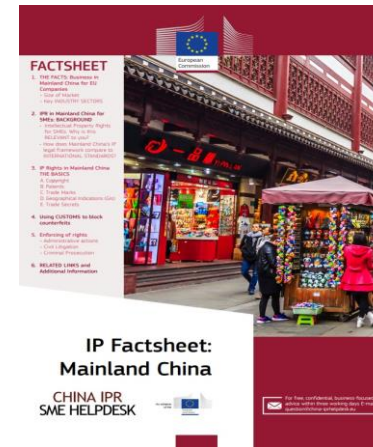
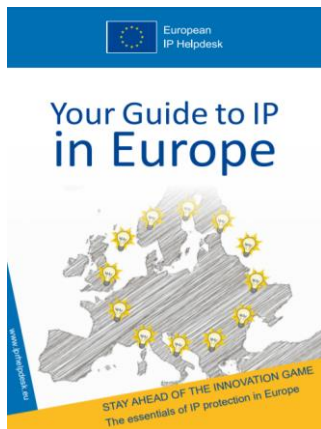


The EC IP Helpdesks





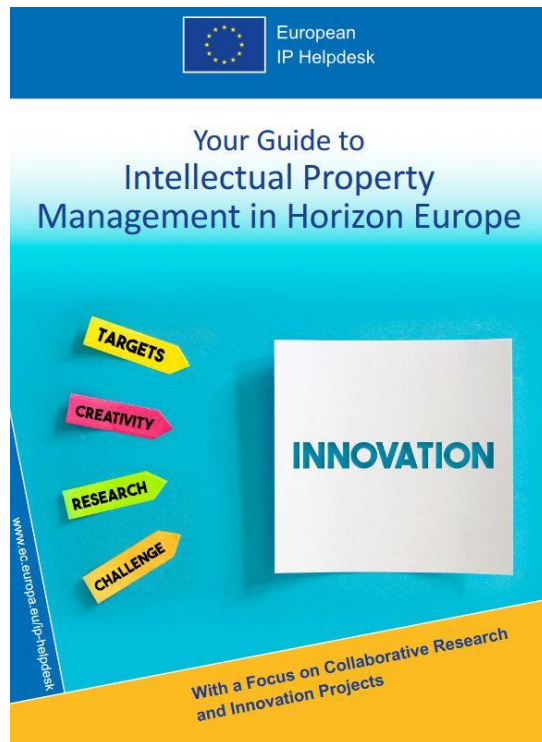
EC IP (SME) Helpdesk Hub – Gateway to Information



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



Your Guide to Intellectual Property management in Horizon Europe



<https://op.europa.eu/en/publication-detail/-/publication/43e0204c-6ed3-11ed-9887-01aa75ed71a1/language-en/format-PDF/source-276235204>



Ambassador Scheme

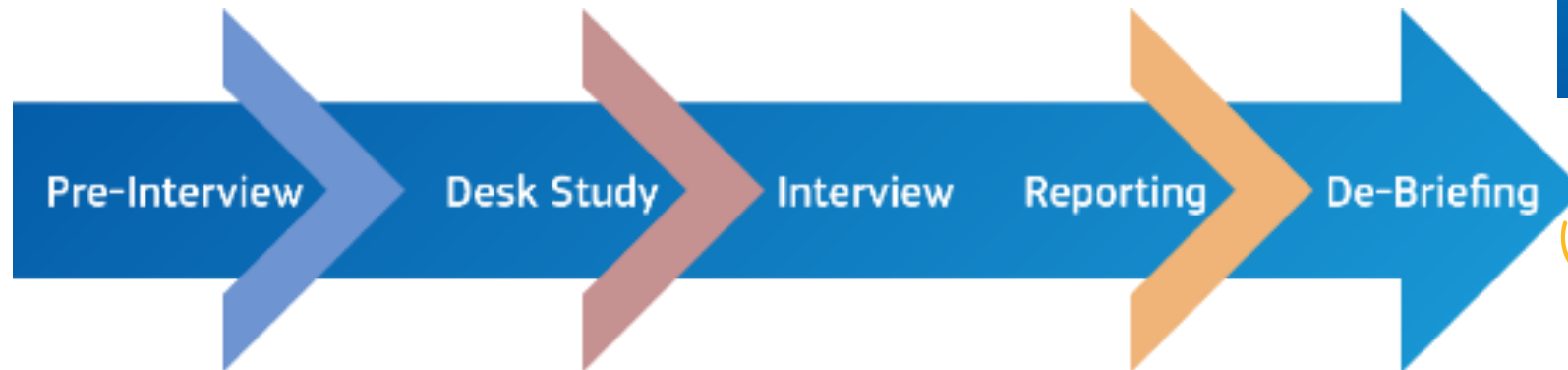
- **Cooperation scheme** with the Enterprise Europe Network (EEN): 44 ambassadors – 27 countries
- **Building IP capacities** among European SMEs
- **Overcoming language barriers**
- Making the topic **more accessible**
- Exchange and feedback from ambassadors on **needs of SMEs**
- Local **awareness** and **training events**





Horizon IP Scan

IP Support Service for SMEs in Collaborative EU-funded
Research Projects



www.horizon-ipscan.eu



Horizon IP Scan

- **SMEs/start-ups involved in EU-funded collaborative R&I projects**
- **Increasing overall IP awareness and IP management knowledge**
- **Free of charge**
- **applications until November 2023**



www.horizon-ipscan.eu



WHY IS IP IMPORTANT?





EPO/EUIPO Studies 2021/2022



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

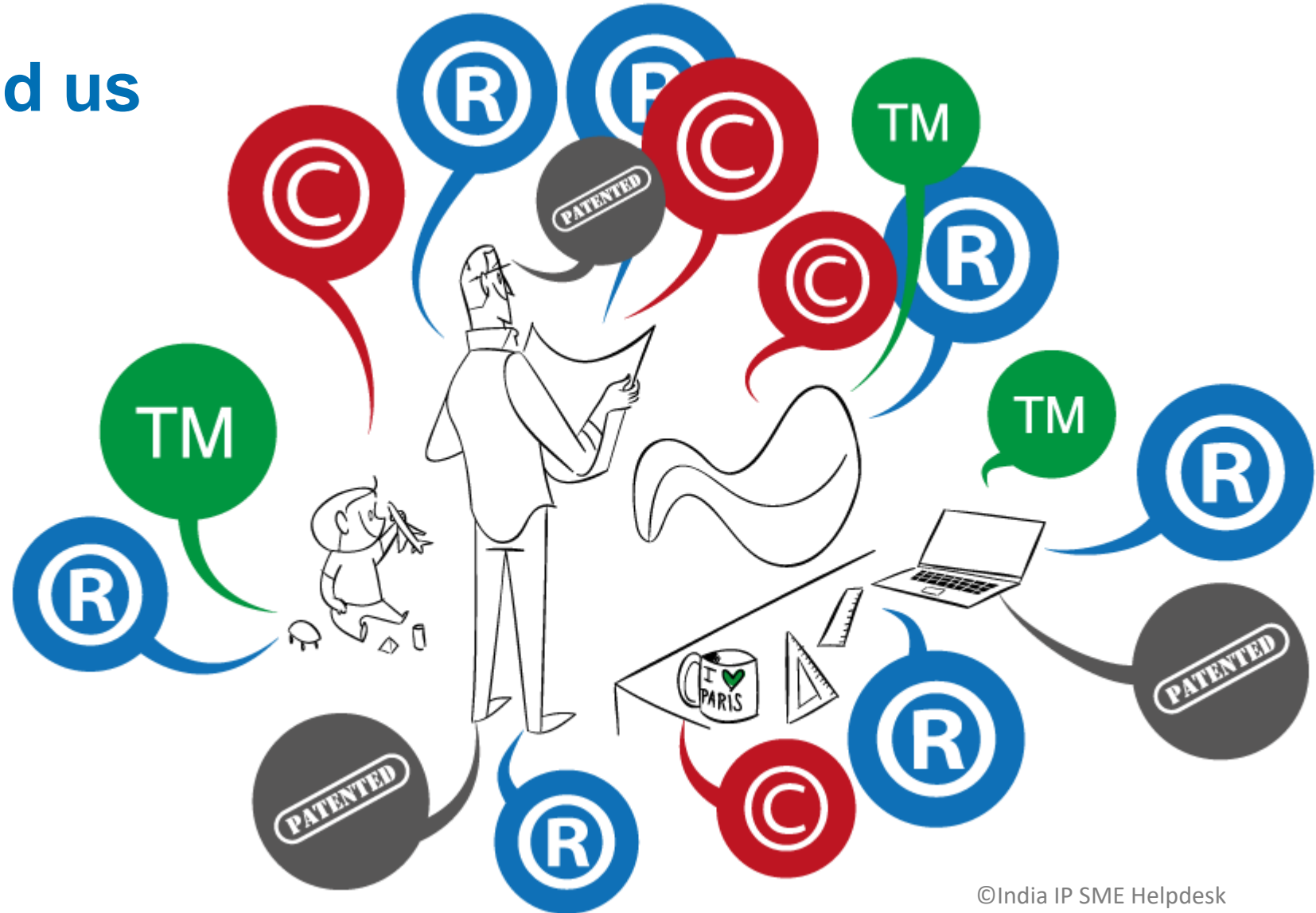
Dr Noémi Liber
CCI of Pécs-Baranya

#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.



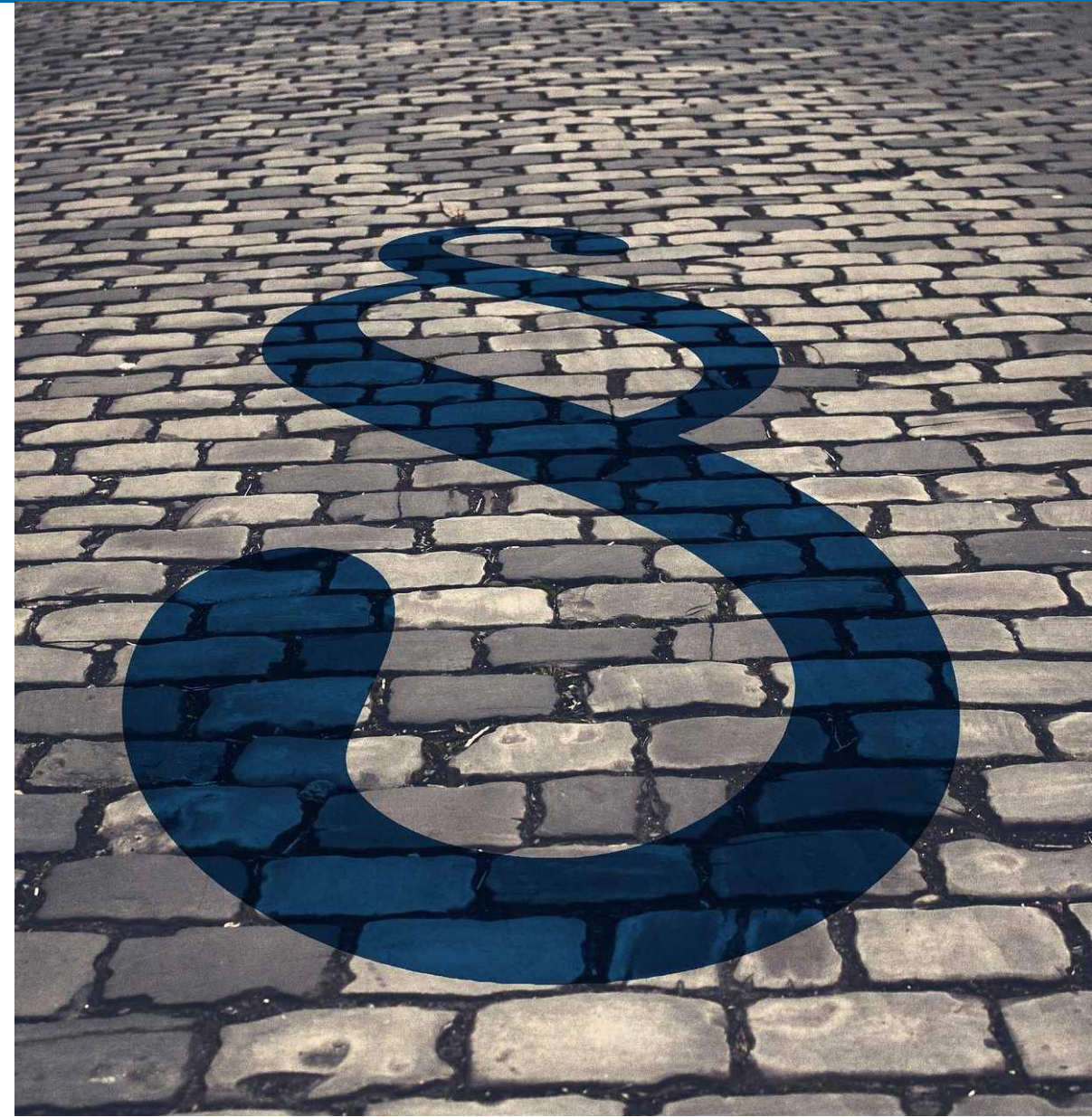
Intellectual Property needs action!

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*





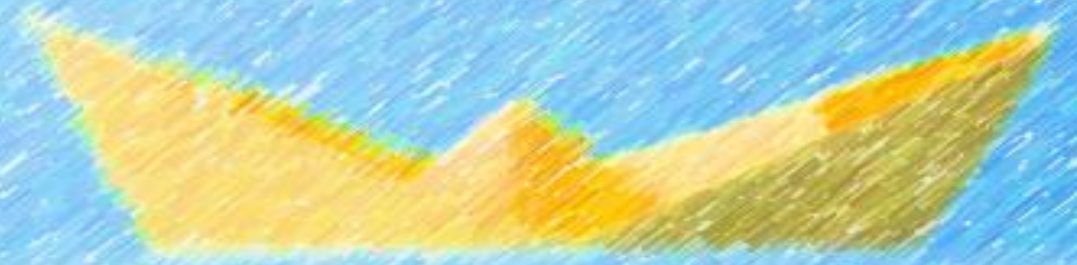
IP protection is a strategic Commercial decision



Assessment, protection and exploitation must be considered together

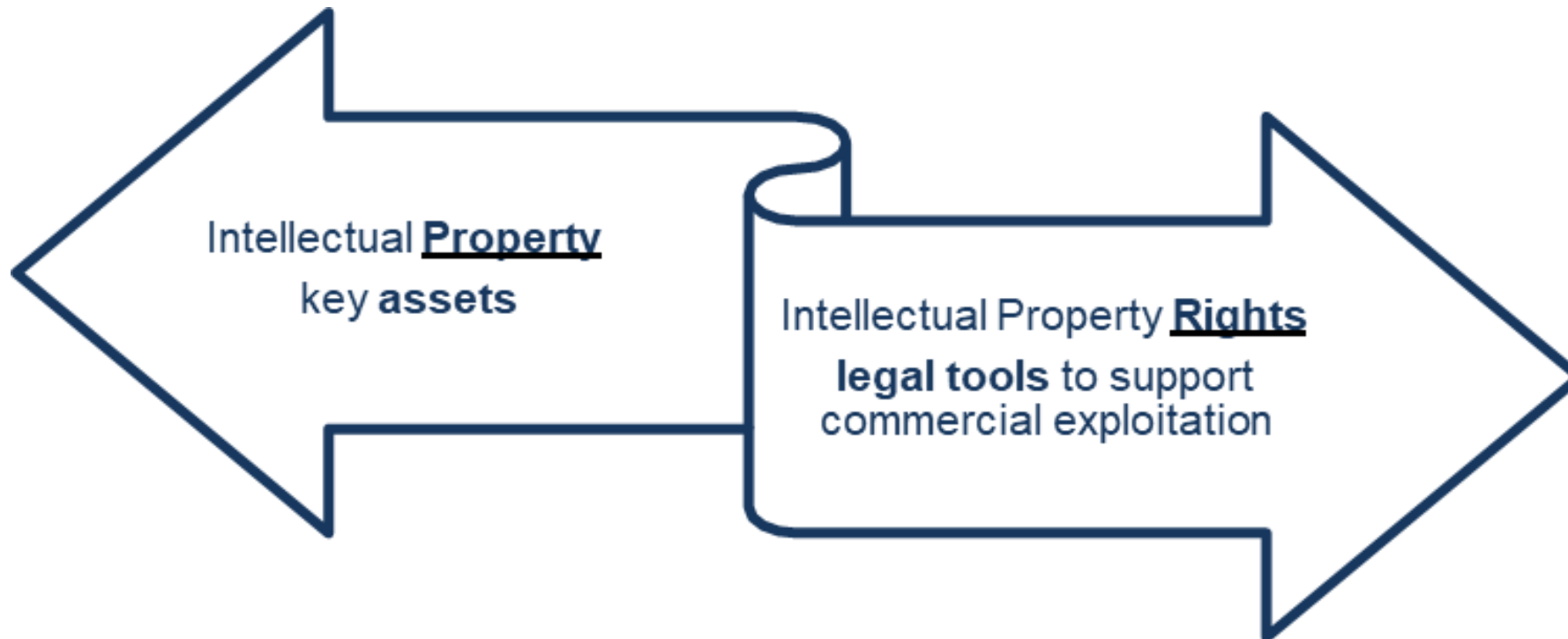


IP BASICS





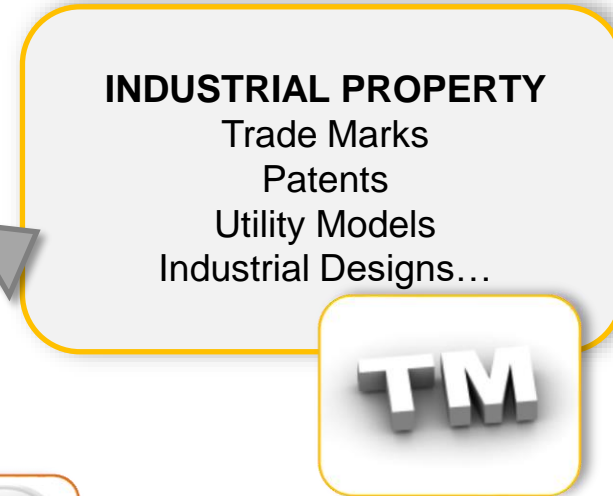
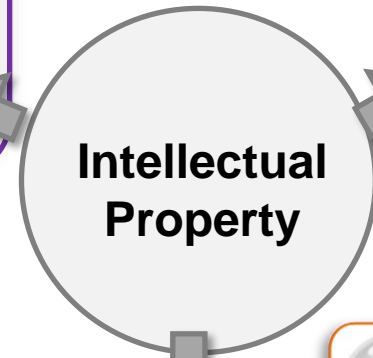
Don't confuse IP and IPR



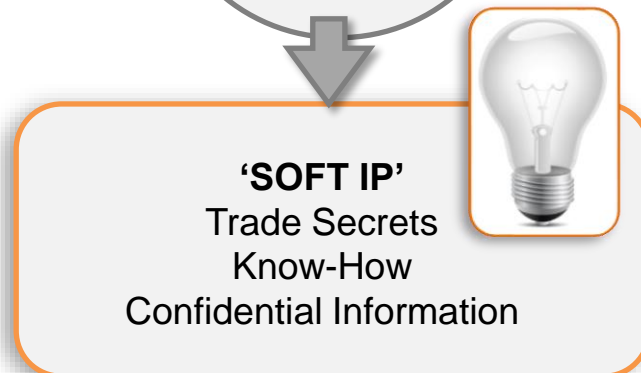


Intellectual Property Rights

REGISTRATION NOT
NECESSARY



REGISTRATION NECESSARY



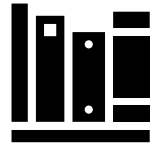


Intellectual Property Rights



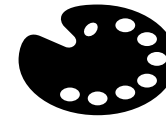
Patents & Utility Models

→ Technical Inventions



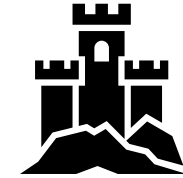
Copyright

→ 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...)



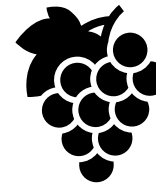
Trade Secret

→ Valuable business info
(processes, clients lists)



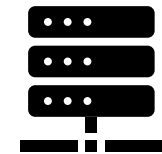
Plant Variety Rights

→ 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

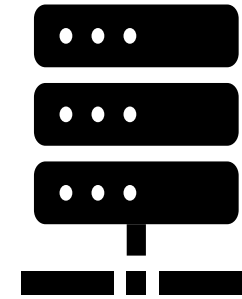
→ Database Right

→ 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.

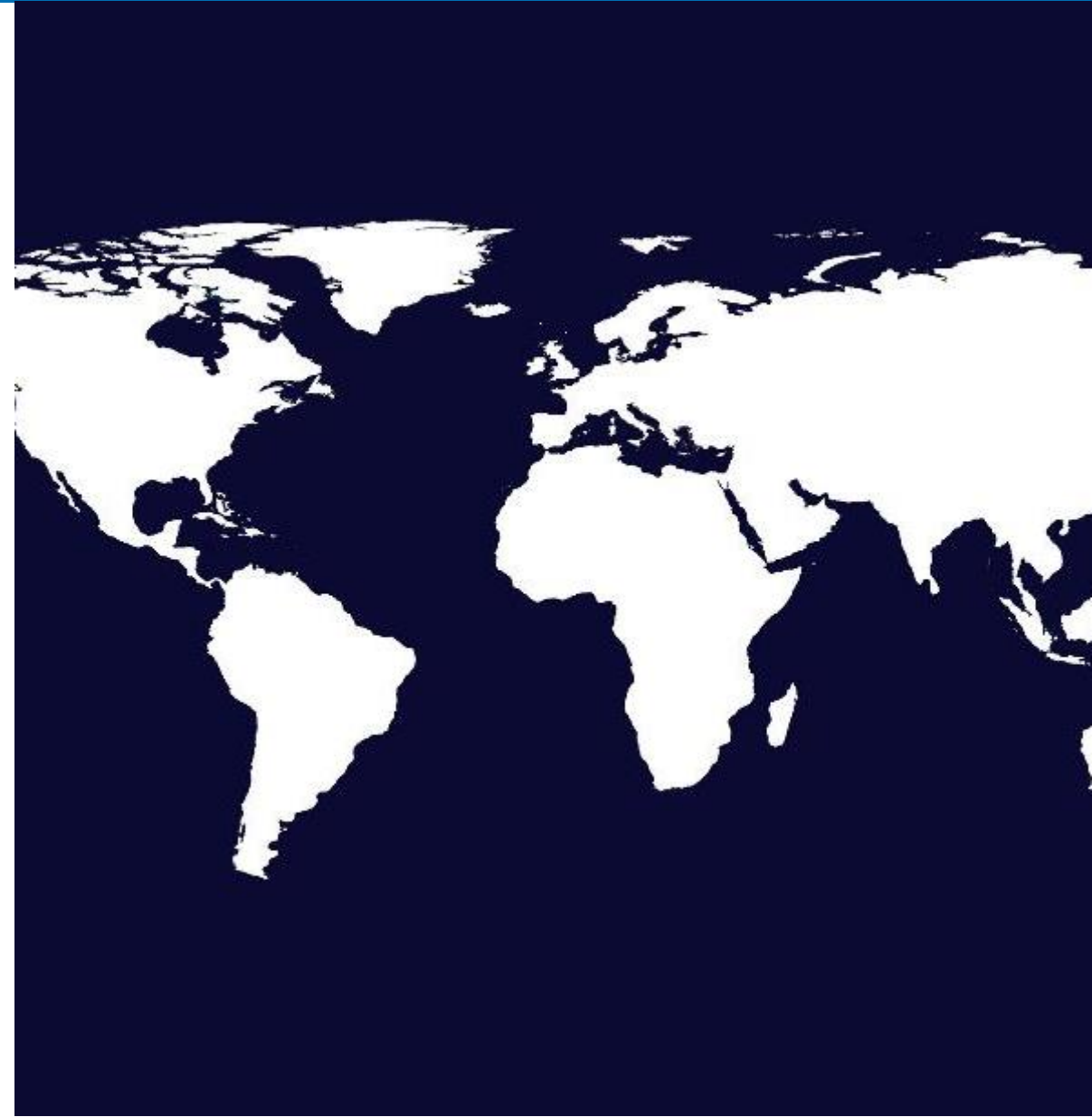
- Copyrights 70 years after the death of the author
- Patents 20 years after the application
- Industrial designs 25 five years after the registration
- Trademarks indefinitely as long as renewal fees are payed





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.



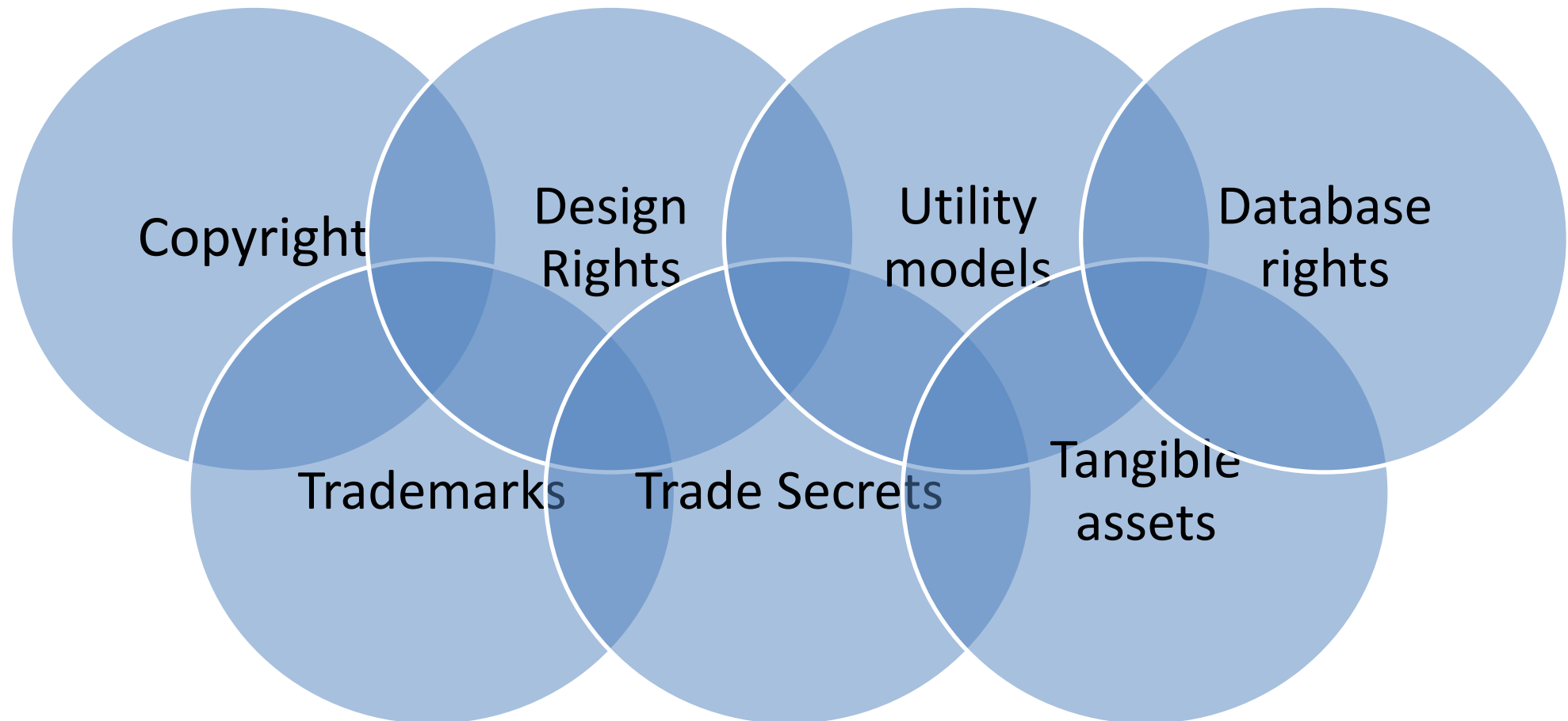


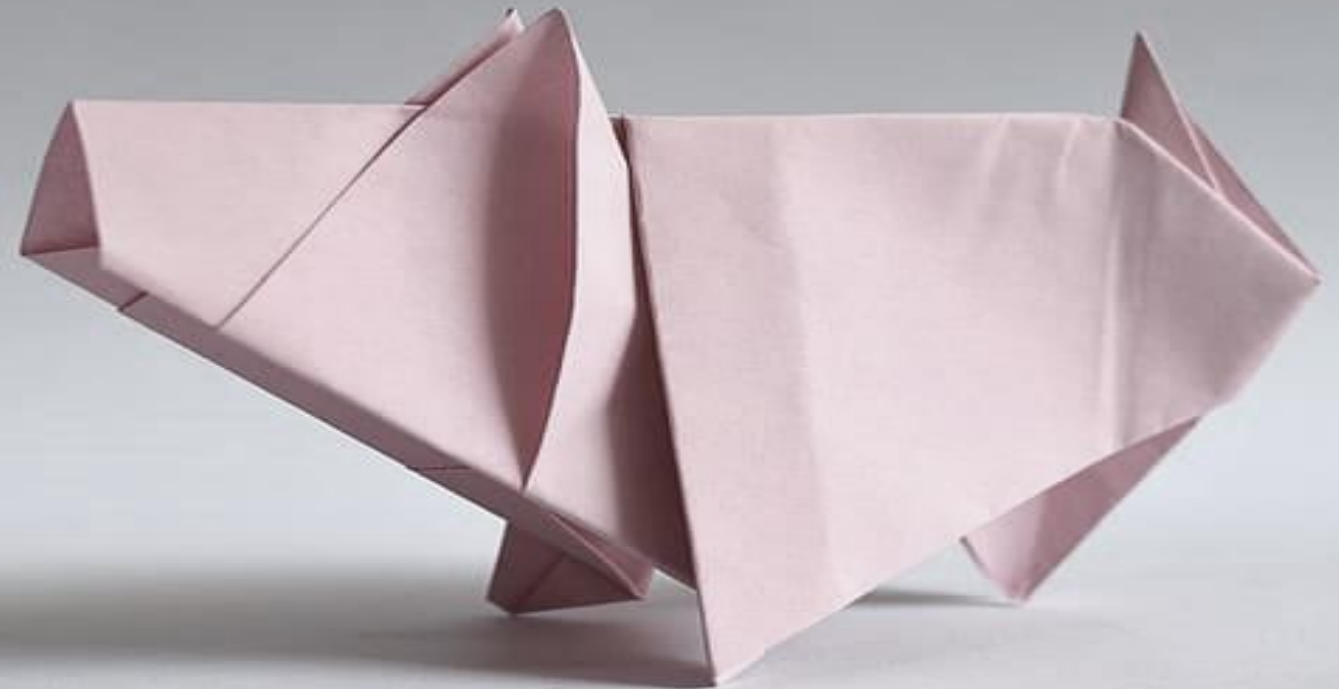
Combined Use





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



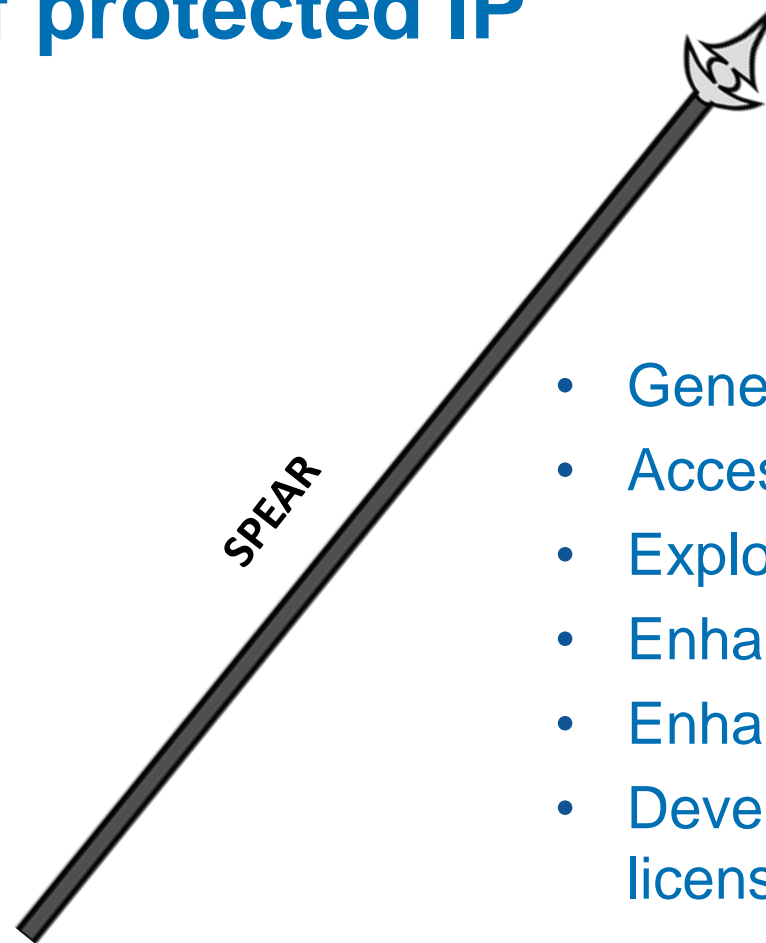
IP as a business asset!

- 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

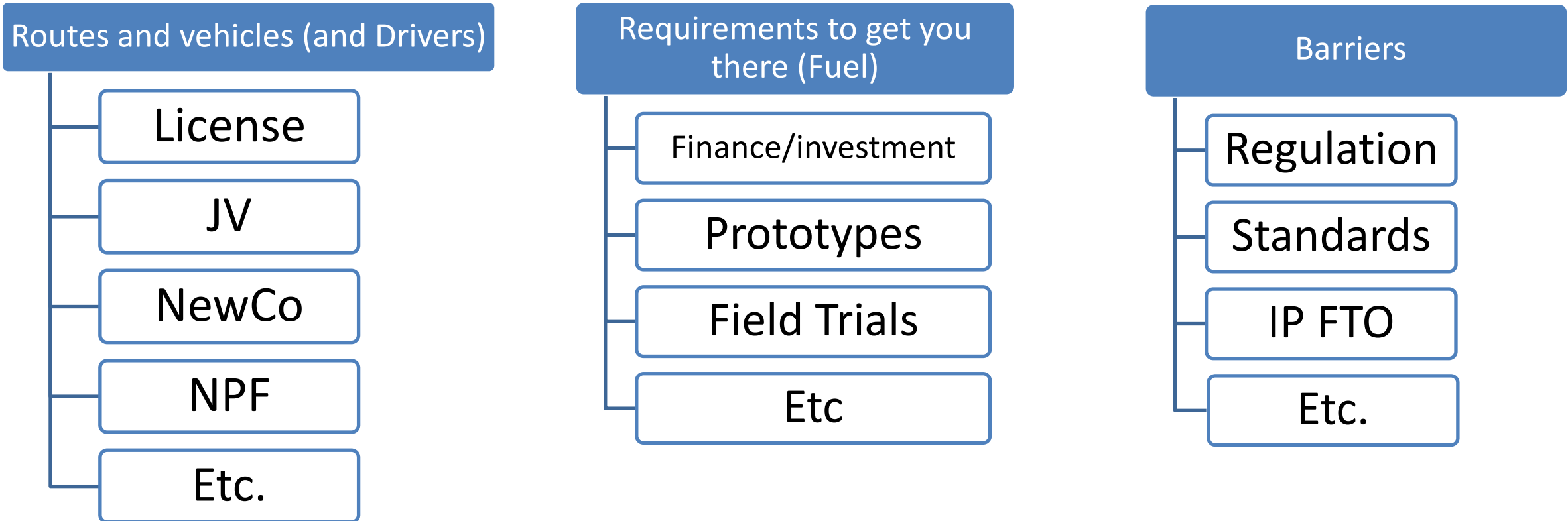
- Defend position
- Secure Market Share
- Protect Products or services
- Create barriers to entry
- Enhance competitiveness
- Avoid litigation



- 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



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!



Definition of a Company's Intellectual Property Strategy

A company's IP strategy is

*...a strategy for **increasing** a company's added **value** and for **securing** profits by creating, protecting, and using IP while considering the company's management resources and external business **environment**.*



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.

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 IP 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 navigation menu with "About Espacenet" and "Other EPO online services", and an "Advanced search" section with fields for "Database", "Search terms", "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.



SME innovation support services!

1. [European IP Helpdesk Ambassadors and EEN](#)
2. [EUIPO learning portal](#)
3. [WIPO Academy](#)
4. [The Ideas Powered for business SME Fund](#)
5. [IPA4SME](#)
6. [Horizon IP Scan](#)
7. [\(IP Booster\)](#)
8. [Horizon Results Booster](#)
9. [Leadership4SMEs](#)
10. [EPO Academy](#)
11. [4IPCouncil](#)





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:

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- Twitter [@iprhelpdesk](https://twitter.com/iprhelpdesk)
- LinkedIn [/european-ipr-helpdesk](https://www.linkedin.com/company/european-ipr-helpdesk)





Thank You!

DISCLAIMER

The European IP Helpdesk provides free-of-charge first-line support on IP-related issues aiming to help current and potential beneficiaries of EU-funded projects, as well as EU SMEs, manage their Intellectual Property assets.

The European IP Helpdesk is managed by the European Commission's European Innovation Council and SMEs Executive Agency (EISMEA), with policy guidance provided by the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG Grow).

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Thank you!

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