



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



THE INDIA IP SME HELPDESK AT A GLANCE

The India IP SME Helpdesk is a EU-funded initiative which supports small and medium-sized enterprises (SMEs) in India to protect their intellectual property rights in India and abroad, and to benefit from their intellectual property rights in India and abroad in the Indian market.

PROTECT BEFORE YOU GO!

The Helpdesk can help you to protect your business interests by providing **free-of-charge**, **business-oriented** and **tailored** information and services to EU SMEs.



WHY PROTECTING YOUR IP IS IMPORTANT?

Intellectual Property rights are all around us, from clothes, books or technology we use in our everyday life. They can mean **more money** for your business.

Copyrights are available for:

- Text, music, art and other creative works
- Sound recordings
- Performances
- Broadcasts
- 三人

Trade marks for:

- Brand image
- Goods and services
- Packaging and labelling

Patents and utility models for:

- Inventions
- Industrial designs



[SMEs which register their IP rights are considerably more likely to grow than those who do not.]





INDIA

HOW CAN THE IP SME HELPDESK HELP YOU?

HELP LINE



TRAINING



RESOURCES



FORUM



You can access all our services through our website. Furthermore, our EU-wide network offers participation in various events all across Europe and India. Check out our calendar of events here!



HELP LINE
Get back to us in
3 days*

Our Intellectual Property experts provide high-quality, confidential and personalized free advice to answer your questions and support your needs.

You can reach the Helpdesk either

+91 9620970707 | india-ip-helpdesk.eu

- 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](#)
(i) Live streaming available

09 FEB 2026 Training and workshops
[EU - Webinar: IP in Biotechnology](#)
(i) 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](#)
(i) Live streaming available

24 FEB 2026 Training and workshops
[EU - Webinar: Consortium Agreements](#)
(i) Live streaming available

25 FEB 2026 Training and workshops
[EU - Webinar: IP in Horizon Projects \(HEU\)](#)
(i) Live streaming available

26 FEB 2026 Training and workshops
[EU - Webinar: Copyright in collaborative projects](#)
(i) Live streaming available

03 MAR 2026 Training and workshops
[EU - Webinar: IP in EU funded projects with a special focus on MSCA](#)
(i) Live streaming available

05 MAR 2026 Training and workshops
[EU - Webinar: IP Assessment](#)
(i) Live streaming available

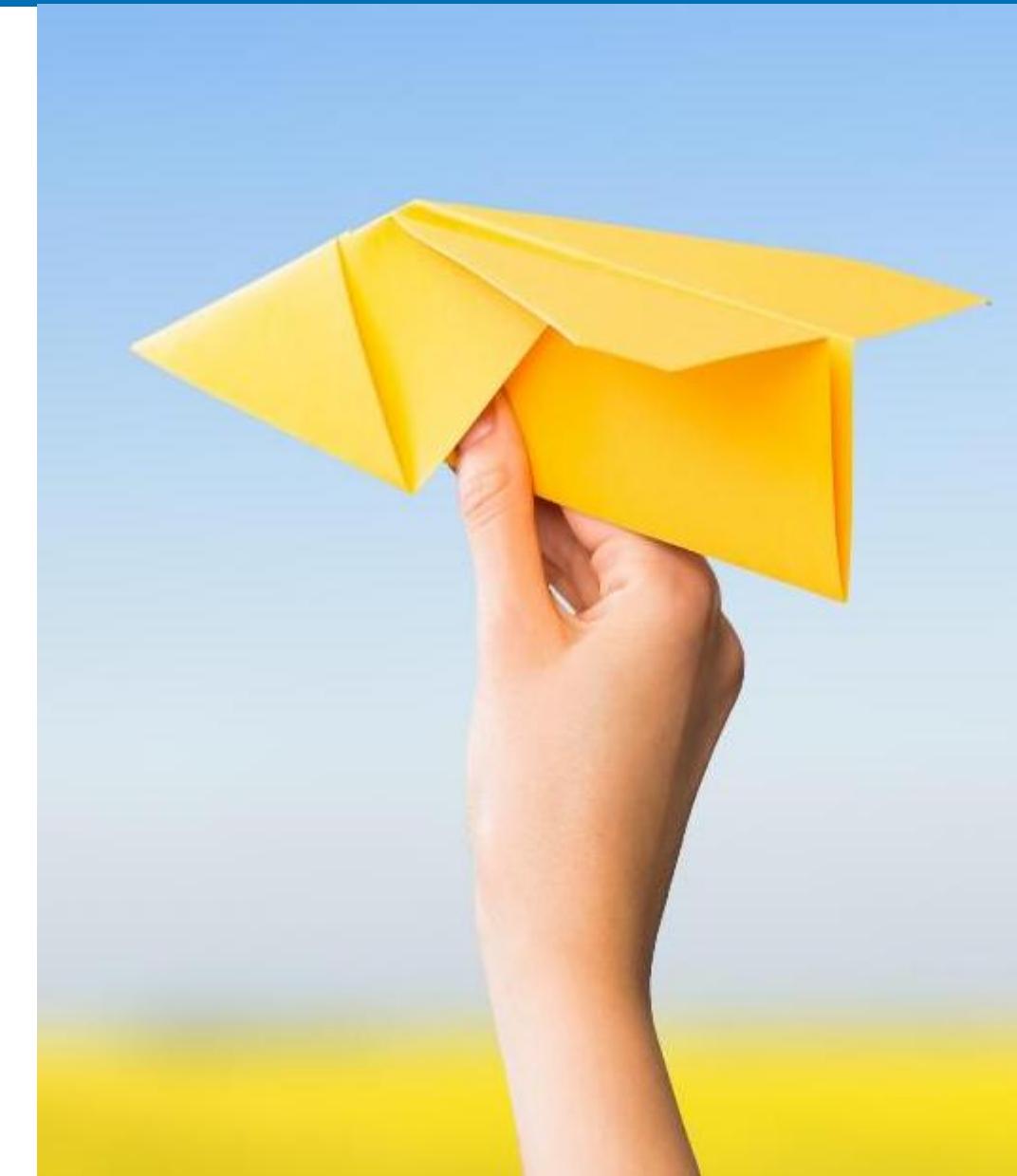
12 MAR 2026 Training and workshops
[EU - Webinar: IPR and Software](#)
(i) Live streaming available

17 MAR 2026 Training and workshops
[EU - Webinar: IP Commercialisation and Licensing](#)
(i) 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



1



www.iprhelpdesk.eu

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

2



WHAT'S SPECIAL ABOUT ICT? AND WHAT ARE THE IP ISSUES?



ICT is ..

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



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.



ICT is ...

Global

- scalable

Trans-border

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



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

7



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

8

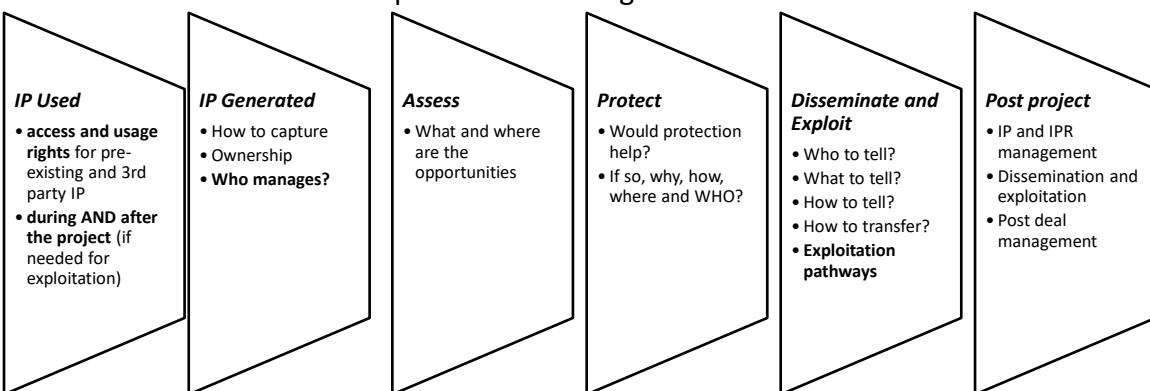


MANAGEMENT OF INTELLECTUAL ASSETS



IP Management - Managing the KEY assets!

The 6 pillars of IP Management

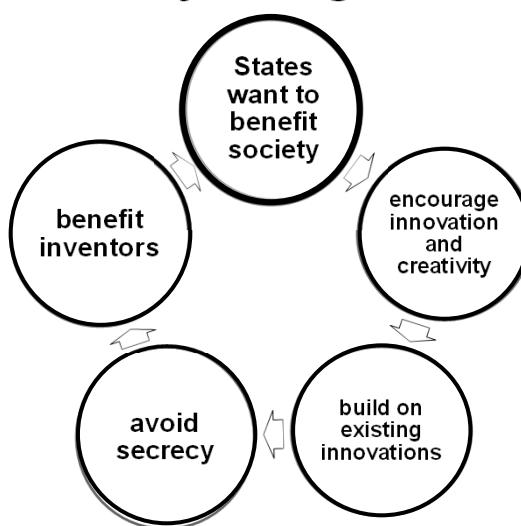




MANAGEMENT OF INTELLECTUAL ASSETS



Why IP Rights?





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

13



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

14



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*

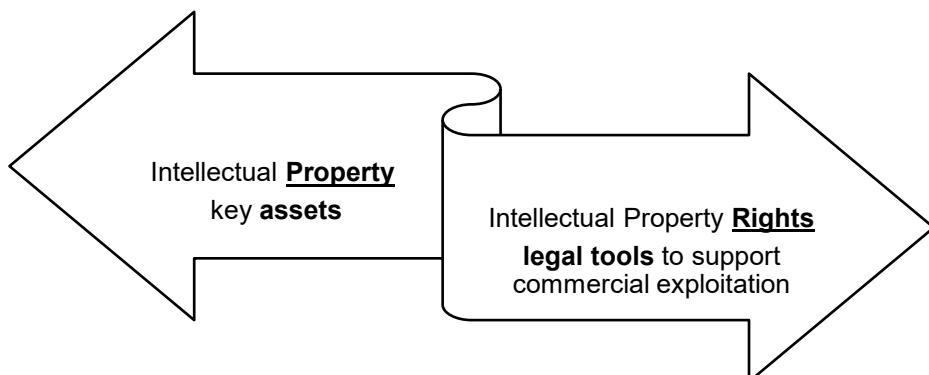


Many types of Intellectual Property Right (IPR)

<i>Patents</i>	<i>Some legal rights come into existence automatically</i>
<i>Copyright</i>	<i>Some need registration</i>
<i>Design Rights</i>	<i>Confidentiality Agreements (Know-how)</i>
<i>Database Rights</i>	<i>Secrets (Trade Secrets)</i>
<i>Trade marks</i>	<i>Time limited rights</i>
<i>Plant Breeders Rights</i>	<i>National rights</i>
<i>Utility Models/petty patents</i>	
<i>Plant varieties</i>	
<i>etc</i>	



Don't confuse IP and IPR



PROTECTING ICT ASSETS

- Patents
- Copyright
- Trademarks
- Design rights
- Database right



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?



Strategic decisions

Are there commercial opportunities?

Would IP protection support exploitation?

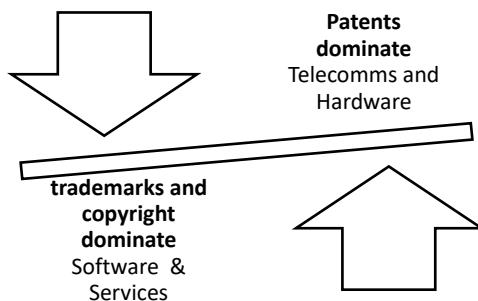
Benefits greater than costs?

If so, invest!

Assessment, protection and exploitation must be considered together



More than just patents!



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

21



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

22



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**

23



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**

24



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

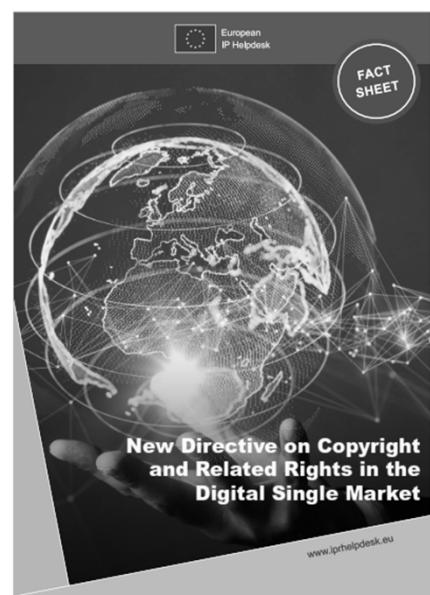
To create a fair marketplace for online content, especially for press publications, online platforms and remuneration of authors and performers



More information

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

EU IP Helpdesk Webinar
"Copyright and Collaboration"





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

27



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

28



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

29



THE DEVELOPMENT OF
GENERATIVE ARTIFICIAL INTELLIGENCE
FROM A COPYRIGHT PERSPECTIVE



IP Helpdesk Webinars

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

EUIPO Conference on **COPYRIGHT**

Navigating Copyright Together in an
Evolving Digital Landscape



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

30



ICT Patents

Computer technology	16 815	+3.3% ↗
Electrical machinery, apparatus, energy	16 142	+8.9% ↗
Digital communication	15 983	-6.3% ↘
Medical technology	15 701	-3.0% ↘
Transport	10 026	+3.5% ↗
Measurement	9 601	-0.5% ↘
Biotechnology	8 479	+5.4% ↗
Pharmaceuticals	8 359	-13.2% ↘

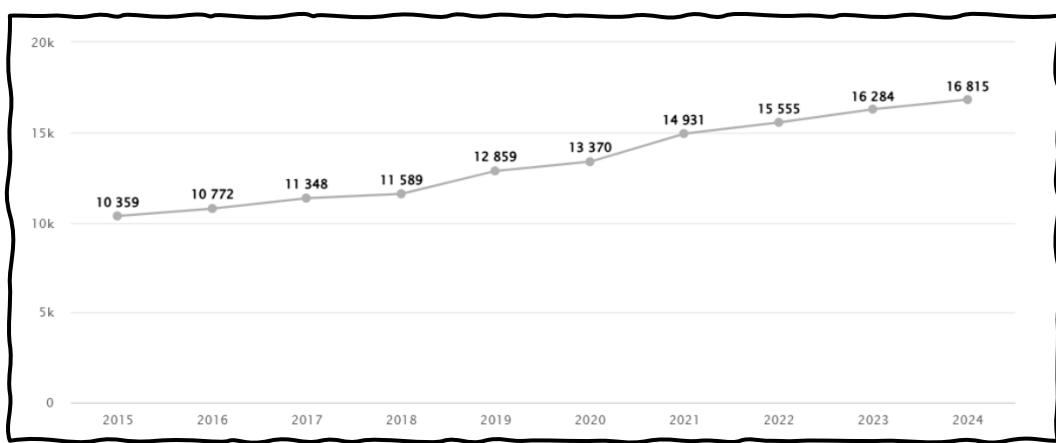
Top Technology Fields
AI and battery technologies drive growth

Source: EPO Patent Index 2024

31



Computer technology patent applications



Source: EPO Patent Index 2024

32



What can you patent?

- New/Novel** (not previously disclosed publicly)
- Inventive** (not obvious to "one skilled in the art")
- Industrially applicable/has a technical effect**
- Sufficiently described**

What can't you Patent?

- Computer programs (per se)**
- Scientific theories
- Mathematical methods/algorithms**
- Aesthetic creations
- Schemes, rules and methods for performing mental acts
- Playing games or doing business
- Presentations of information

Some important exceptions in law and its interpretation in the USA and elsewhere

33



Software Patents in Europe..

European Patent Convention

Computer programs are not patentable

software code

Computer-implemented inventions are patentable

"inventions whose implementation involves the use of a computer, a computer network or other programmable apparatus, realised by means of a computer program (i.e. software)"

Needs to have a technical effect

not business or financial

34



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

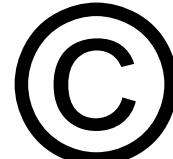


Software patent **OR/AND** Software copyright

Patent



Copyright

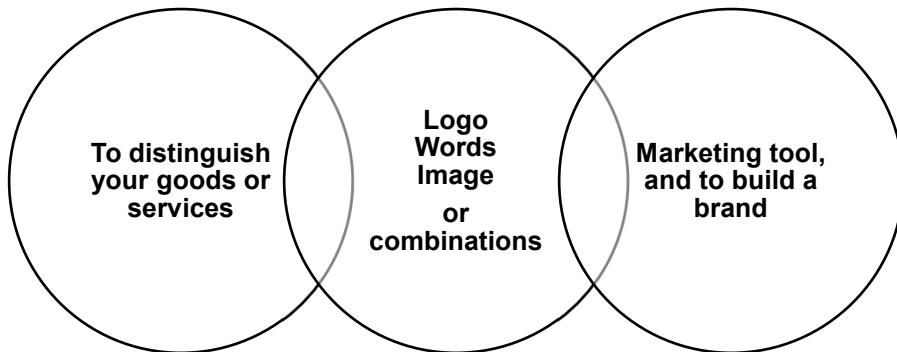


What it does (regardless of how expressed)

What it is (its expression)



Trademarks



37



Brands can be Valuable!!



Source Interbrand *Best Global Brands 2024*

38



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.



VALORISATION OF ICT IP



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

41

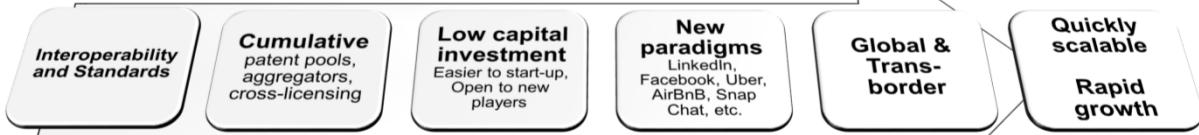


Issues to consider when commercialising ICT

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.
-----------	--------------------	--------------	-------------	--------------------	----------	-------------------------	---------------------	------

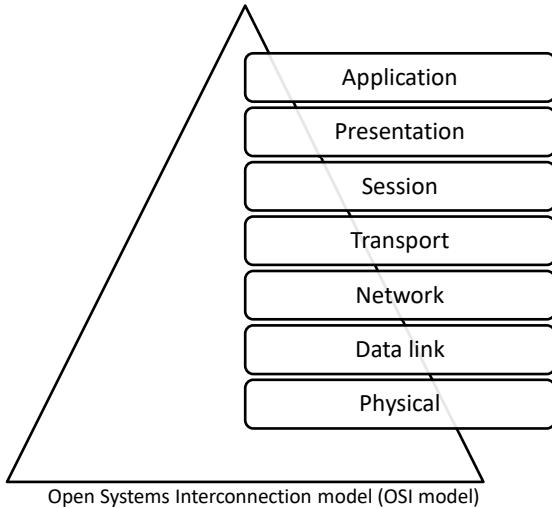
Characteristics of ICT



42



Standards and Interoperability



ISO/IEC JTC 1 Information technology

3095

Published standards

503

Standards under development

..as of Sept 2025

43



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

44



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.

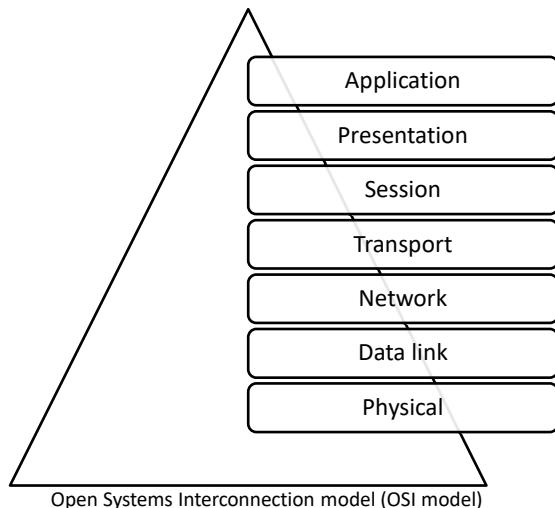
Status : Published

Publication date : 2019-02

45



Standards and Interoperability



ISO/IEC JTC 1 Information technology

3095	Published standards
503	Standards under development

..as of Sept 2025

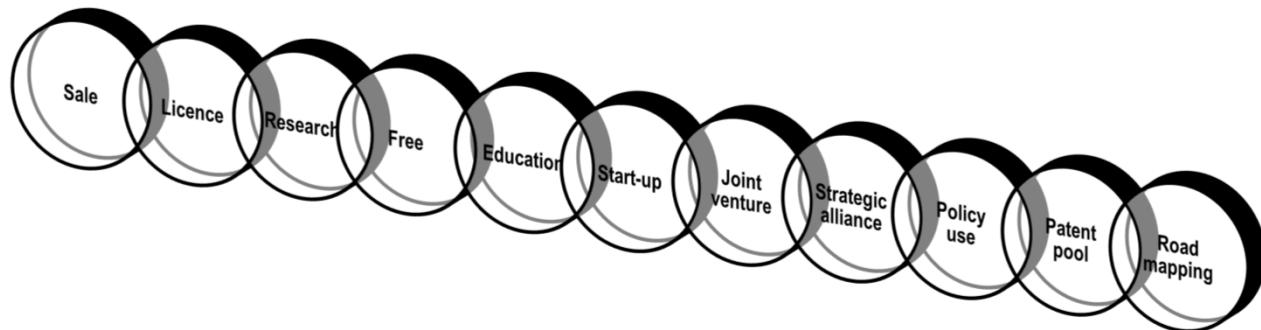
46



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...



47



How far do you want to go?

Invention value



Technology Readiness



Licence

or

New Venture?

Licensee has expertise and resource

New Company must acquire expertise and resource

Can address different fields of use and geographical areas

Needs a critical mass of expertise and a committed and enthusiastic team

Established markets & suppliers

New markets for new suppliers

Evolutionary/incremental technology

Revolutionary or platform technology

The IP fits a gap in someone else's portfolio

Delivers a unique business advantage

Low financial commitment – less risk

Needs capital - more risk

Early returns – may grow over time

Returns take longer – but could be large

49



ICT ventures

VC funds investing heavily in favour of ICT

Drive for **capital growth** rather than profitability

Investors don't wait around....

ICT has **rapid growth** potential

New paradigms, low capital investment and rapid growth

make **ICT start-ups attractive for investors**

50



Licensing (in general)

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

51



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

52



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

53



Business models for Open Source

Must provide **source for free**

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

Why Open Source?

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**

How will costs be covered?

Someone must **manage and sustain**

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

How will it be managed?

Beware **too many “forks”**

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

How will it be sustainable after the project ends?

54



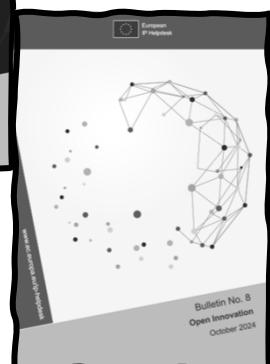
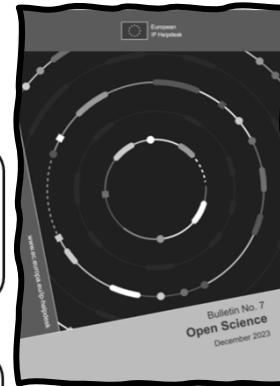
More information....

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"**



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

IP Management in ICT Projects

European IP Helpdesk Webinar



www.iprhelpdesk.eu

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).

The information provided by the European Union IP Helpdesk is not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on its basis. Moreover, it cannot be considered as the official position of EISMEA or the European Commission. Neither EISMEA nor the European Commission nor any person acting on behalf of EISMEA or of the European Commission is responsible for the use which might be made of this information.

© European Union (2025)

Presentation produced by Dr. Eugene Sweeney, Iambic Innovation Ltd.