



European
IPR Helpdesk

Services of the European IPR Helpdesk

Get your ticket to innovation!



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Today's speaker

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- M.A. International Economic Relations and Trilingual Management





The European IPR Helpdesk

.....an innovation support action offering support on IP matters to beneficiaries of EU funded research projects and EU SMEs

www.iprhelphdesk.eu





European
IPR Helpdesk

European IPR Helpdesk team

Infeurope

Project Coordination,
Website & Helpline



infeurope

**Intellectual Property Institute
Luxembourg**

Publications, Training &
Stakeholder Relations



INSTITUT
DE LA PROPRIÉTÉ
INTELLECTUELLE
LUXEMBOURG

Eurice GmbH

Communications and
Training



EURICE
EUROPEAN RESEARCH AND
PROJECT OFFICE GMBH



European IPR Helpdesk @ Brussels:

Rue du Trône 98



European
IPR Helpdesk

STOP

*EU IPR Helpdesk: Target
Groups & General Objectives*



Who can use our services?

- **Beneficiaries of EU-funded programmes**
 - ✓ Current and potential participants in EU-funded projects such as Horizon 2020, COSME...
 - ✓ Universities, research organisations, individual researchers & SMEs
- **EU SMEs** involved in cross-border innovation activities within EU, negotiating transnational business partnerships, going abroad
- **Multipliers and intermediaries** (e.g. EEN members, NCPs, business organisations, chambers of commerce)



General Objectives (1)

On a more practical level we aim at:

- assisting SMEs and beneficiaries of EU-funded programs in **dealing with IPR matters**
- providing **advice** and **first-line, high-quality support** on IP/IPR issues via different services



General Objectives (2)

The European IPR Helpdesk aims at:

- **raising awareness** of the value of intellectual assets and of the necessity to secure and manage them
- **empowering** and developing capacities to deal with IP assets and related management
- **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



STOP

*How can the EU IPR Helpdesk
assist participants in H2020?*



Why is it important to consider IP in H2020?

- **best efforts** commitment of participants to **exploit their own results** (Art.28 Grant Agreement)
- **impact and feasibility** of the implementation of the project proposal
- Results of research and development activities require further and often substantial investments to take them to market
- **avoid future conflicts** among the consortium



European IPR Helpdesk





European IPR Helpdesk

Website

www.iprhelphdesk.eu

The screenshot shows the homepage of the European IPR Helpdesk website. At the top is a navigation bar with the logo and links for SERVICES, NEWS, EVENTS, LIBRARY, TRAINING, AMBASSADOR, HELPLINE, and CONTACT. Below the navigation bar is a large banner image featuring a cityscape at sunset and a close-up of a modern building. The main heading is "European IPR Helpdesk" with the tagline "Get your ticket to innovation!". A paragraph explains the mission: "We believe that knowing how to manage Intellectual Property (IP) and Intellectual Property Rights (IPR) is the ticket to innovation and competitiveness in Europe. The European IPR Helpdesk offers free of charge, first-line support on IP and IPR matters to beneficiaries of EU funded research projects and EU SMEs involved in transnational partnership agreements, especially within the Enterprise Europe Network (EEN)."

 IPR Helpline Place a phonecall or raise an issue and we will get back to you within three working days. Free of charge. Contact us	 Training Support Build up your capacity and take part in onsite or online training events to get you ready for the journey. Get more info	 Publications Find the tools to help you by visiting our huge library of fact sheets, FAQs, case studies and a whole lot more. Visit the library
 FAQ & Glossary IPR? Horizon 2020? Dissemination? Get more information from our helpdesk on a specific topic	 IP SME Corner You are a small to medium sized business (SME) looking for information on IPR. Get more information	 Ambassador Looking for an IP contact point at your doorstep (cooperation with the Enterprise Europe Network)? Get more information

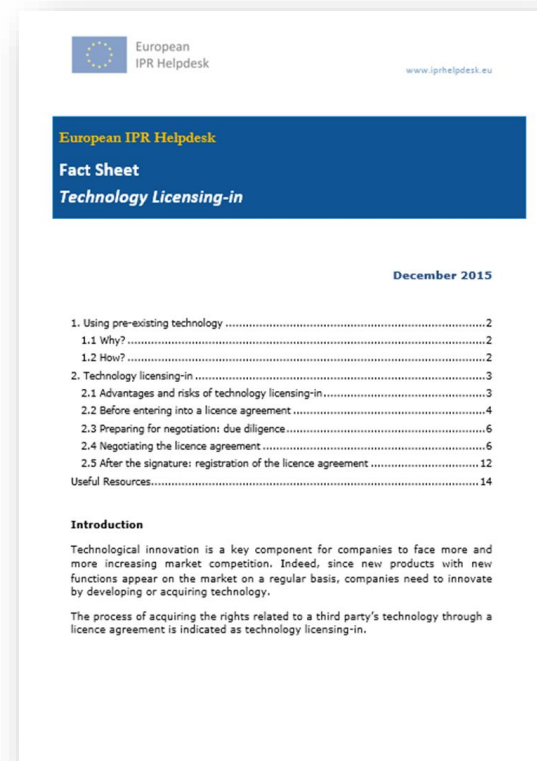
Approx.
600,000/year views
9600 subscribers



Publications @ our online library

***Fact Sheets:** Simple and easy to read guides on top IP topics:*

- **The value of geographical indications for businesses**
- IP Audit: Uncovering the potential of your business
- Design Searching
- IP management in H2020
- IP in business plans
- IP in biotechnology
- Commercialising IP
- IP valuation
- IP audit
- IP joint ownership
- IP relevance in internationalisation
- How to search for patent information
- Open access to publications and data in H2020...












55 fact sheets
and counting...



Other publications @ our online library

- **Case Studies:** Real life examples about IP
- **IP Charts & IP Guides:** Easy to read guidance on different IP topics
- **Bulletins:** Quarterly publication with articles, interviews and much more...
- **FAQ:** Frequently Asked Questions in IP
- **Glossary:** List of IP terms updated regularly
- **Newsletters:** Weekly online news on IP
- **Useful Documents:** Documents for IP management: Modal agreements, check lists....
- **Links:** Links to the IP world

 <p>Fact sheets</p> <p>Practical and easy information on how to deal with your IP issues.</p> Read more	 <p>Case studies</p> <p>Real life examples on IP practices.</p> Read more	 <p>IP Charts & IP Guides</p> Read more
 <p>Bulletins</p> <p>Find our three-monthly Bulletins in one place.</p> Read more	 <p>FAQ</p> <p>List of frequently asked questions and their answers.</p> Read more	 <p>Glossary</p> <p>Do you need to know the meaning of a specific term? We have compiled an exhaustive list of definitions that have to do with intellectual property rights.</p> Read more
 <p>Newsletters</p> <p>Keep track of the latest news in the fields of IP and R&D.</p> Read more	 <p>Useful documents</p> <p>Here you can find documents that help you manage your intellectual asset.</p> Read more	 <p>Links</p> <p>If you are looking for further information and other organisations dealing with IP, check our list of links.</p> Read more

Over 7,000
newsletter subscribers



Intellectual Property rules

- **Guide to IP in Horizon 2020**
- **New! Guide to IP Commercialisation**






Helpline

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HELPLINE


To talk to one of the IP experts, please dial +352 - 25 22 33 - 333.
To get an overview of the services offered by our helpline, please read our services page.



Response in 3 working days

Step 1: register for a free account.
Step 2: send your IP related question(s) in English.


[Read more](#)



Sample cases

Examples of answers sent by the helpline of the European IPR Helpdesk.

[Read more](#)



Success stories

Read some of our users' success stories.


[Read more](#)

- **Personalised** answers to **specific** questions
- **First-line support** (participants are advised to get professional legal support)
- Answers in **3 business days**
- Deals with a **wide range of IP topics** (e.g. IP Protection, IP Management, IP negotiation, licensing, IP exploitation, comments and revision of IP agreements...)
- **No legal terminology**, user friendly and «to the point» approach


Approx. 950 questions/year



Training




TRAINING



Training Approach

"Capacity building" is the magic term regarding our training activities. Based on a practice-oriented training approach we provide free of charge training on IP and IP management.


[Read more](#)



On-site Training

In collaboration with local partner organisations we organise **joint training sessions** all across Europe. In addition, we try to support **individual events** with the help of our IP experts.

[Read more](#)



Online Training

Joining an on-site training event may sometimes be difficult due to time-constraints and travel costs. Therefore, we offer **interactive webinars** and different learning materials for your **self-study**.

[Read more](#)

- *"Capacity building"*
- **Practical and comprehensive** training approach
- Individual organisation of training events
- **Online** (webinars and self studies) and **on-site training**

Just in 2015/2016:
More than 150 training events
Over 3.500 participants



Upcoming partly open Events 2017

Meet us at the these upcoming conferences

29-30 March 17 [EARTO Annual Conference Munich](#)

04 April 17 [Conference and Brokerage Event Nanotechnologies and Advanced Materials Cambridge](#)

21-23 June 17 [EuroNanoForum Malta](#)

Upcoming IP Training Events

30 March 17 [IP exploitation in H2020 – Enterprise Europe Network Kiel and Hamburg](#)

05 April 17 [IP Management in H2020 - Chamber of Commerce and Industry, Cyprus University of Technology, Europe Direct Limassol](#)

20 April 17 [IP Audit – NCP Legal and Finance Berlin](#)

25 April 17 [IP Management in H2020 with a special focus on MSCA – NCP Academy Warsaw](#)

26 April 17 [IP Management in H2020 – V4 offices Brussels](#)

03 May 17 [IP Commercialisation – ACCIO Barcelona](#)

10-11 May 2017 [IP Exploitation Training –FFH2.0 + EEN Prag - Prag/Czech Republic](#)



Webinars

Next Programme



12 April 2017

Technology Transfer

03 May 2017

IP Commercialisation

24 May 2017

**IP Management in H2020 with a
special focus on Marie
Sklodowska Curie Actions**

30 May 2017

Geographical Indications

14 June 2017

IP in EU funded projects

05 July 2017

Impact and Innovation in H2020

19 July 2017

**Maximise the Impact of Horizon
2020 project results**



European IPR Helpdesk



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Background

At a time when Europe needs more and more innovation in order to remain competitive on the global stage, IP management and standardisation can be a bridge between research, innovation and the market leading to significant economic benefits.

The management of intellectual property and the use of standards support innovation by providing an important basis for developing solutions and are essential for market uptake.

The European IPR Helpdesk and CEN-CENELEC seek to link the worlds of research and innovation to standardisation on the one hand and IP management on the other hand by the so-called "Integrated Approach". The Integrated Approach provides a mechanism to make sure that standardisation and early-stage IP management mechanisms are integrated in research and innovation projects. It aims at:

- raising awareness of the benefits of standardisation and IP management in the research and innovation process;
- transferring research results and outcomes of innovation activities into standardisation;
- fully exploiting project results and the functions of standards for research and innovation activities in order to increase the competitiveness of the EU.



How to address IP and standardisation in Horizon 2020

The European IPR Helpdesk and CEN-CENELEC invite you to participate in the new webinar session: "How to address IP and standardisation in Horizon 2020".

14th March 2017



How to properly manage IP and turn research results into standardisation

We invite you to follow the second webinar of our collaborative webinar series...

10th October 2017



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**





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





European IPR Helpdesk Ambassadors: increasing the outreach





IP support at your doorstep

Enterprise Europe Network and the European IPR Helpdesk joined their forces to make you better benefit from our services.

[Read more](#)



The Ambassador team

Find the European IPR Helpdesk Ambassador in **your** country.

[Read more](#)



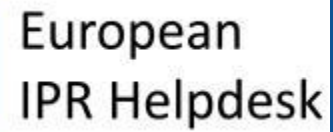
Becoming an Ambassador

Are you an Enterprise Europe Network advisor and interested in being a European IPR Helpdesk Ambassador? Follow us.

[Read more](#)

- Cooperation between the European IPR Helpdesk and the Enterprise Europe Network
- Exchange and feedback from Ambassadors on needs/interests of SMEs for better understanding of the target groups
- Translation of materials, new case studies
- Training to IP skilled staff of the Enterprise Europe Network

45 Ambassadors
in 22 countries



Find local Ambassadors by clicking on the related country

22 Countries covered
45 Ambassadors

Map labels include: Norge, Sverige, Suomi, Санкт-Петербург, Helsinki, Eesti, Stockholm, Oslo, Danmark, Latvia, Lietuva, Москва, Беларусь, Киев, Украина, Чинау, România, București, Сербия, България, Истанбул, Азәрбајҹан, Түркіе, Ελλάδα, Скорје, Хрватска, Мађарорскаг, Cesko, Slovensko, Polska, Deutschland, Berlin, Hamburg, München, Paris, France, Nederland, London, United Kingdom, Ireland, España, Barcelona, Portugal, Rabat, Alger, Tunisie, Tunis, Italia, and others.



European
IPR Helpdesk

Other IPR Helpdesks



China
IPR SME Helpdesk



Latin America
IPR SME Helpdesk



South-East Asia
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:

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www.iprhelphdesk.eu

For questions on this presentation, please send an email:

training@iprhelphdesk.eu





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