



European IP Helpdesk

Stay ahead of the innovation game.

IP management in ICT Projects

12 02 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



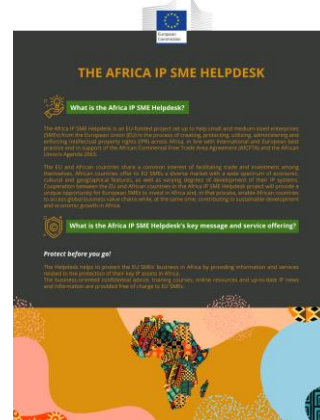
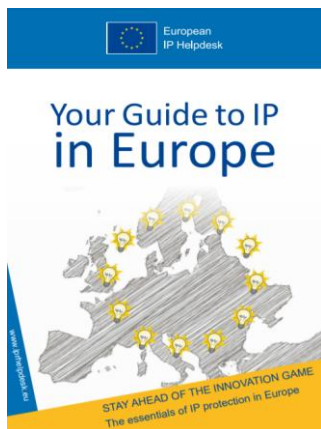


The EC IP Helpdesks





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



06
FEB
2026

Training and workshops

[EU - Webinar: Introduction to IP](#)

Live streaming available

12
FEB
2026

Training and workshops

[EU-13 Roadshow: From Innovation to Impact – Knowledge Valorisation and Commercialisation Strategies](#)

Gdańsk, Poland

18
FEB
2026

Training and workshops

[EU - Webinar: Technology Transfer](#)

Live streaming available

25
FEB
2026

Training and workshops

[EU - Webinar: IP in Horizon Projects \(HEU\)](#)

Live streaming available

03
MAR
2026

Training and workshops

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

Live streaming available

12
MAR
2026

Training and workshops

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

Live streaming available

09
FEB
2026

Training and workshops

[EU - Webinar: IP in Biotechnology](#)

Live streaming available

12
FEB
2026

Training and workshops

[EU - Webinar: IP Management in ICT Projects](#)

Live streaming available

24
FEB
2026

Training and workshops

[EU - Webinar: Consortium Agreements](#)

Live streaming available

26
FEB
2026

Training and workshops

[EU - Webinar: Copyright in collaborative projects](#)

Live streaming available

05
MAR
2026

Training and workshops

[EU - Webinar: IP Assessment](#)

Live streaming available

17
MAR
2026

Training and workshops

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

Live streaming available



Thank you!

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



IP Management in ICT Projects

European IP Helpdesk Webinar



European
IP Helpdesk

www.iprhelpdesk.eu

European IP Helpdesk

Stay ahead of the innovation game.

IP Management in ICT projects

Dr Eugene Sweeney, CEO, Iambic Innovation Ltd
Senior IP Advisor, European IP Helpdesk
es@iambicinnovation.com

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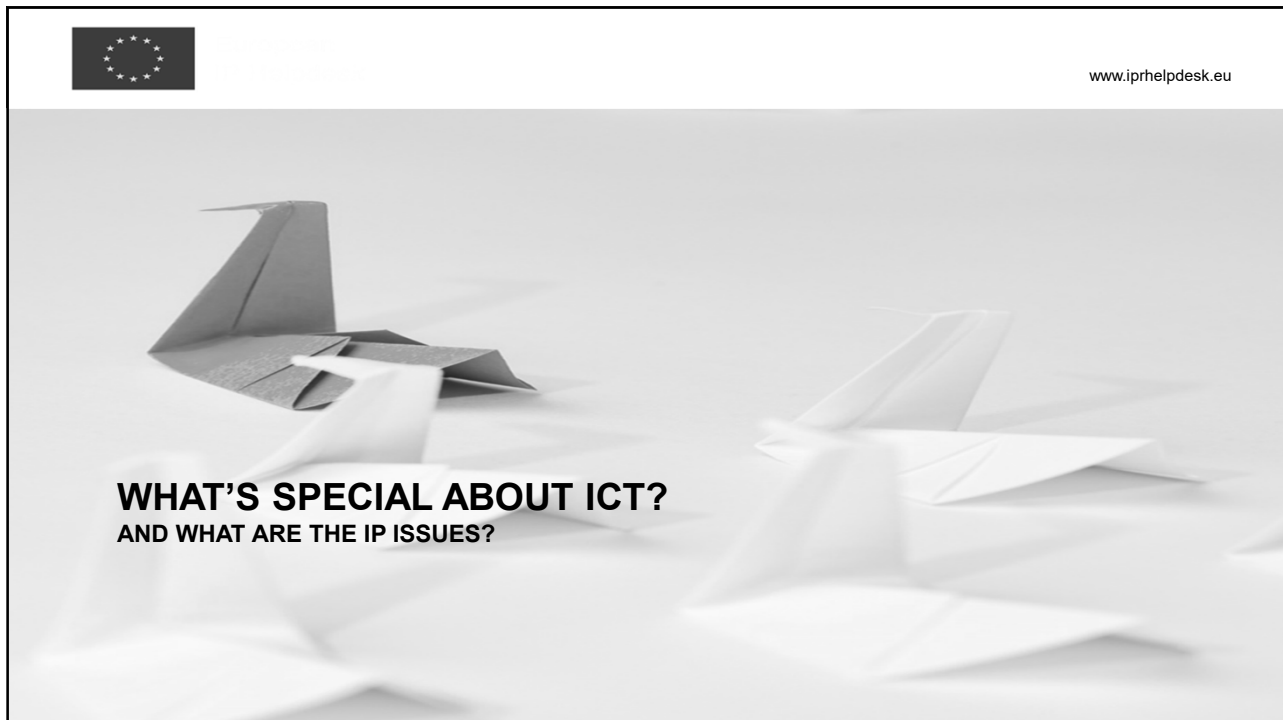
Today's speaker

Dr. Eugene Sweeney

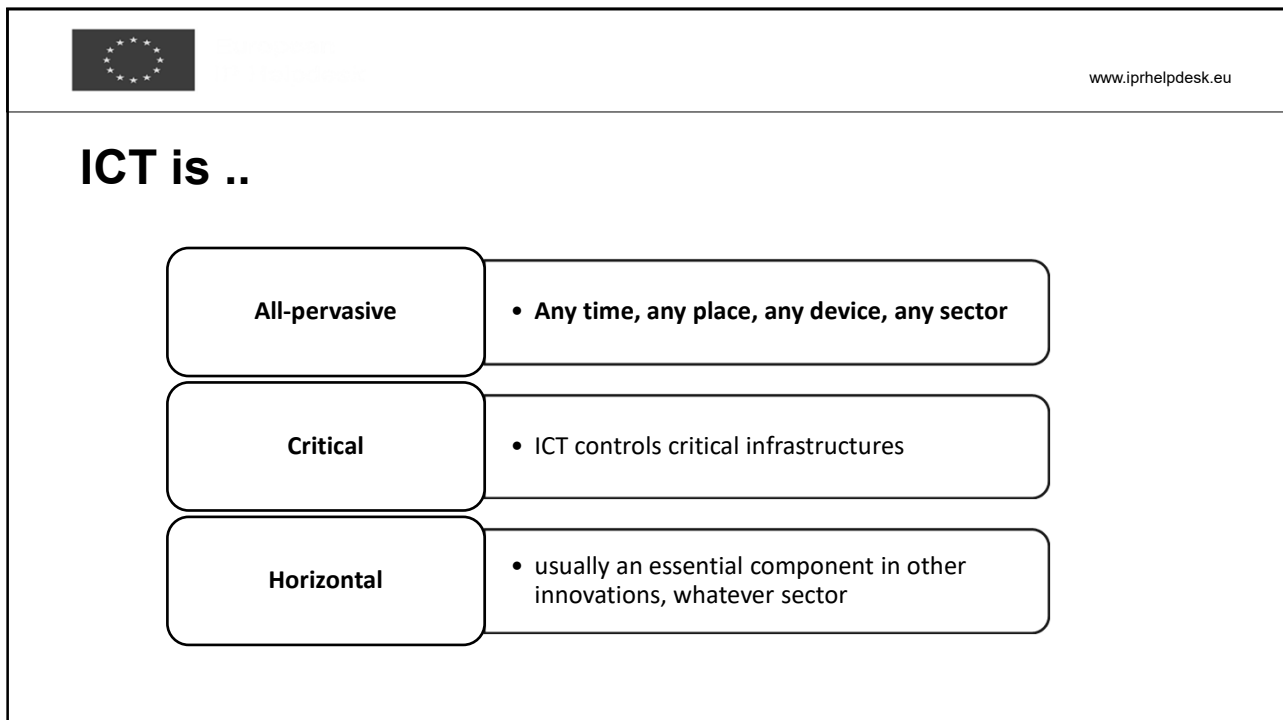
- Over **25 years** experience with EC as **proposal evaluator and project reviewer**
- **Over 40 years in the ICT industry**
 - 1970's **Researcher – computer modelling/simulation**
 - 1978 First **start-up**: microcomputer software applications for engineers
 - 1980's Computer **industry**: Developing, sourcing and taking new ICT technologies to market
 - 1990's Early stage technology/IP **investment and commercialisation**: Focus on **ICT**
 - 2000 - Formed Iambic Innovation Ltd: **Consultancy** in Innovation, IPR and research exploitation
- Member of International (ISO) and European (CEN) Standards Committees on **Innovation Management and IP Management**
- Member of Licensing Executive Society



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Slide 4 features a background image of the European Union flag in the top left corner and the website address www.iprhelpdesk.eu in the top right corner. The main heading is **ICT is ..**. Below this, there are three rows, each with a property of ICT in a rounded rectangle on the left and a corresponding bullet point in a rounded rectangle on the right:

All-pervasive	• Any time, any place, any device, any sector
Critical	• ICT controls critical infrastructures
Horizontal	• usually an essential component in other innovations, whatever sector

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ICT is...

Dependent

- **Relies on** other technologies, systems or data

Cumulative

- **Based on** pre-existing components, integration, derivatives
- Can be combined in different ways to create new products and services

Convergent

- **Takes advantage of** merging/converging technologies; e.g. Cloud, sensors, IoT, etc.

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ICT is ...

Global

- scalable

Trans-border

- Cloud, Internet, IoT, blockchain, AirBnB, etc.

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ICT has many faces..

Different forms

- Hardware, software, comms, data

Can be delivered in many ways

- Product, service, infrastructure

More than technology

- Aesthetics, brands, marketing, etc

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ICT is dynamic and disruptive

It moves and changes **fast**

Can have short life-cycles

New paradigms and applications

Highly **scalable** with high **potential**

Sometimes needs **less capital**

Attractive for investors

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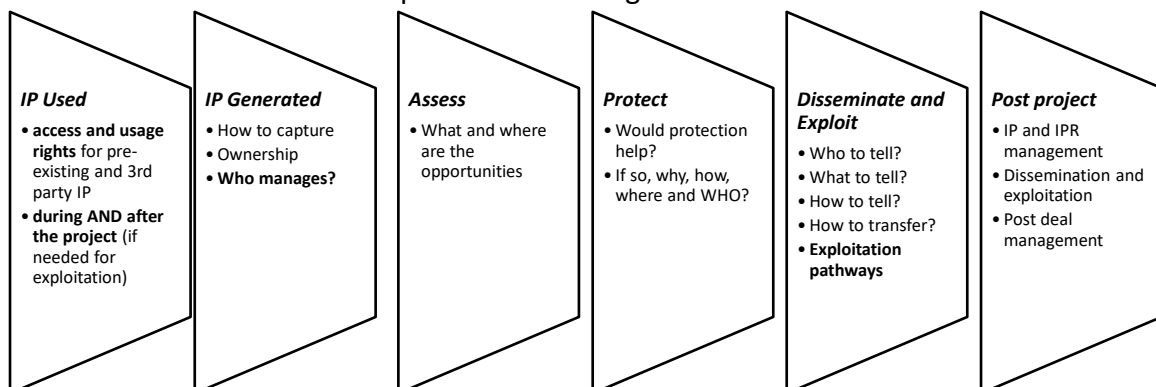
MANAGEMENT OF INTELLECTUAL ASSETS

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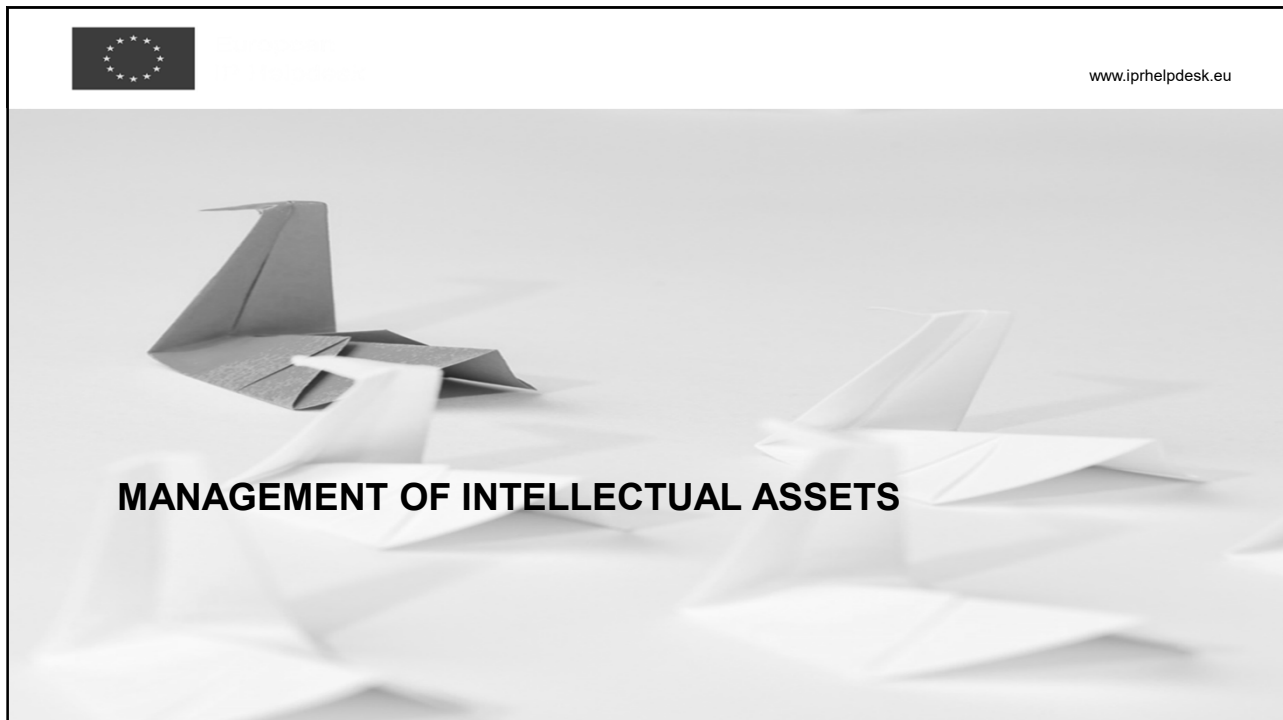


IP Management - Managing the KEY assets!

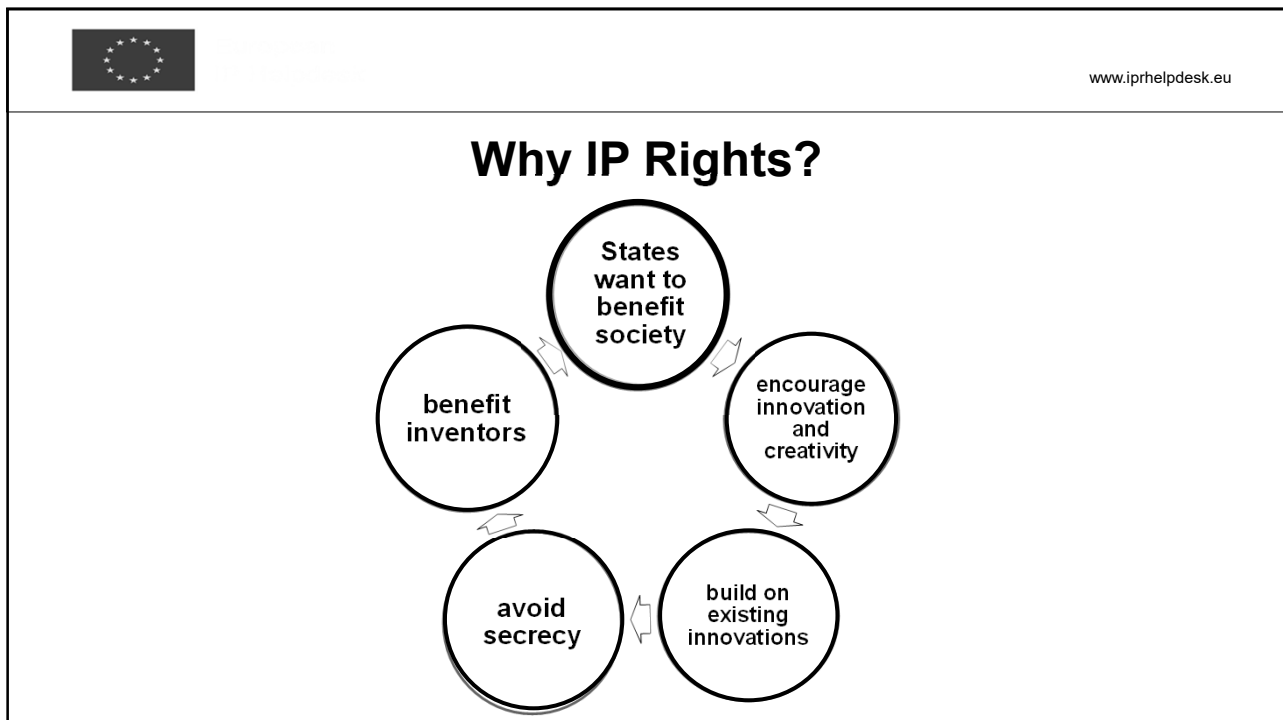
The 6 pillars of IP Management



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What is the deal?

legal right to prevent others
using their creation (without
agreement)

commercial purposes (only)

for a **limited period**

disclosing details

**so others can develop new
innovations**

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Who benefits?

**The state
by avoiding secrecy**

➤ Improves innovation capacity, stimulates
innovation, enriches society


**The creator
by being able to prevent
unauthorised commercial
use**

➤ Unless they come to an agreement (which may be
financial)

**Commercial partners
from the limited monopoly**

➤ To get a return on investment

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Many types of Intellectual Property (IP)

Products of the mind

Assets which can be traded

Inventions

Software code

New methods

Manuals/Reports

Designs (aesthetic/functional)

Databases

Works of art

Music


Videos

Books

Roadmaps

etc

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Many types of Intellectual Property Right (IPR)

Patents

Copyright

Design Rights

Database Rights

Trade marks

Plant Breeders Rights

Utility Models/petty patents

Plant varieties

etc

Some legal rights come into existence automatically

Some need registration

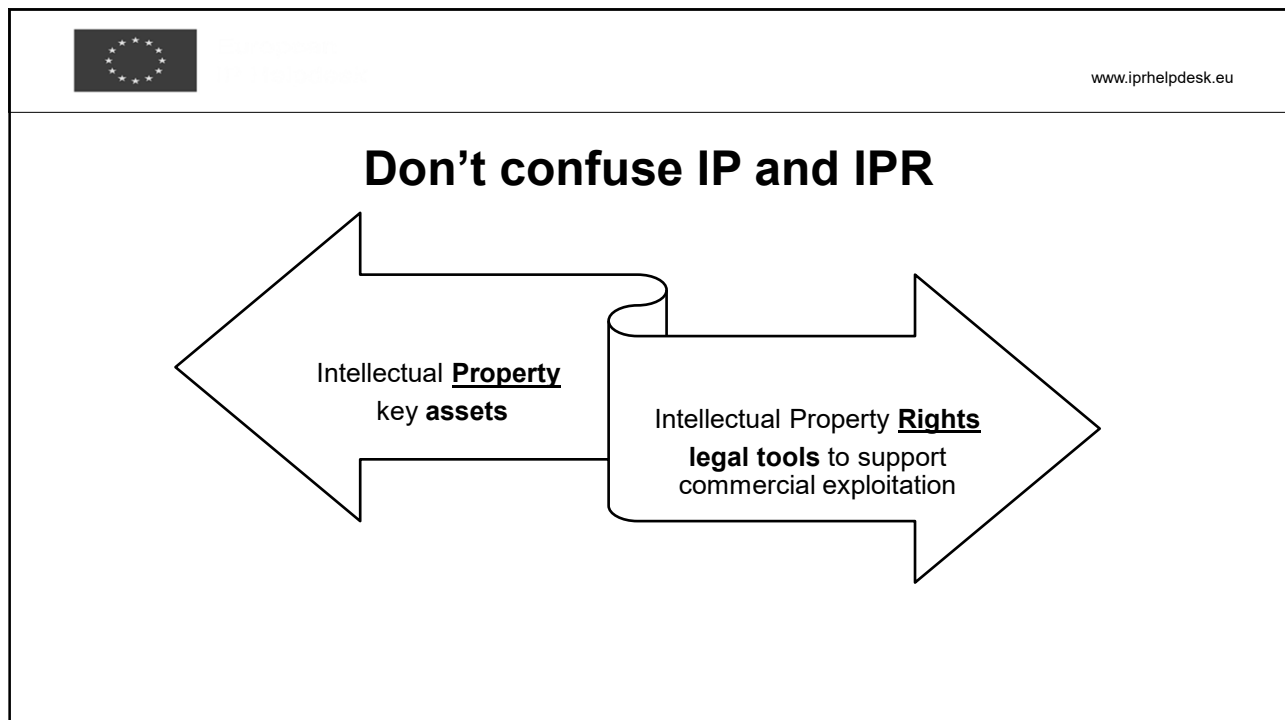
Confidentiality Agreements (Know-how)

Secrets (Trade Secrets)

Time limited rights

National rights

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Obligation to protect the results

"Beneficiaries which have received funding under the grant must adequately protect their results for an appropriate period and with appropriate territorial coverage if protection is possible and justified, taking into account all relevant considerations, including the prospects for commercial exploitation, the legitimate interests of the other beneficiaries and any other legitimate interests."

Horizon Grant Agreement

If commercial

- Should you protect it?
- If so, why, how and where?

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Strategic decisions

Are there
commercial
opportunities?

Would IP protection
support
exploitation?

Benefits greater
than costs?

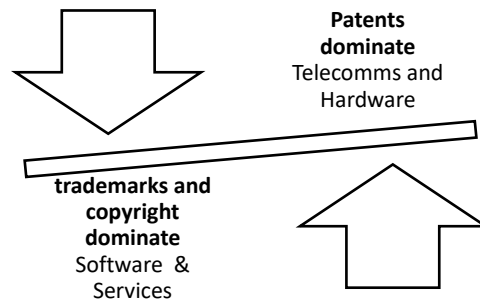
If so, **invest!**

Assessment, protection and exploitation must be considered together

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More than just patents!



JRC Report, "IP and Innovation in ICT", 2015

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Copyright?

A legal right for creators **and** owners of creative, literary and artistic works

- For **owners**: **economic rights**
 - related to **financial gain** from the use of the work
- For **creators(authors)**: **moral rights**
 - to **link them** (or not) with their work

A wide range of works

- Books
- Music
- Paintings
- **Films**
- **Teaching materials**
- **Software code**
- **Databases**
- Technical drawings
- Advertisements
- Maps

NB: Owners may not be the same as creators

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What are the rights?

The **owner** can **authorise or prohibit** others from using the work without permission (may be €).

- **Reproduction** of the work in various forms (e.g. making copies of your work)
- **Distribution** of copies of the work (e.g. **software**)
- **Public performance** of the work (e.g. music, or a play, in a theatre)
- **Translation** of the work into other languages (including **computer languages or to binary**)
- **Adaptation** of the work (e.g. turning a novel into a movie)

The **creator** can **asset their moral rights** to be named as the author, **or not to be named**

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How long does the right last?

For a literary, dramatical,
musical or artistic work

- **70 years** from the end of the year in which the last surviving author dies.

For other types of work
(e.g. **software code, data**, etc)

- varies, but usually **less than 70 years**

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New Copyright Directive 2019/790 in response to developments in ICT

To **increase the availability of works** for people across Europe, creating more favourable conditions for the **distribution of TV and radio programs**

To **modernise the key exceptions** in favour of education, research and preservation of culture, **focusing on digital and cross-border use**

To **create a fair marketplace for online content**, especially for press publications, online platforms and remuneration of authors and performers

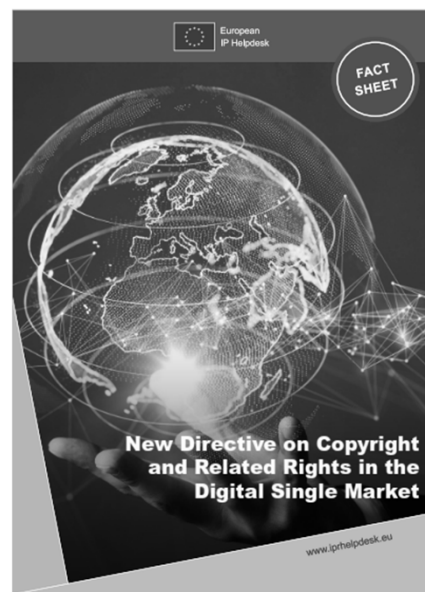
25




More information

[New Directive on Copyright and Related Rights
in the Digital Single Market - European
Commission](#)


EU IP Helpdesk Webinar
“Copyright and Collaboration”



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The AI Act

Official Journal
of the European Union

EN
L series

2024/1689 12.7.2024

REGULATION (EU) 2024/1689 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL


of 13 June 2024

The AI Act rules on GPAI apply from 2 August 2025.

laying down harmonised rules on artificial intelligence and amending Regulations (EC) No 300/2008, (EU) No 167/2013, (EU) No 168/2013, (EU) 2018/858, (EU) 2018/1139 and (EU) 2019/2144 and Directives 2014/90/EU, (EU) 2016/797 and (EU) 2020/1828 (Artificial Intelligence Act)

To ensure safe and trustworthy AI, the AI Act puts in place rules for providers of AI based systems, including transparency and copyright-related rules

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The AI Act

Generative AI, like ChatGPT, will have to comply with transparency requirements and EU copyright law
The AI Act rules on GPAI apply from 2 August 2025

Disclosing that the content was generated by AI

Designing the model to prevent it from generating illegal content

Publishing summaries of copyrighted data used for training

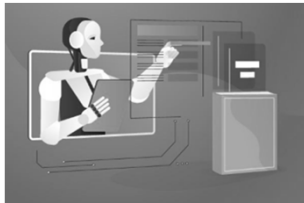
Content generated with the help of AI (images, audio, video files, deepfakes, etc) – must be clearly labelled as AI generated so users are aware when they come across the content

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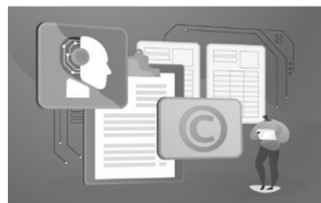
Code of Practice for General-Purpose AI Models

Published 10 July 2025



Code of Practice for
General-Purpose AI Models

Transparency Chapter



Code of Practice for
General-Purpose AI Models

Copyright Chapter

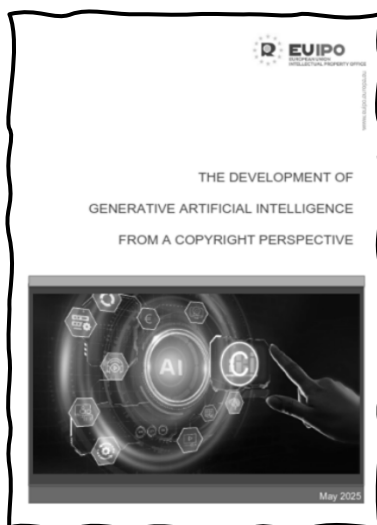


Code of Practice for
General-Purpose AI Models

Safety and Security Chapter

[The General-Purpose AI Code of Practice](#) | [Shaping Europe's digital future](#)

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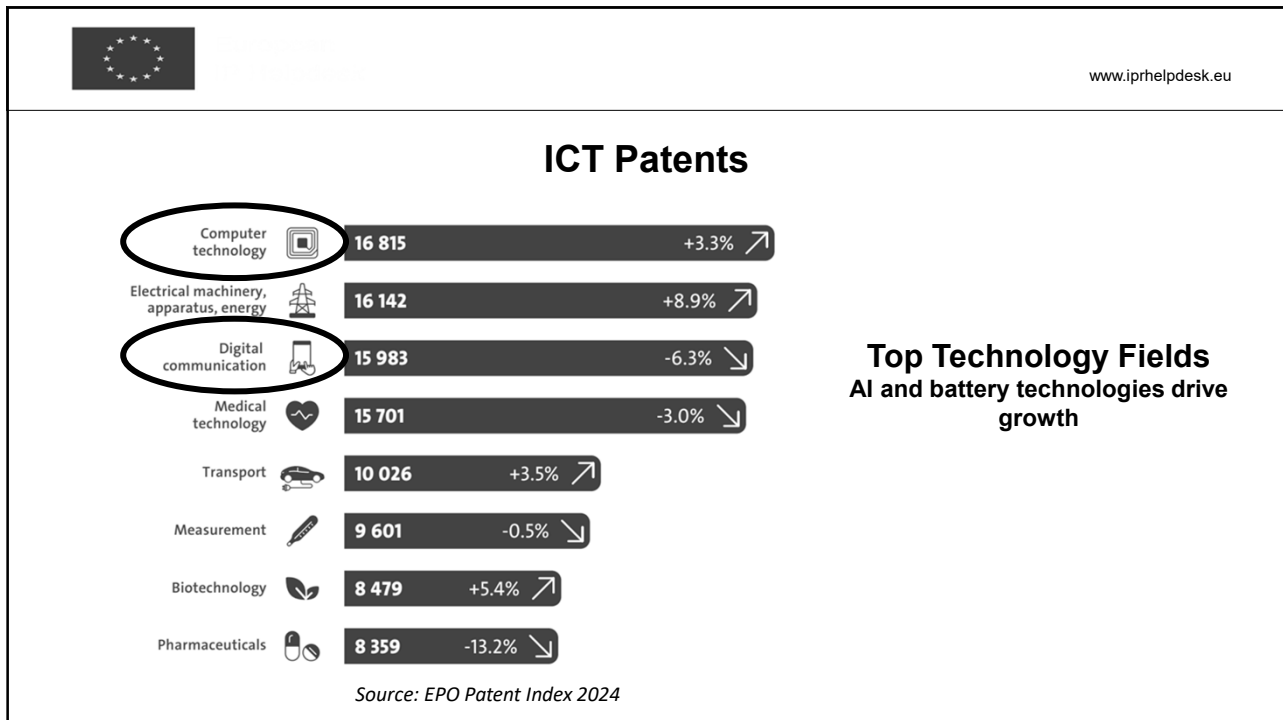
IP Helpdesk Webinars

- “IP and Artificial Intelligence”
- “IP and Artificial Intelligence – Advanced”
- “The AI Act”

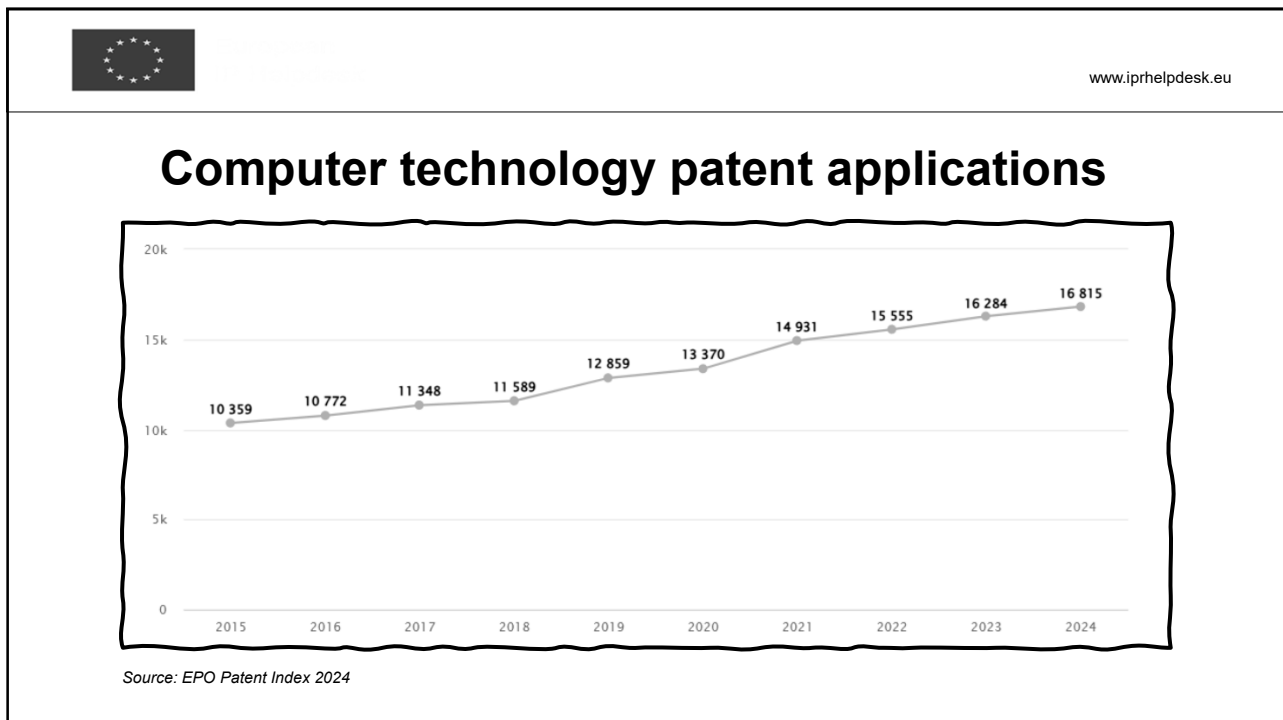


20 - 21 November 2025 in EUIPO, Alicante (Spain).

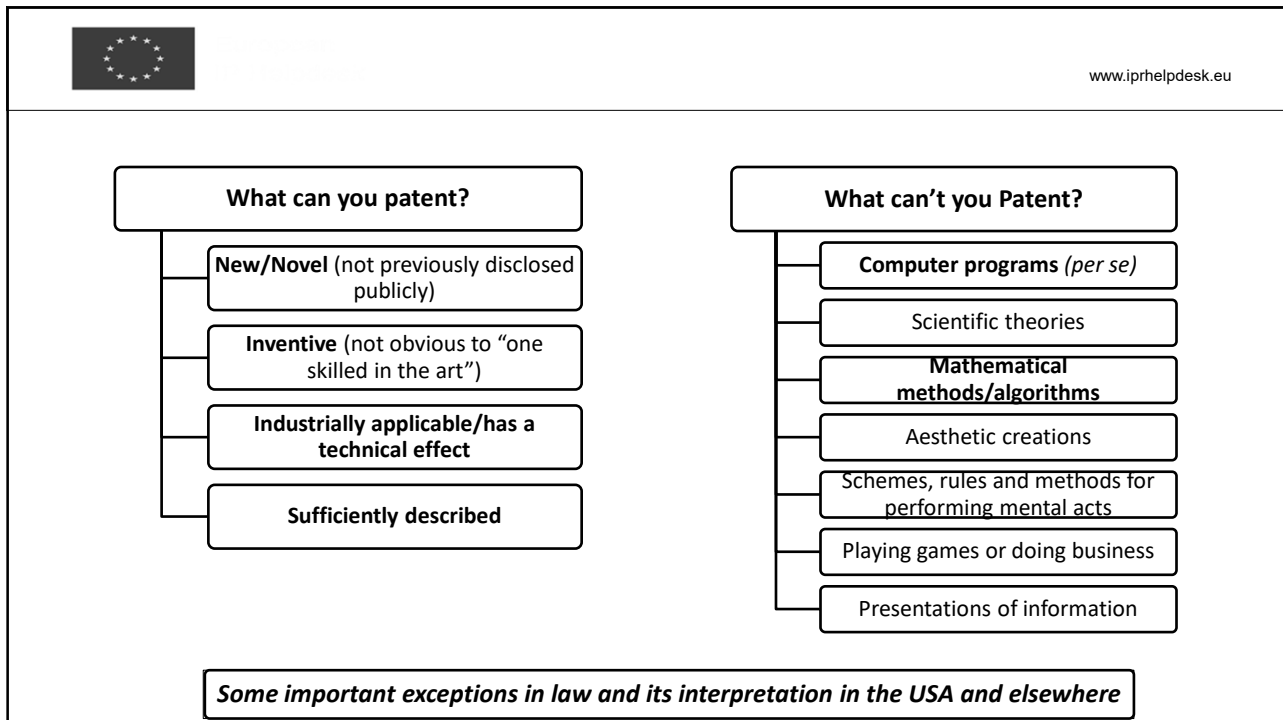
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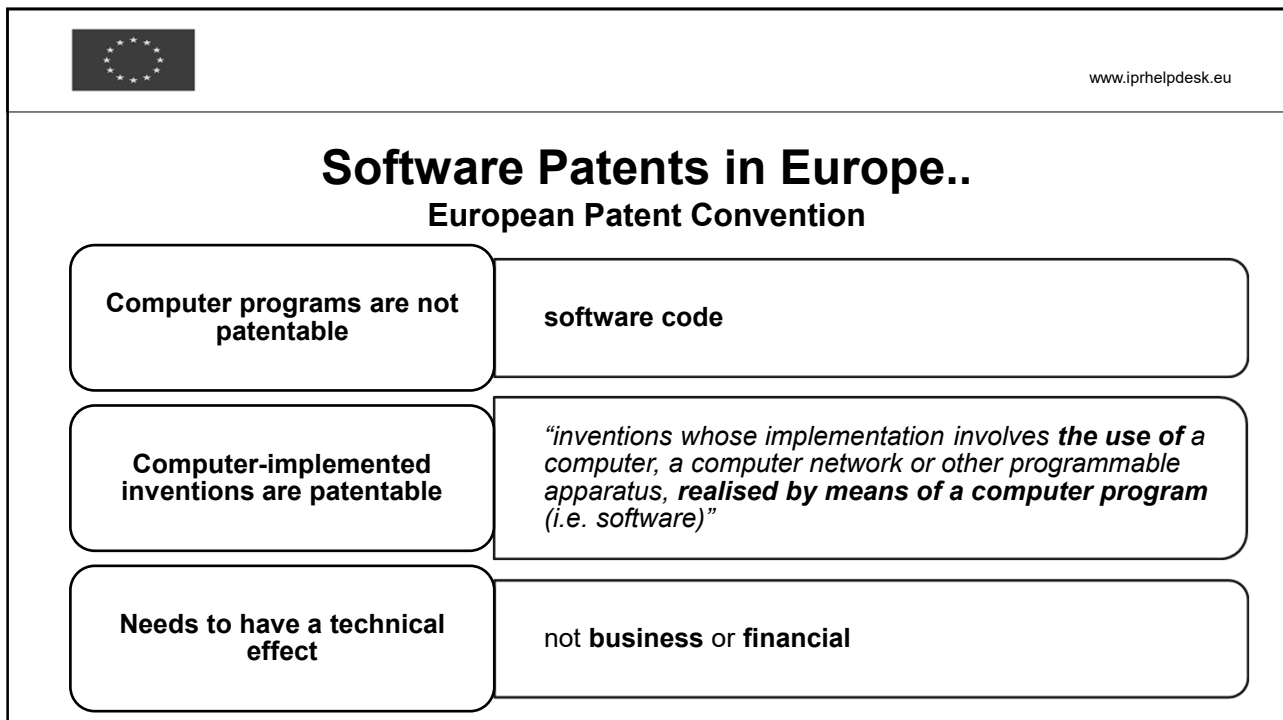
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Software (code) Copyright

Copyrights protects the **expression** of the method **not the method** itself; for example:

- The code as such (source and binary)
- Design material
- User guides
- Graphical elements such as icons

Comes into existence **automatically**

- so **keep good records** to prove date of creation.

Lasts **at least 50 years**

- national variations

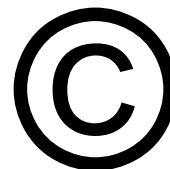
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Software patent *OR/AND* Software copyright

Patent

Copyright



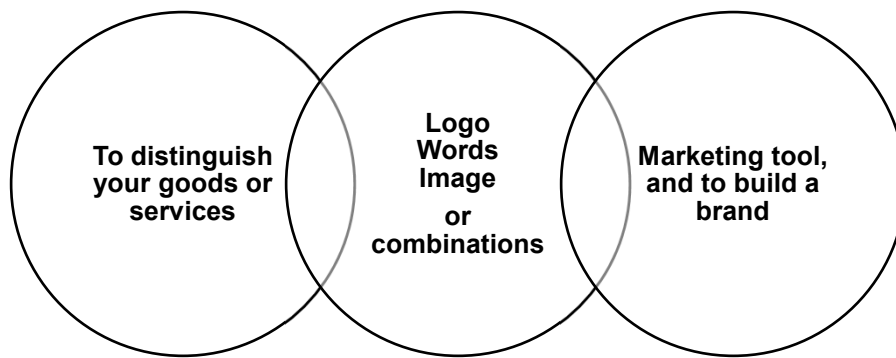
What it does (regardless of how expressed)

What it is (its expression)

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Trademarks



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Brands can be Valuable!!



Source Interbrand **Best Global Brands 2024**

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Database Rights

- Copyright protects the contents
- Database right protects the collection if there has been a "substantial investment" in obtaining, verifying or presenting the contents of the database.

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VALORISATION OF ICT IP

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Obligation to exploit the results

"Beneficiaries which have received funding under the grant must — up to four years after the end of the action — use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing."

Horizon Grant Agreement

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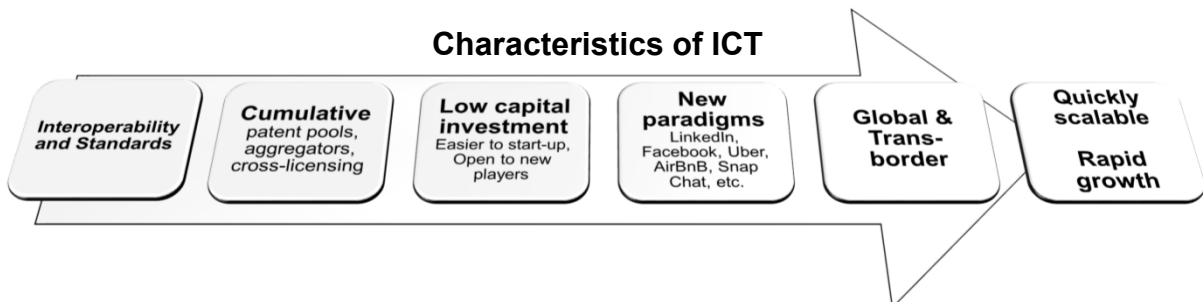


Issues to consider when commercialising ICT


Wide variety of business models

Open/free	Product or service	Per use/seat	one-off fee	subscription based	ad based	voluntary contributions	community supported	etc.
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Characteristics of ICT

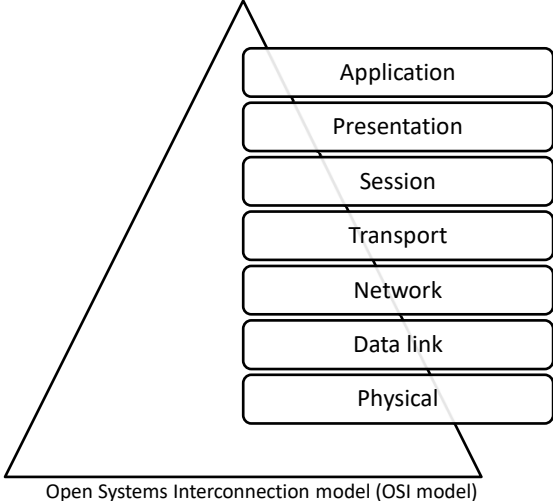


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Standards and Interoperability



Open Systems Interconnection model (OSI model)



ISO/IEC JTC 1 Information technology

3095	Published standards
503	Standards under development

..as of Sept 2025

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Subcommittee ↑	Subcommittee Title	Published standards	Standards under development
ISO/IEC JTC 1/SC 2	Coded character sets	50	1
ISO/IEC JTC 1/SC 6	Telecommunications and information exchange between systems	423	14
ISO/IEC JTC 1/SC 7	Software and systems engineering	227	46
ISO/IEC JTC 1/SC 17	Cards and security devices for personal identification	130	31
ISO/IEC JTC 1/SC 22	Programming languages, their environments and system software interfaces	113	12
ISO/IEC JTC 1/SC 23	Digitally recorded media for information interchange and storage	84	0
ISO/IEC JTC 1/SC 24	Computer graphics, image processing and environmental data representation	95	14
ISO/IEC JTC 1/SC 25	Interconnection of information technology equipment	243	6
ISO/IEC JTC 1/SC 27	Information security, cybersecurity and privacy protection	252	72
ISO/IEC JTC 1/SC 28	Office equipment	40	9
ISO/IEC JTC 1/SC 29	Coding of audio, picture, multimedia and hypermedia information	629	82
ISO/IEC JTC 1/SC 31	Automatic identification and data capture techniques	136	24
ISO/IEC JTC 1/SC 32	Data management and interchange	112	35
ISO/IEC JTC 1/SC 34	Document description and processing languages	76	5
ISO/IEC JTC 1/SC 35	User interfaces	92	23
ISO/IEC JTC 1/SC 36	Information technology for learning, education and training	55	12
ISO/IEC JTC 1/SC 37	Biometrics	145	16
ISO/IEC JTC 1/SC 38	Cloud computing and distributed platforms	33	13
ISO/IEC JTC 1/SC 39	Sustainability, IT and data centres	33	8
ISO/IEC JTC 1/SC 40	IT service management and IT governance	33	7
ISO/IEC JTC 1/SC 41	Internet of things and digital twin	52	24
ISO/IEC JTC 1/SC 42	Artificial intelligence	39	45
ISO/IEC JTC 1/SC 43	Brain-computer interfaces	1	3
ISO/IEC JTC 1/SC 44	Consumer protection in the field of privacy by design	2	1

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ISO/IEC 21823-1:2019

Internet of things (IoT) — Interoperability for internet of things systems — Part 1: Framework

ISO/IEC 21823-1:2019(E) provides an overview of **interoperability** as it applies to IoT systems and a framework for interoperability for IoT systems. This document enables IoT systems to be built in such a way that the entities of the IoT system are **able to exchange information and mutually use the information** in an efficient way. This document enables **peer-to-peer interoperability between separate IoT systems**. This document provides a common understanding of interoperability as it applies to IoT systems and the various entities within them.

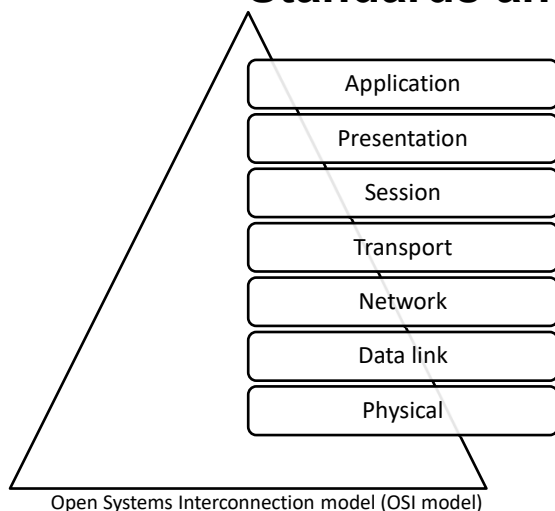
Status : Published

Publication date : 2019-02

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Standards and Interoperability



ISO/IEC JTC 1 Information technology

3095

Published standards

503

Standards under development

..as of Sept 2025

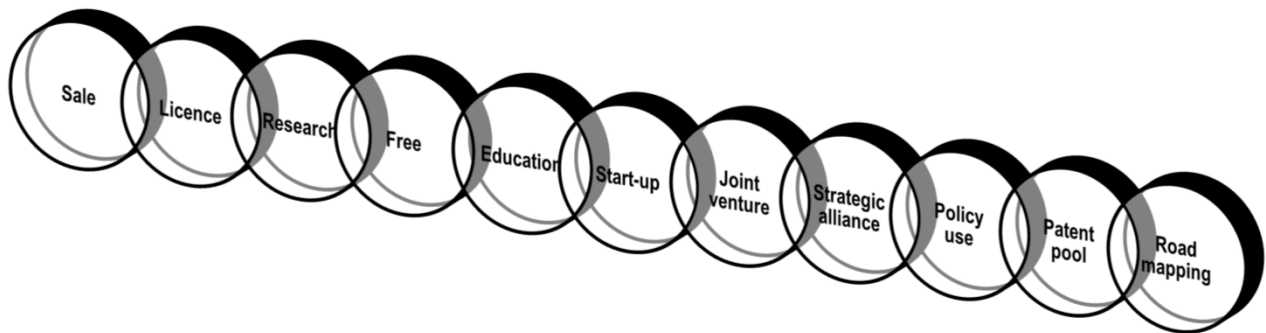
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Exploitation Strategies

Like physical property, **intellectual property is a valuable asset** which can be **traded** – bought, sold or leased, given away free, used in JV's, as collateral, etc...

But, many more ways of extracting value...

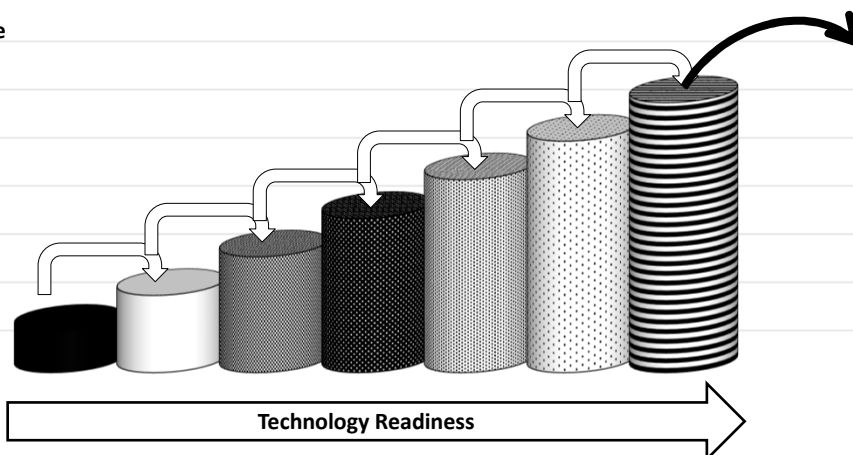


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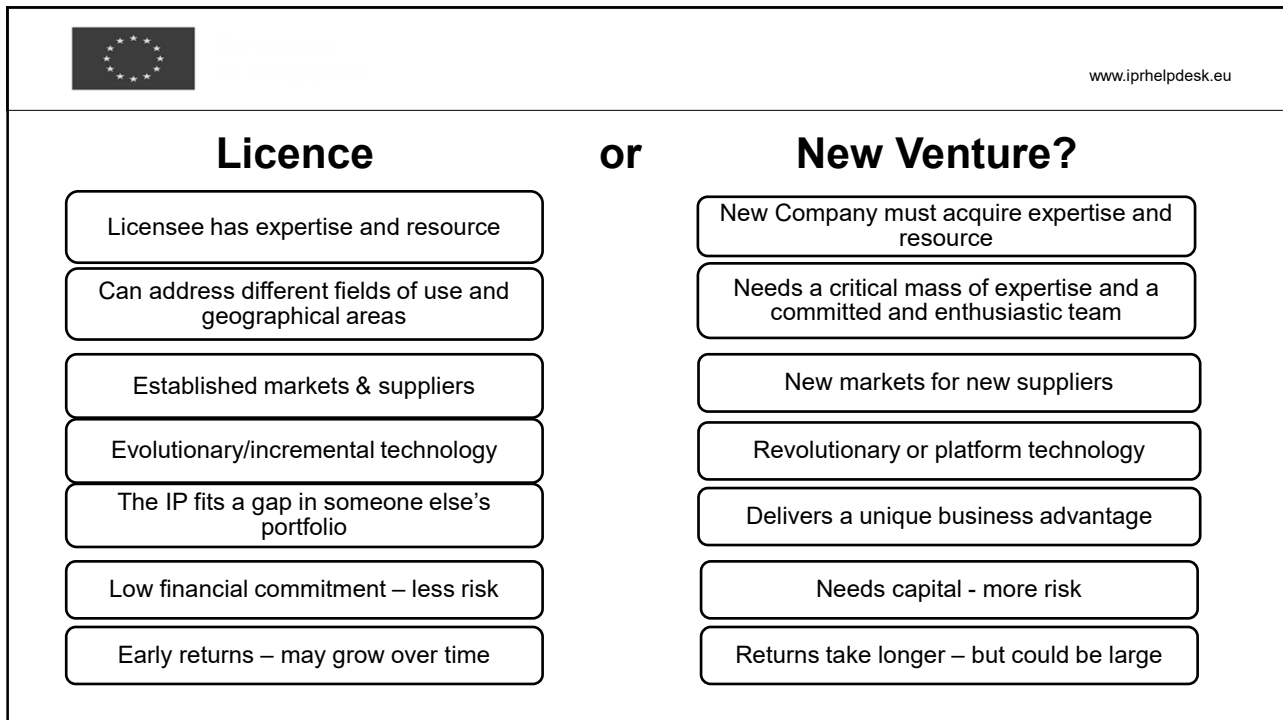


How far do you want to go?

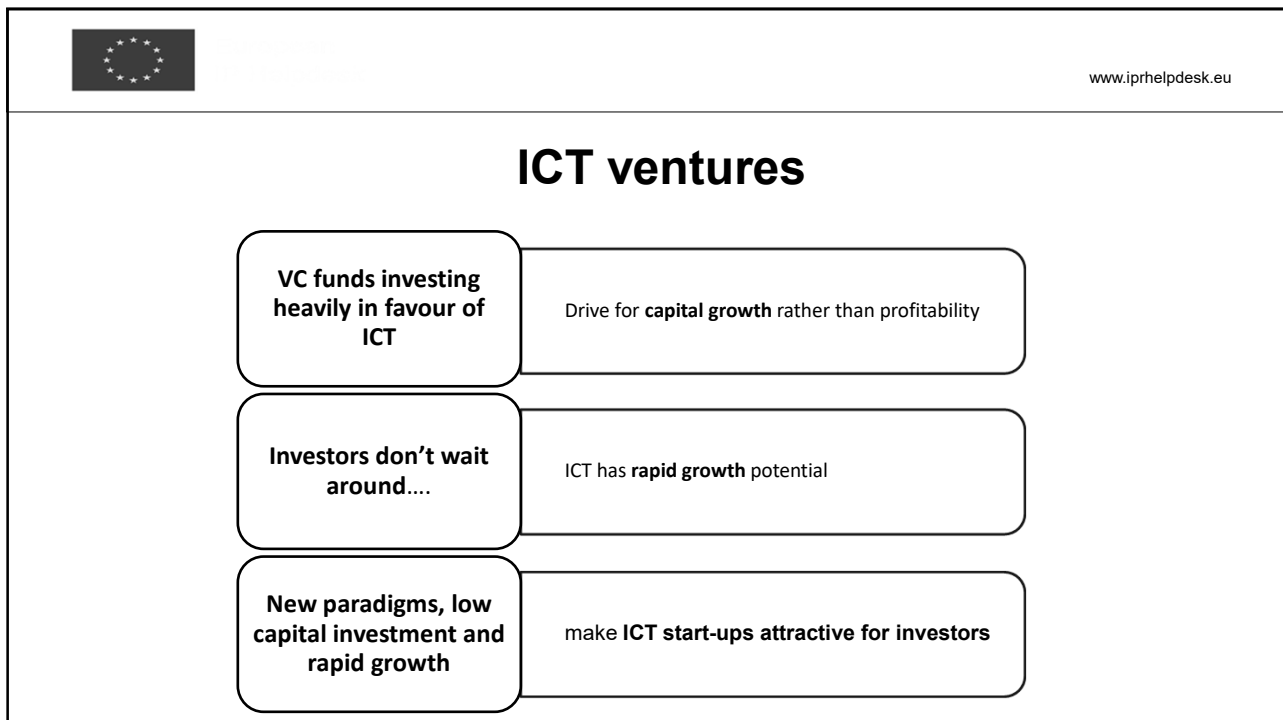
Invention value




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Licensing (in general)

IP Helpdesk Webinar
“IP Commercialisation and Licensing”

Granting right to use your property under agreed terms and conditions


- Field of use
- Geographic territory
- To validate not sell
- etc

European IP Helpdesk Bulletin No.1 - IP Licensing



http://www.iprhelpdesk.eu/sites/default/files/newsdocuments/bulletin/01/IP-H_b01_content-3.html

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Open Source Licences

Just another type of licence!

- Usually **requires source code** to be made available
- **Many different versions** and variations
- **Beware** clauses which affect commercial use

Good for

- building **community** of developers and users

Needs management – how will it be funded?

How will it be **sustainable**?

Choose **only if appropriate** and can be **justified**

not “policy” or “ideology” decision

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Business models for Open Source

Must provide **source for free**

- Can charge for executable, added value services or products (e.g. training or toolkits)

Added value **services and products** may be supplied

- Software freely available under OSS licence
- Support contract or consultancy services may be purchased from owner or **third parties**

Someone must **manage and sustain**

- Quality and validation
- New releases into community
- Build and sustain community

Beware **too many “forks”**

- Detrimental to building critical mass in the community, and “brand” identity and commercial success

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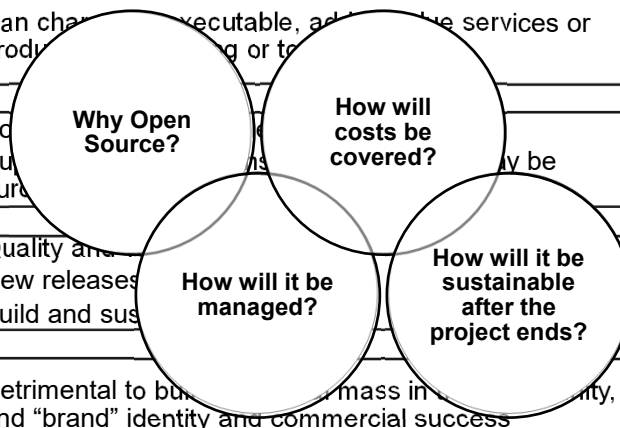
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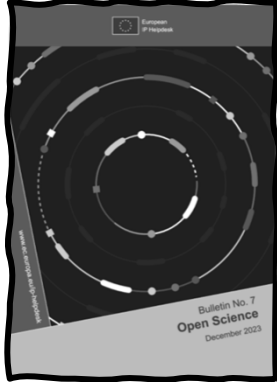
More information....

More on software licensing, Incl: **Open Source**


- IP Helpdesk Webinar **“IPR and Software”**

More on other **Open things**

- IP Helpdesk Webinar **“Open Science”**
- IP Helpdesk Bulletin No 1 (Dec 2023) **“Open Science”**
- IP Helpdesk Bulletin No 7 (Oct 2024) **“Open Innovation”**



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Summary

ICT brings unique **opportunities and challenges**

IP Management **starts before** a project starts and continues **after it ends**

Use IP Rights **strategically**
Many options for ICT

Think and plan globally

Wide range of **exploitation routes and business models**

Don't be constrained by convention

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IP Management in ICT Projects

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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 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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