

# European IPR Helpdesk

*Get your ticket to innovation!*



Tallin  
04 March 2014

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# Road Map

- Background
- EU IPR Helpdesk:
  - Team
  - Target Groups
  - General Objectives
- At a Glance: Our Services



# European Research and Project Office (Eurice) GmbH

- SME founded in 2000; 45 staff members
- Specialised in international research and innovation management
- A wide range of technological focal areas: Health , Biotech, ICT, Material Sciences, Engineering, Environmental Sciences, Humanities, etc.
- Co-ordinator of 35 successful FP7 proposals

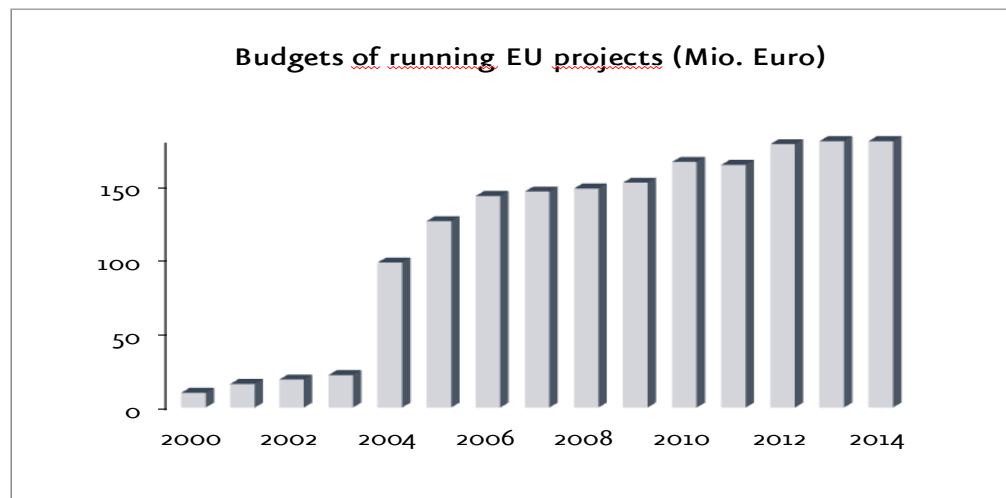
**TOP  
20**



Saarbrücken



Berlin



## EURICE – H2020 Innovation Support Initiatives



European IPR Helpdesk



- **European IPR Helpdesk**
  - Information and training on Intellectual Property (IP) and Intellectual Property Rights (IPR)
- **EEN - Enterprise Europe Network**
  - Information and consulting to support SMEs in the field of cooperation, technology transfer and strategic partnership
- **Fit for Health 2.0**
  - Focusing on research-intensive, high technology SMEs, the project offers targeted support measures, covering the entire innovation cycle of research projects.

# European IPR Helpdesk

- Official IP service initiative of the European Commission
- Front-line and high-quality support on intellectual Property (IP) and intellectual property rights (IPR)
- Managed by the European Commission's Executive Agency for Small and Medium-sized Enterprises (EASME) with policy guidance of DG Growth



European  
Commission

**STOP**

*Background*

# Challenges

SMEs and universities (i.e. researchers in particular) often lack:

- **awareness** of importance of IP
- **IP expertise**
- **resources** to properly manage and exploit their IP





# Risks

Possible consequences:

- **Risk of conflicts** during collaborative projects and **possibly limited exploitation** of research results
- **SMEs refrain** from entering into collaborative research projects
- SMEs/universities **do not fully exploit** their innovative potential...



***This is where the European IPR  
Helpdesk comes into play ...***



**STOP**

*EU IPR Helpdesk: Team, Target  
Groups & General Objectives*

# Team

**infeurope S.A.**

**Project Coordinator;  
Website & Helpline**

**infeurope**

**Public Research Center  
Henri Tudor**

**Publications &  
Stakeholder Management**

**tudor**  
PUBLIC RESEARCH CENTRE HENRI TUDOR

**Eurice GmbH**

**Communications &  
Training**

 **EURICE**  
EUROPEAN RESEARCH AND  
PROJECT OFFICE GMBH

# Target Groups

The European IPR Helpdesk is the official IP service initiative of the European Commission addressing:

- **EU SMEs** involved in internationalisation processes and knowledge/technology transfer
- **Beneficiaries of EU-funded programmes**  
Current and potential participants in EU-funded projects (Horizon 2020/COSME/FP7/CIP and other related initiatives)  
→ Academia & SMEs
- **Multipliers and intermediaries**

# General Objectives

The European IPR Helpdesk aims at:

- **raising awareness** of the value of intellectual assets and of the necessity to secure and manage them
- **empowering** its target groups to develop capacities of their own to deal with IP/IPR
- **building long-term partnerships** with relevant multipliers networks and other IP initiatives (i.e. Enterprise Europe Network, NCPs, INNOVACCESS...) to anticipate and evaluate the IP/IPR challenges of tomorrow



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**STOP**

*At a Glance: Our Services*



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**Awareness Raising**



**Website**



**Helpline**



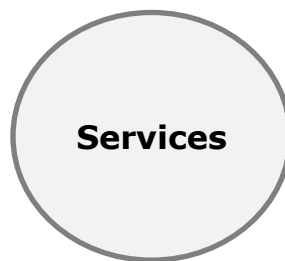
**Bulletin**



**Training**



**Newsletter**



**Services**



**All of our services are  
offered free of  
charge.**

**Publication**

European  
IPR  
Helpdesk



# Website & Publications

- News
- Events
- Model Agreements
- Fact Sheets
- Case Studies
- Bulletin
- Glossary
- FAQs



# ...some figures

- Visitors of the website: **14.000 visits per month**
- Registered users: **7.000**
- Number of followers on **Linkedin** (500+) and **Twitter** (1.086)

newsletter  
sign up here

follow us



# Sample Publications

## Horizon 2020 fact sheet series:

- IP Management in Horizon 2020: at the proposal stage
- IP management in Horizon 2020: at the grant preparation stage
- How to manage IP in Horizon 2020: at the implementation stage



# “Your guide to IP in Horizon 2020”



## Contents

- Introducing Horizon 2020
- What's new in Horizon 2020 with regard to IP?
- Your project – your knowledge – Your IP
  - Getting your project started
  - Implementing your project
  - Concluding your project
- Our services
- Useful documents

# Helpline

- **First-line support**
- **User-friendly** service provided in English
- **Personalised answers** to individual questions within **three working days**
- **Wide range of IP topics:** IP protection, IP management and exploitation, revision of agreements, etc.
- **Understandable** for non-legal experts and **business oriented**
- Issues of the **Helpline**: Ø 4 inquiries/day



# Helpline

Topics in H2020 (non-exhaustive):

- Revision of MoU and non-disclosure agreements
- Analysis of plans on exploitation and IP within proposal
- Questions on commercial exploitation of IP
- Revision of consortium agreement
- Questions of IP rules in projects
- Questions on interpretation of IP clauses in the grant agreement and other agreements...

# Training

- **“Capacity building”**
- Practical and comprehensive **training approach**
- **Individual organisation of on-location training events** in cooperation with multipliers/intermediaries
- **Training Catalogue**
- **Web-based training sessions**



# New training formats on IP strategies in Horizon 2020



Large, supranational, open IP Training Events

- Maximizing the impact of H2020 projects – for proposers
- Exploitation of H2020 project results

Next to come: Bergen/Norway – 12/13 May



# Webinars & Educational Clips

- **Regular courses**
- **Registration** on our website
- **Open to everyone** interested in enhancing their knowledge of IP/IPR
- **Easy handling**
- **Duration:** 60 minutes & 15 minutes “Q&A”
- **Short clips** for online self-study: Basic facts in 15 minutes



## ...some figures :

- **Since 2011: 110** IP training events in more than **25** EU countries
- **74** online IP Training sessions
- **2014: over 2.000 participants !!** in training activities – mostly related to Horizon 2020



# Awareness Raising

- Participation in **stakeholder/target group events** (e. g. brokerage & information events)
- **Professional presentation** (i.e. information booth, plenary presentation, workshops)
- **Provision of promotional material and information packages**
- **Contribution to partner newsletters & websites**



## ...some figures :

- **Since 2011: 105** international events in more than 21 countries where we were able to reach **10.719** people directly



# Cooperation

- **Cooperating** with stakeholders involved in IPR and promotion of innovation in order to foster synergies (EEN, WIPO, EPO, OHIM, National Patent Offices...)
- **Liaising** with European business associations and other stakeholders with the purpose to foster partnerships and reach more SMEs
- **Networking** through LinkedIn and Twitter, which have increased during 2012



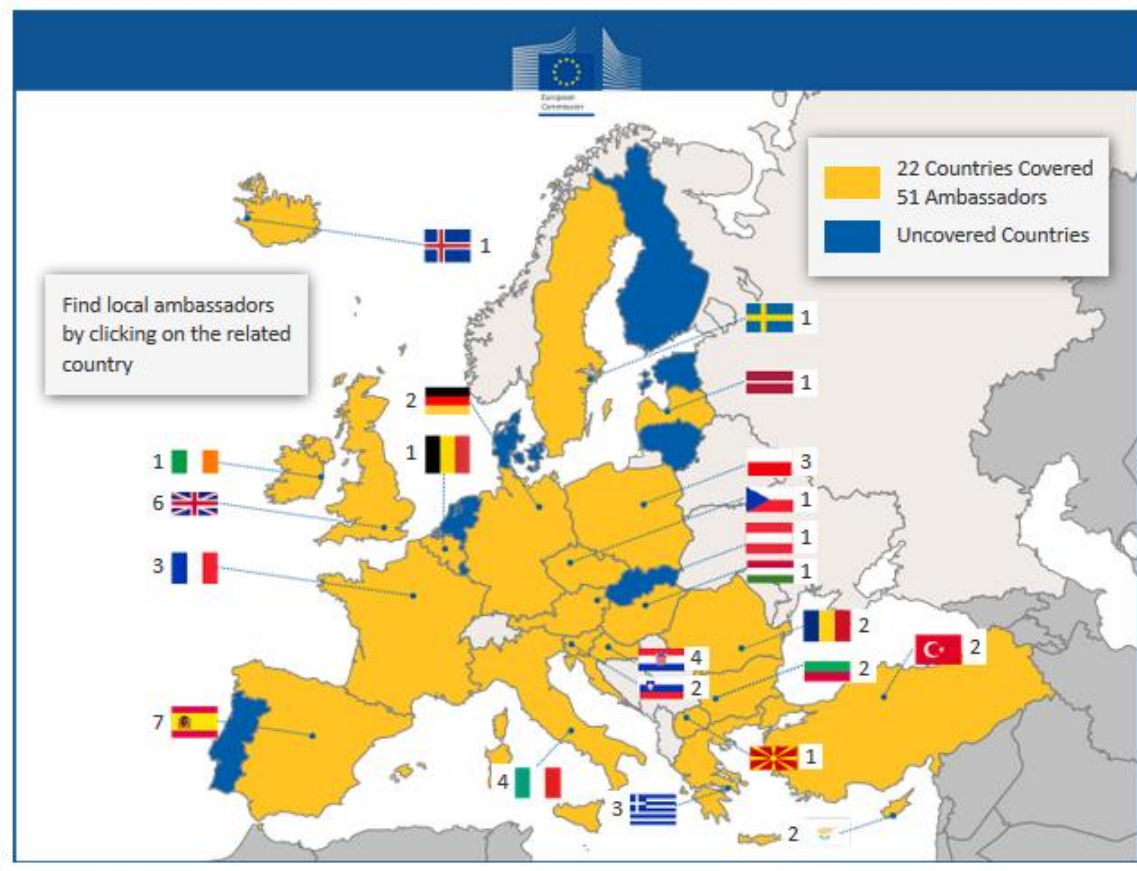


# EU IPR Helpdesk Ambassador Scheme

- Implementation of the EU IPR Helpdesk Ambassador Scheme
  - **Intensified cooperation** with the **Enterprise Europe Network**
  - **Appoint Network members** as local “**ambassadors**” of the EU IPR Helpdesk to thus foster a network of contact points across Europe
  - **Aiming to increase the outreach** of the EU IPR Helpdesk towards European SMEs at regional and local level in particular
  - **Privileged access** to training and info material



# Overview



## Other IPR Helpdesks



ASEAN IPR  
SME HELPDESK





# Thank you.

We look forward to getting in touch with you!

For questions and general IP advice, please contact our Helpline team:

[service@iprhelphdesk.eu](mailto:service@iprhelphdesk.eu)

Phone +352 25 22 33-333 (Helpline)

Fax + 352 25 22 33-334 (Helpline)

[www.iprhelphdesk.eu](http://www.iprhelphdesk.eu)

For questions related to our training activities, please send us an email at:

[training@iprhelphdesk.eu](mailto:training@iprhelphdesk.eu)



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