

Horizon Results Platform & European IP Helpdesk

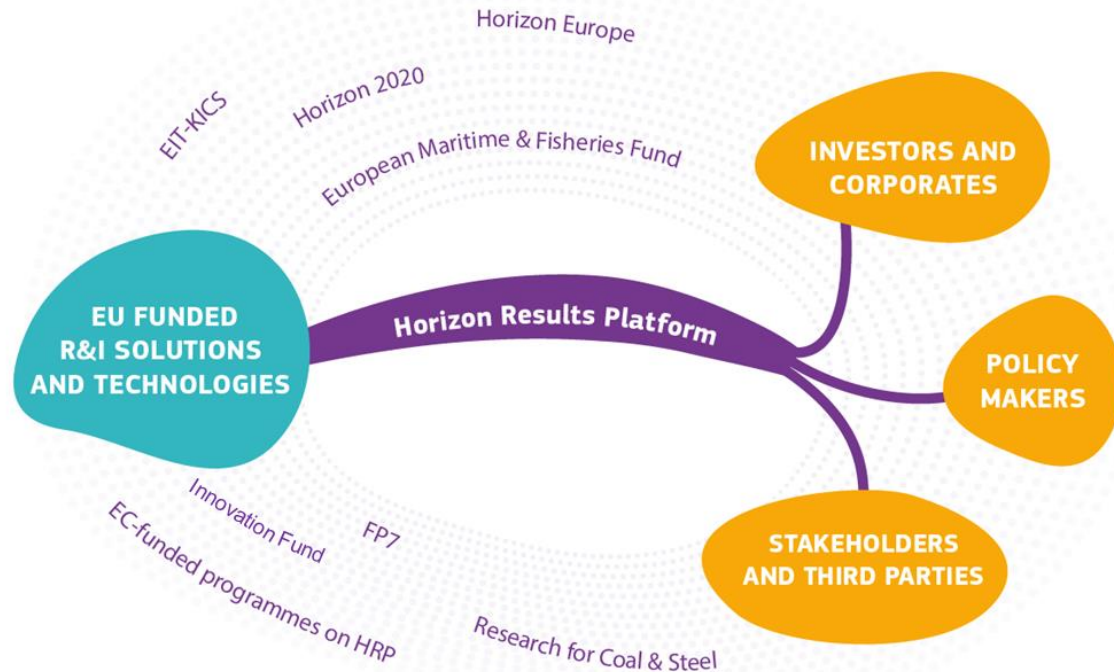
14/03/2024 Introduction to “Intellectual Property as a Business Asset”

Upcoming sessions:

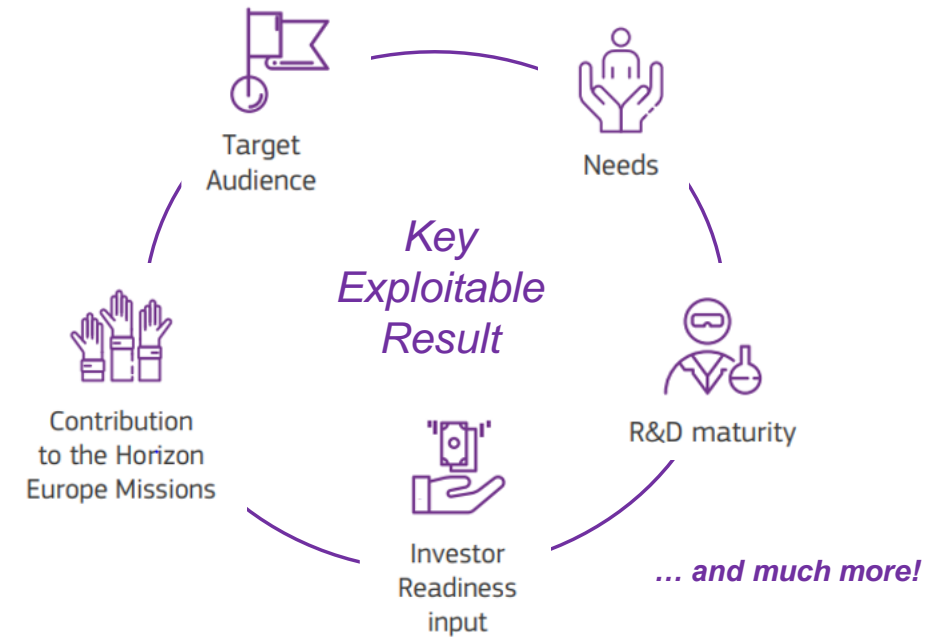
- 18/04/2024 IP and Artificial Intelligence*
- 16/05/2024 IP and Software*
- 08/10/2024 Technology Transfer*
- November/December 2024 Thinking International – International Business Opportunities*

Horizon Results Platform (HRP)

EC's corporate platform promoting Key Exploitable Results (KERs), hosted on the F&T Portal



*Per Key Exploitable Result (KER) on HRP: essential information, driving **matchmaking***



*N.B.: In **Horizon Europe**, use of the **Horizon Results Platform** becomes mandatory, if, one year after the end of the action, a Key Exploitable Result has not yet been exploited (not all results).*

HRP: Promoting EC-Funded Solutions

A unique ecosystem of partners to advance the uptake of your KERs

Benefits to you via HRP:

- **Matchmaking opportunities**
 - 16+ pitching events
 - 75+ startups pitched
- **Demand-driven training**
 - Hundreds of beneficiaries have received tailored training and support from mentors and coaches
- **Access investors and grow networks**



HRP TV Inspirational Interviews, Expert Insights

Decarbonization for rail fleets



Unlocking the full potential of cancer immunotherapies



VALOTX



PEPTICHIP

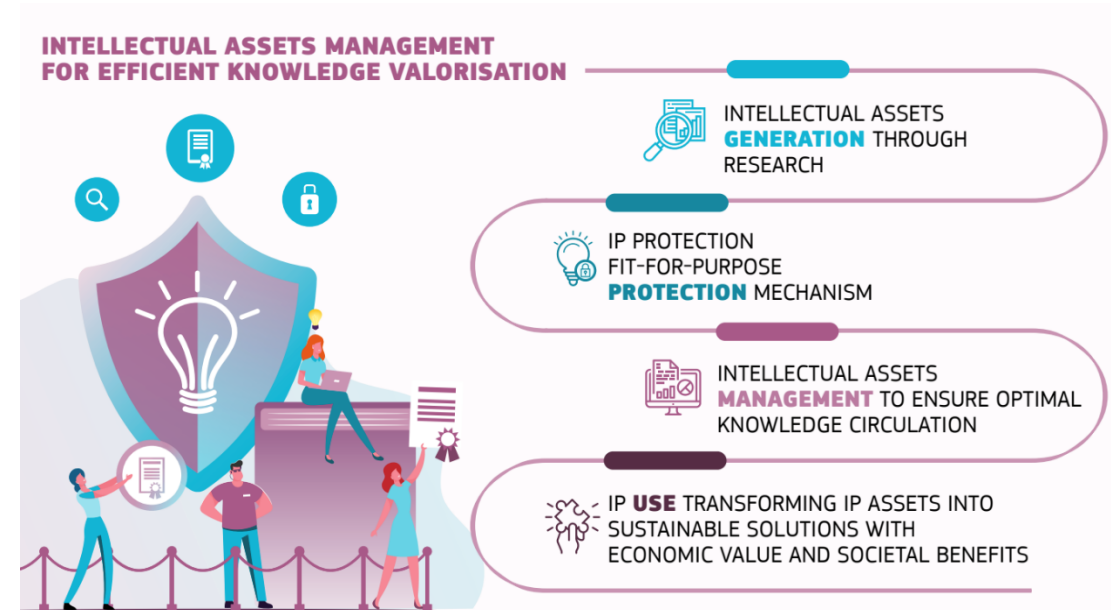
The European IP Helpdesk developed a dedicated case study on the vital role of IP in the lab-to-market journey of PeptiCHIP, an innovative result on HRP.



Training: IP Commercialisation/Valorisation

The training series addresses IP-related aspects in four areas, introducing the main aspects of IP management with a view to commercialising/valorising intellectual assets:

- I. **Introduction to Intellectual Property as a Business asset**
- II. IP and Artificial Intelligence - 18/04/2024
- III. IP and Software – 16/05/2024
- IV. Technology Transfer – 08/10/2024
- V. Thinking international - International business Opportunities





Please be sure to sign up for the next sessions as well!

Horizon Results Platform Team

Email: EC-HORIZON-RESULTS-PLATFORM@ec.europa.eu

Thank you,
we look forward to hearing from you!



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



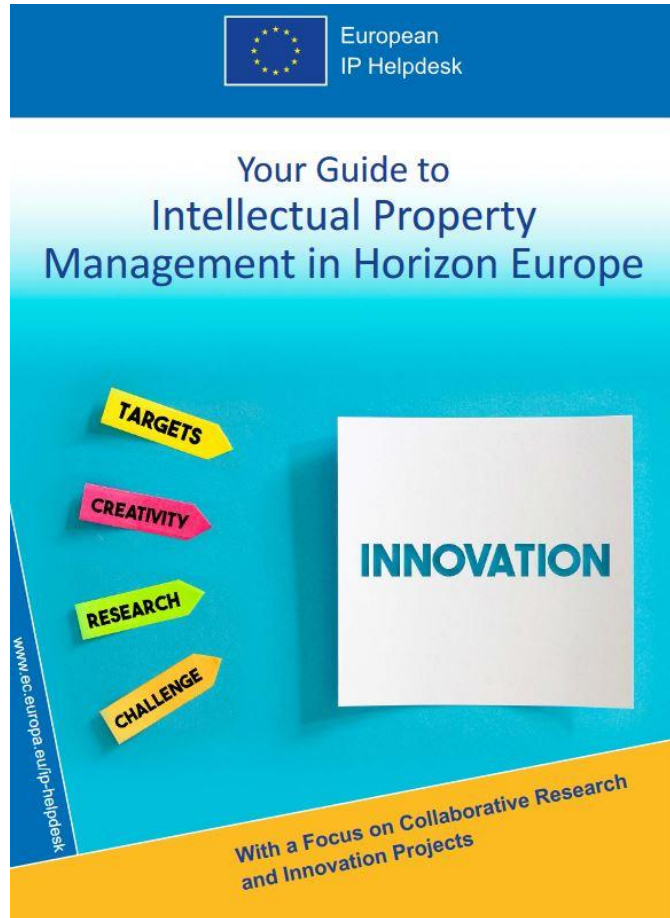


Helpline



- Free-of-charge, first-line IP support
- Personal and “to the point”
- Answer within 3 working days
- Email, phone and web
- In: English, Spanish, French, German, Italian and Polish
- Confidential

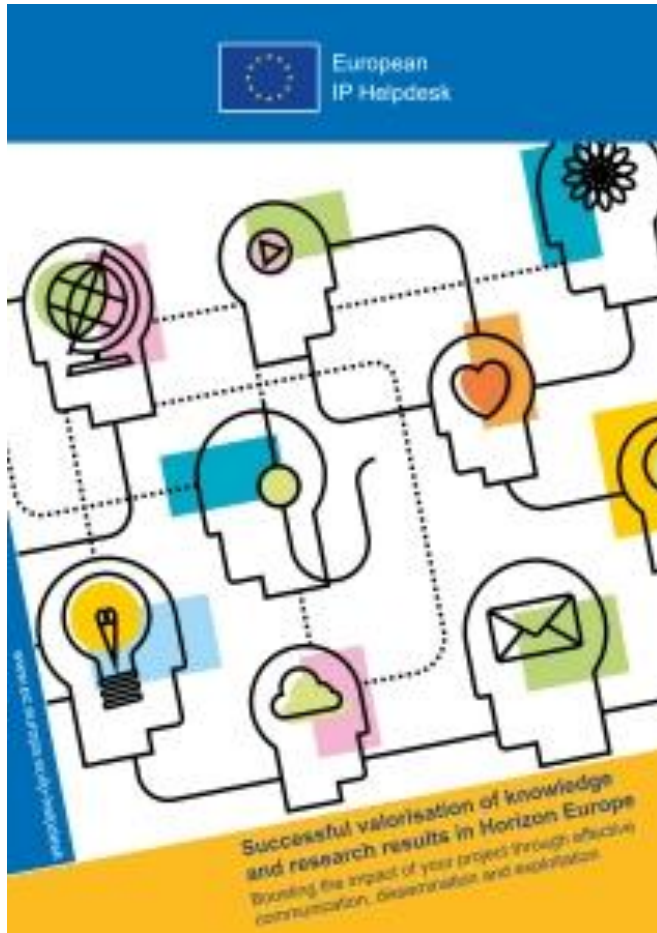




[Your Guide to Intellectual Property management in Horizon Europe](#)



Successful valorisation of knowledge and research results in Horizon Europe : boosting the impact of your project through effective communication, dissemination and exploitation





The EC IP Helpdesks





Roadmap

- Why is intellectual property important?
- What are intellectual property rights (IPR)?
- How can intellectual property be a business asset?
- IP in collaborative projects – Ip in research



WHY IS INTELLECTUAL PROPERTY 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

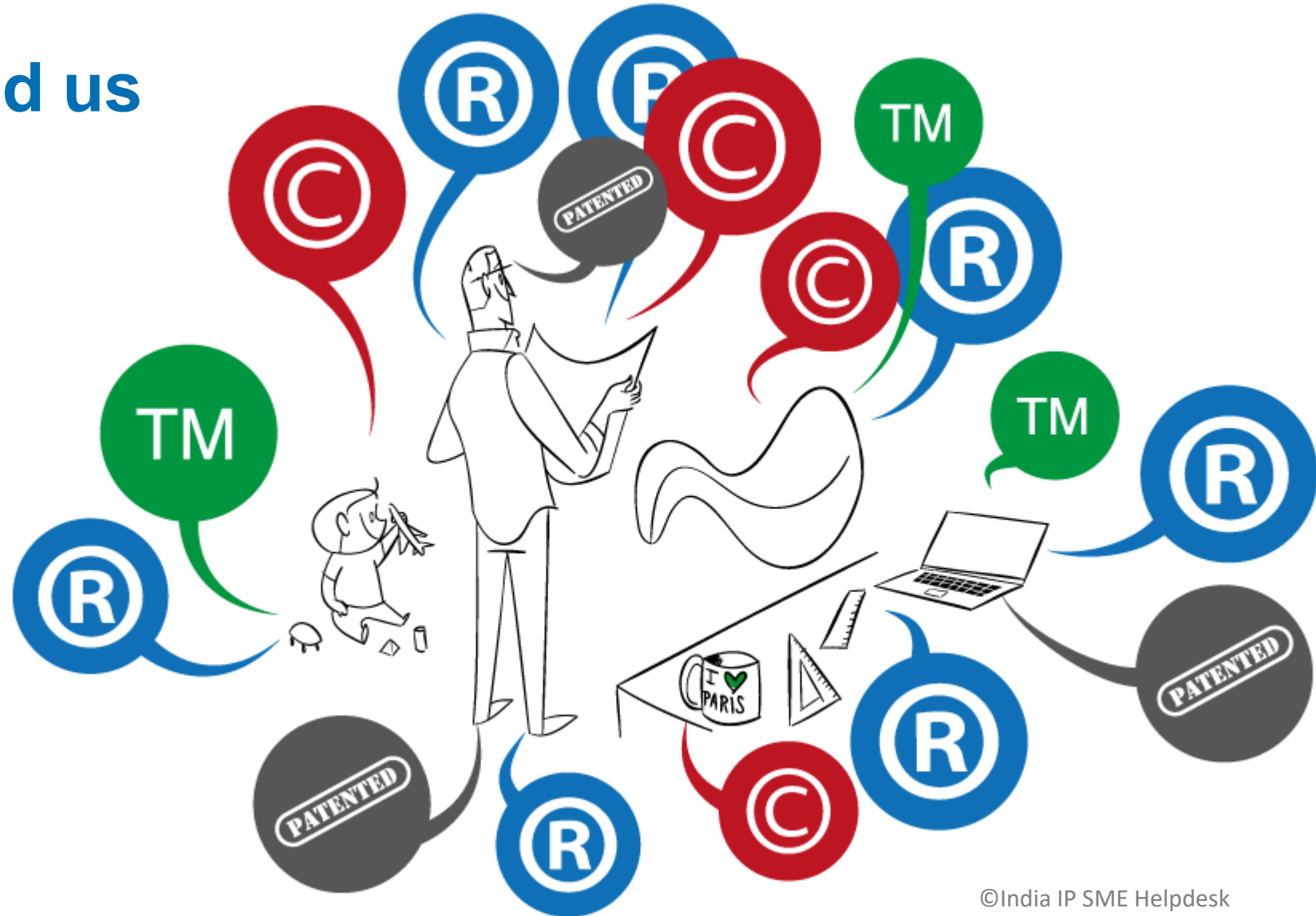


September 2022

- 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



IP is all around us





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*





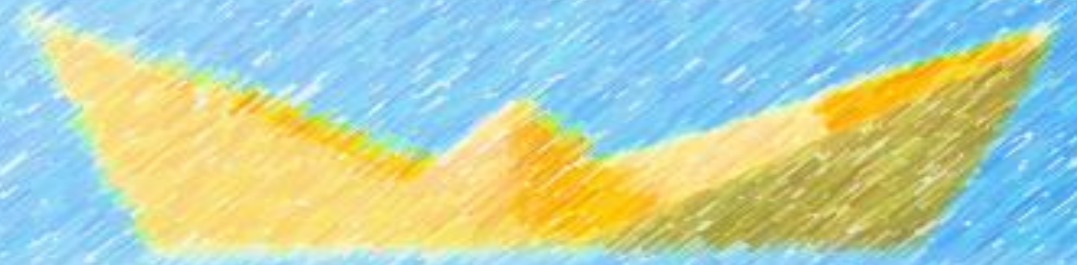
IP protection is a strategic Commercial decision



Assessment, protection and exploitation must be considered together

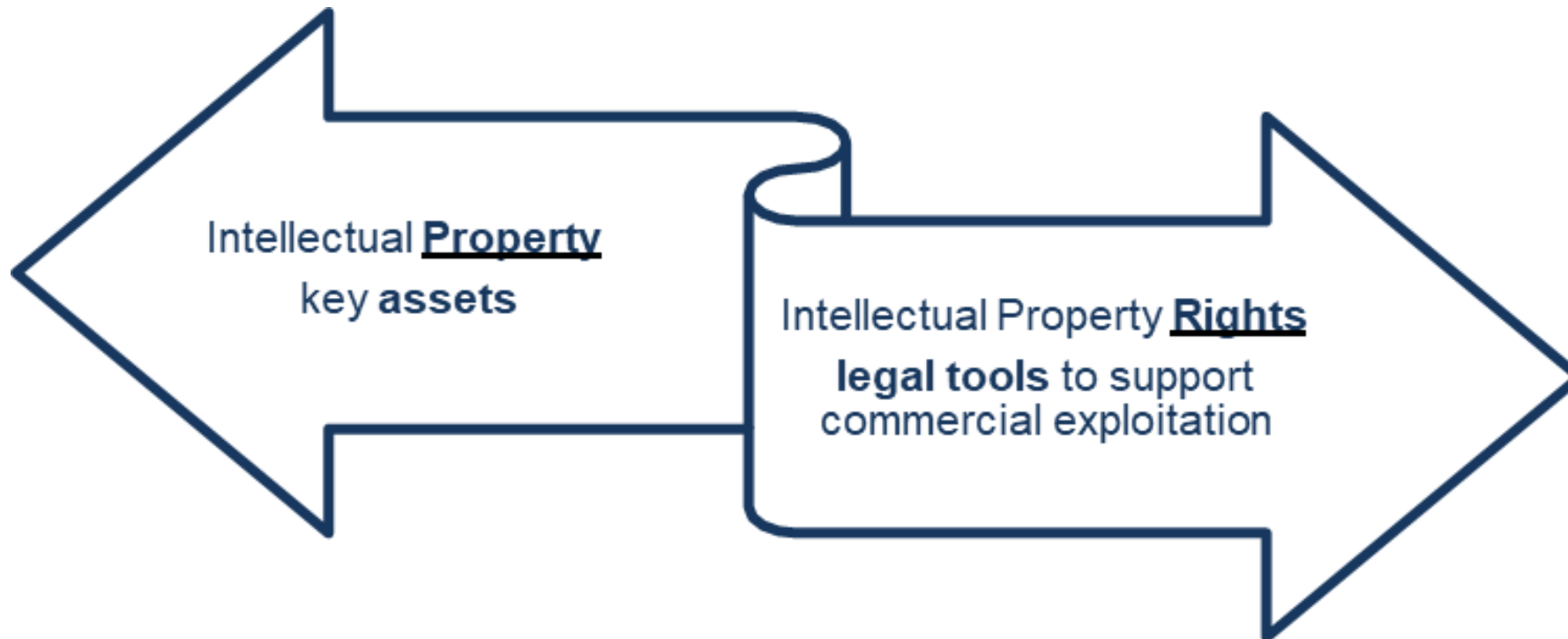


WHAT IS INTELLECTUAL PROPERTY (IP)? WHAT ARE INTELLECTUAL PROPERTY RIGHTS (IPR)?





Don't confuse IP and IPR





Intellectual Property Rights

REGISTRATION NOT
NECESSARY

COPYRIGHT & Related rights
Literary & Artistic Works
Related rights
Databases ...



**Intellectual
Property**

INDUSTRIAL PROPERTY
Trade Marks
Patents
Utility Models
Industrial Designs...



REGISTRATION NECESSARY

'SOFT IP'
Trade Secrets
Know-How
Confidential Information



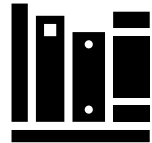


Intellectual Property Rights



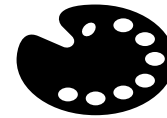
Patents & Utility Models

→ Technical Inventions



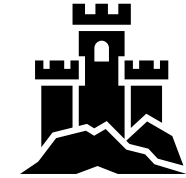
Copyright

→ 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...)



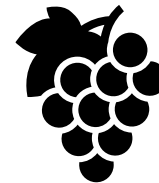
Trade Secret

→ Valuable business info
(processes, clients lists)



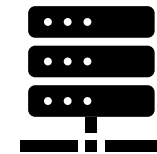
Plant Variety Rights

→ Botanical varieties



Geographical Indications

→ specific geographical origin



Database Rights

→ sui generis form of IP



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.

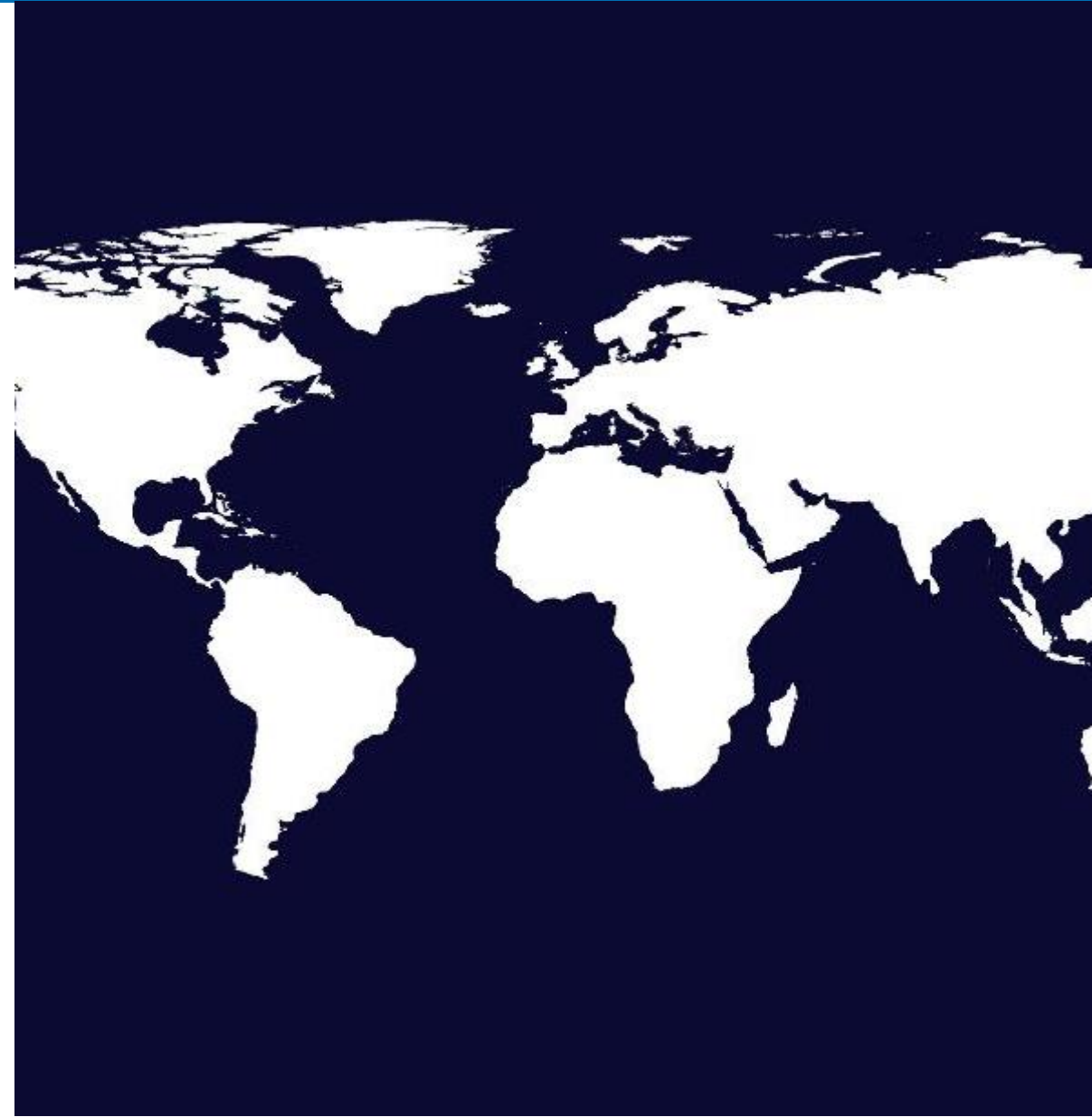
- Copyrights 70 years after the death of the author
- Patents 20 years after the application
- Industrial designs 25 five years after the registration
- Trademarks indefinitely as long as renewal fees are payed





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.



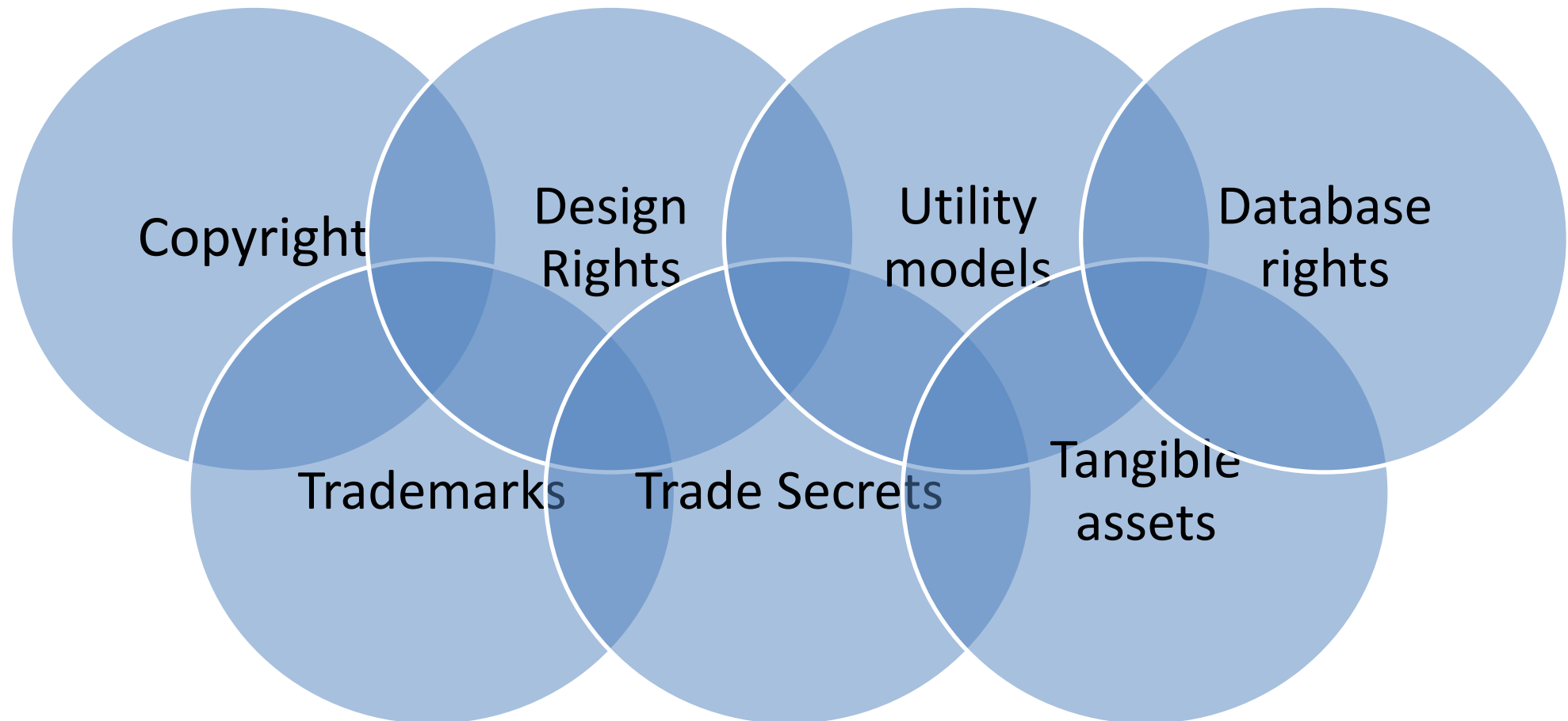


Combined Use





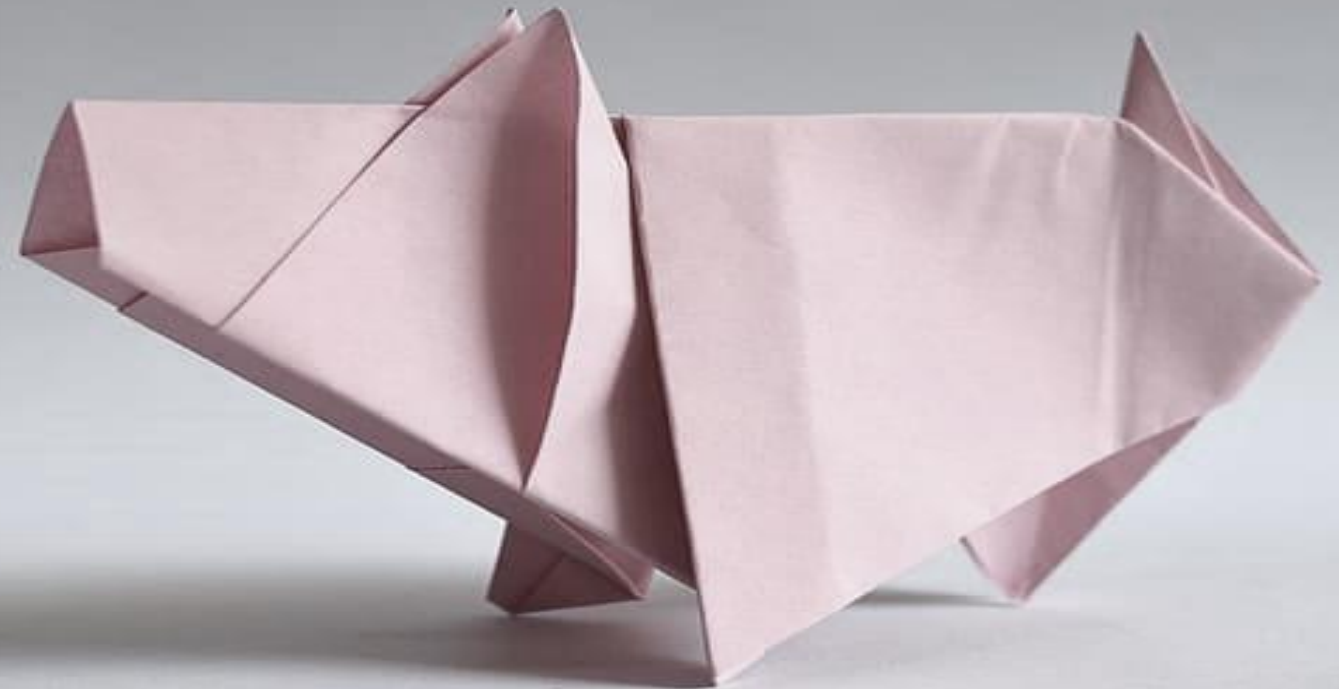
There are many ways to protect:





HOW CAN INTELLECTUAL PROPERTY BE A BUSINESS ASSET?





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**



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!



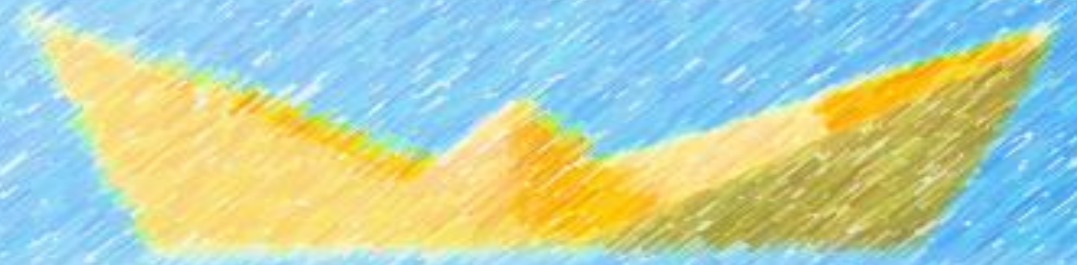
Definition of a Company's Intellectual Property Strategy

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**.*



IP AND BUSINESS STRATEGIES IN COLLABORATIVE PROJECTS





SME case studies



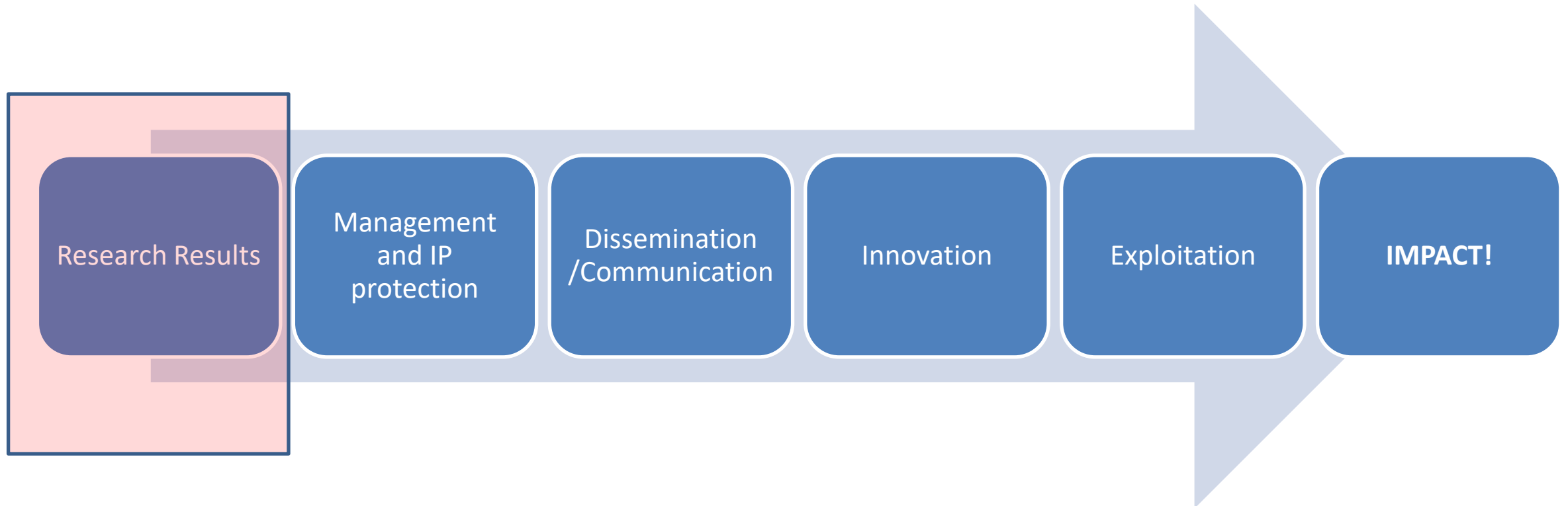
Marinomed: Using red algae to fight the flu

- 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)	+

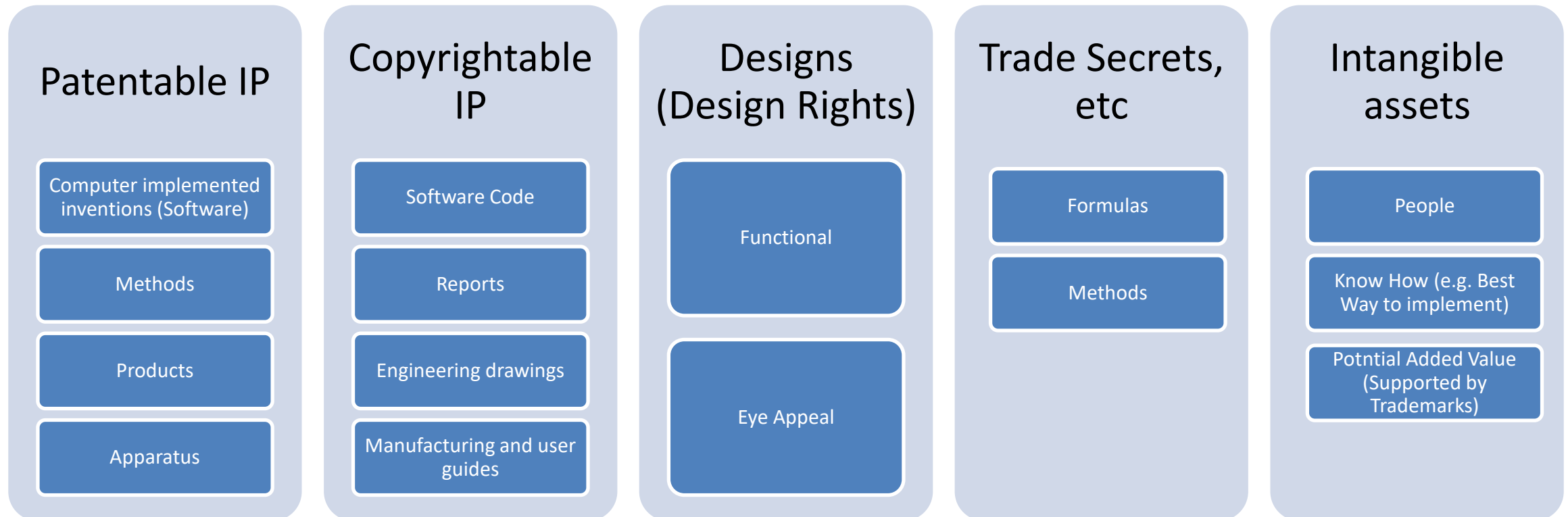


The path from Research to Impact



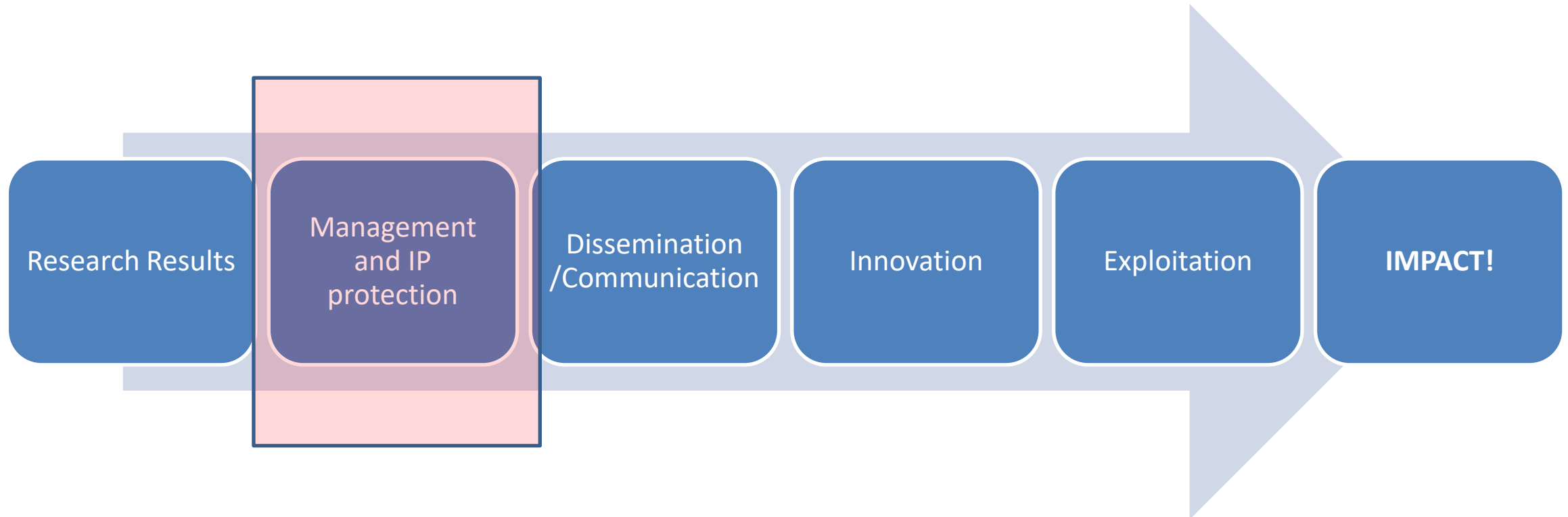


Ensure that all the relevant assets are identified:





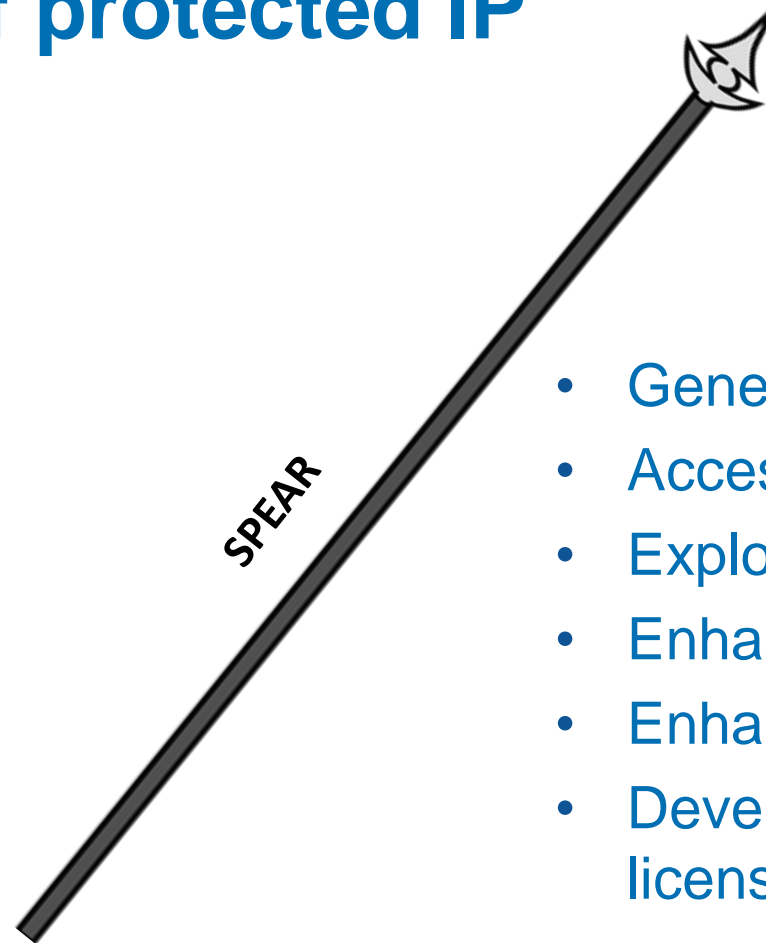
The path from Research to Impact





The Strategic Values of protected IP

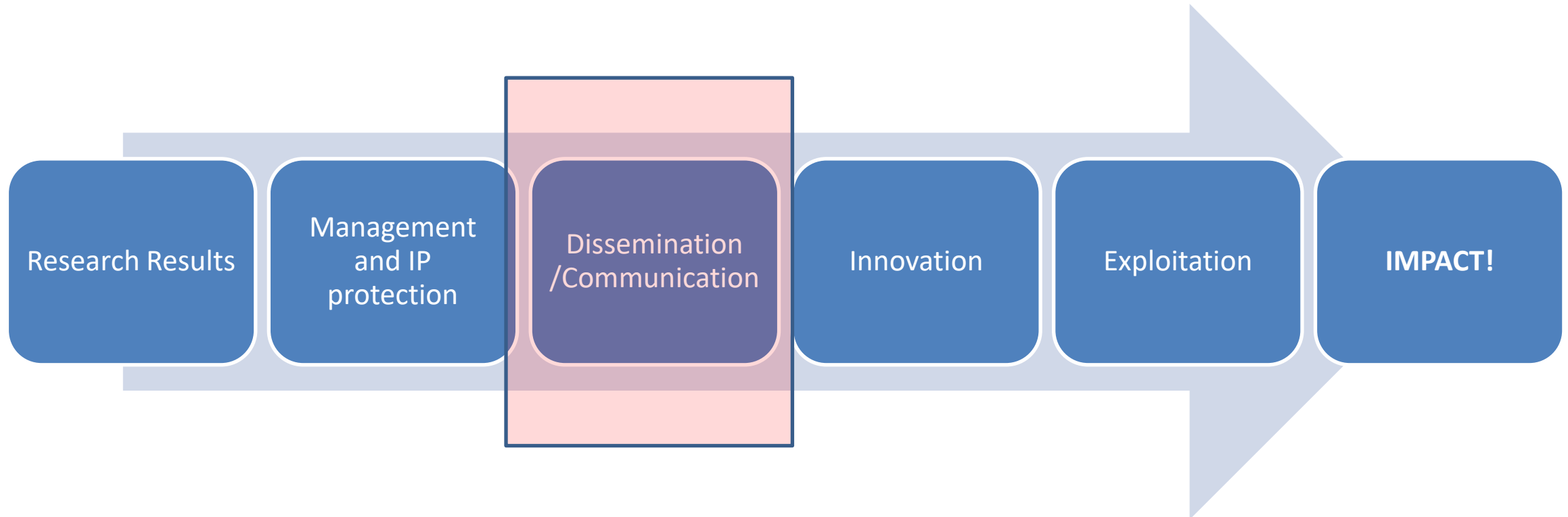
- Defend position
- Secure Market Share
- Protect Products or services
- Create barriers to entry
- Enhance competitiveness
- Avoid litigation



- Generate New Revenues
- Access new technology
- Exploit new Markets
- Enhance Corporate Value
- Enhance competitiveness
- Develop Partnerships and licensing relationships

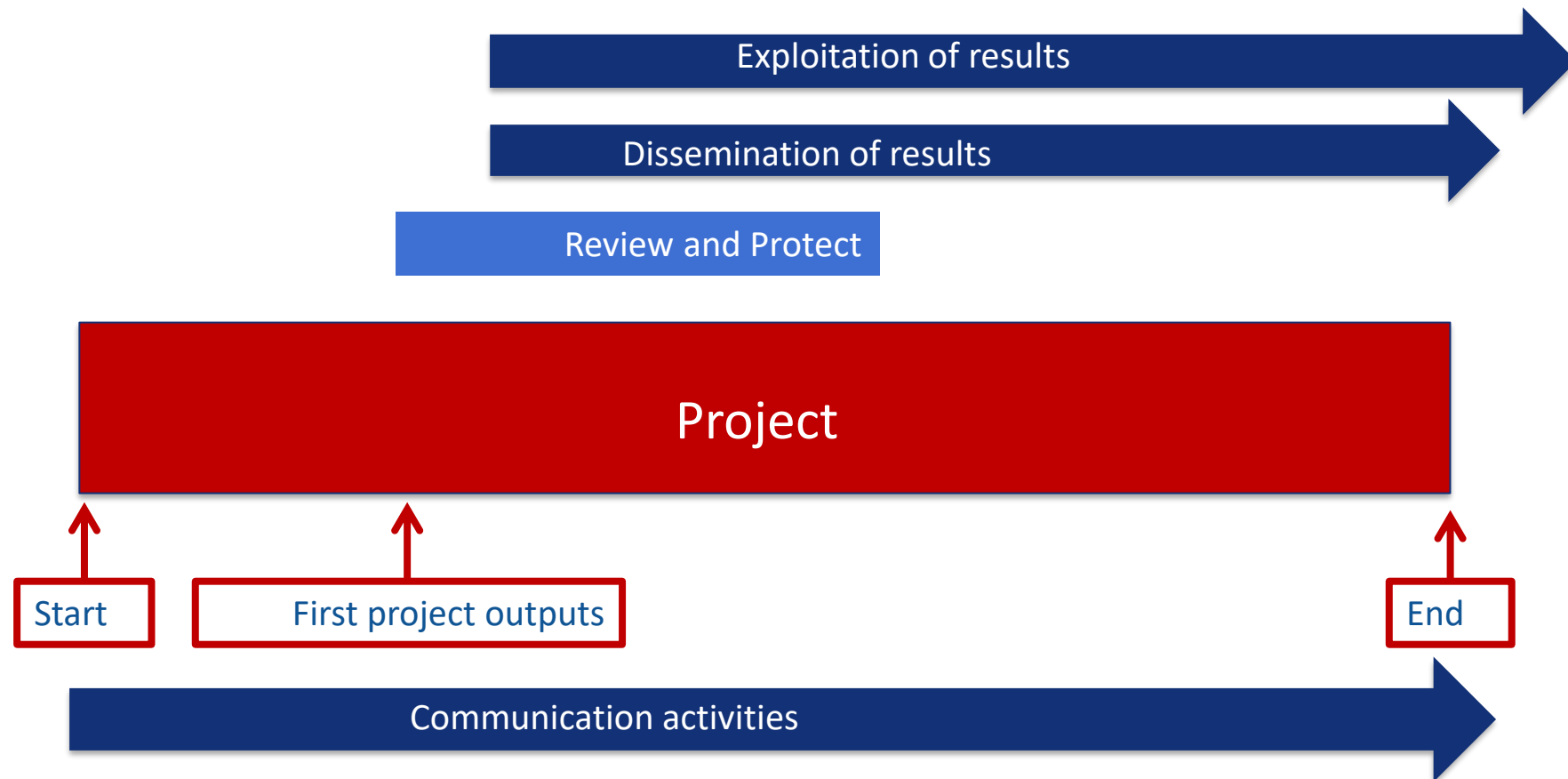


The path from Research to Impact





Dissemination and communication





Plan for dissemination and exploitation of results including communication activities (PDEC)

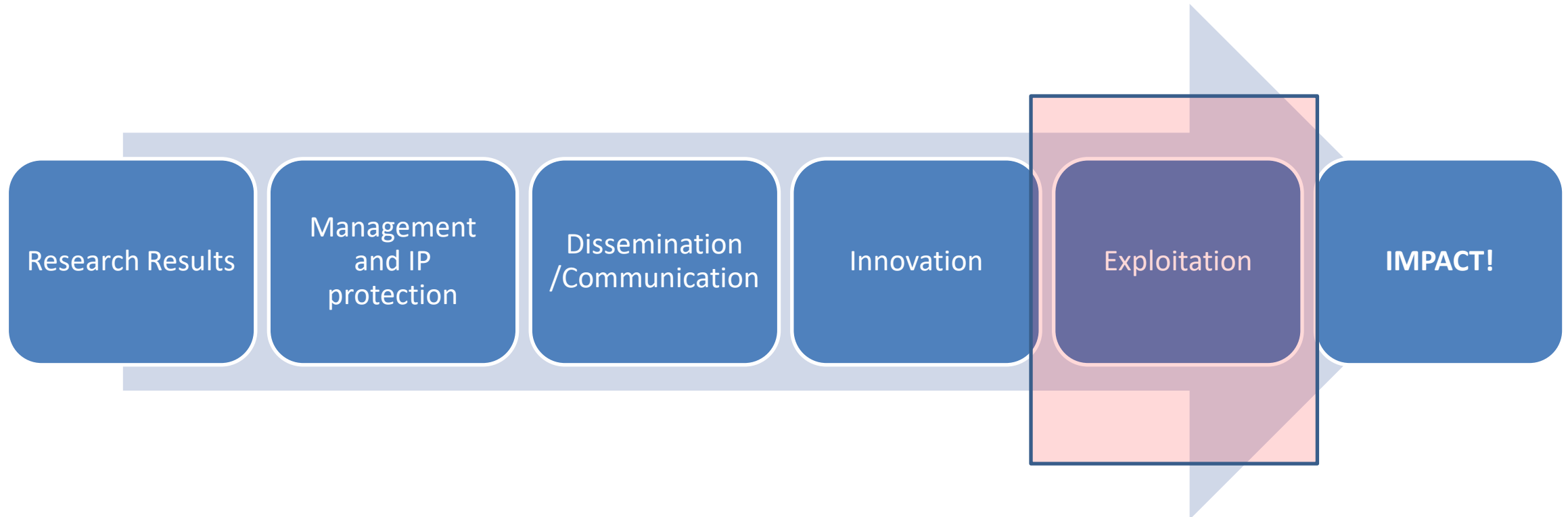
Beneficiaries have an obligation to define the expected results and their strategy for exploitation and dissemination.

Hence the following information must be included:

- A list of expected results that might be exploited (i.e. with commercial or industrial applicability) including their:
 - description
 - ownership status
 - sector of application, and
 - protection measures
- A list of all the means through which they intend to bring the results to the public knowledge
- A potential/expected impact – quantifiable – in terms of marketability and research advancement



The path from Research to Impact



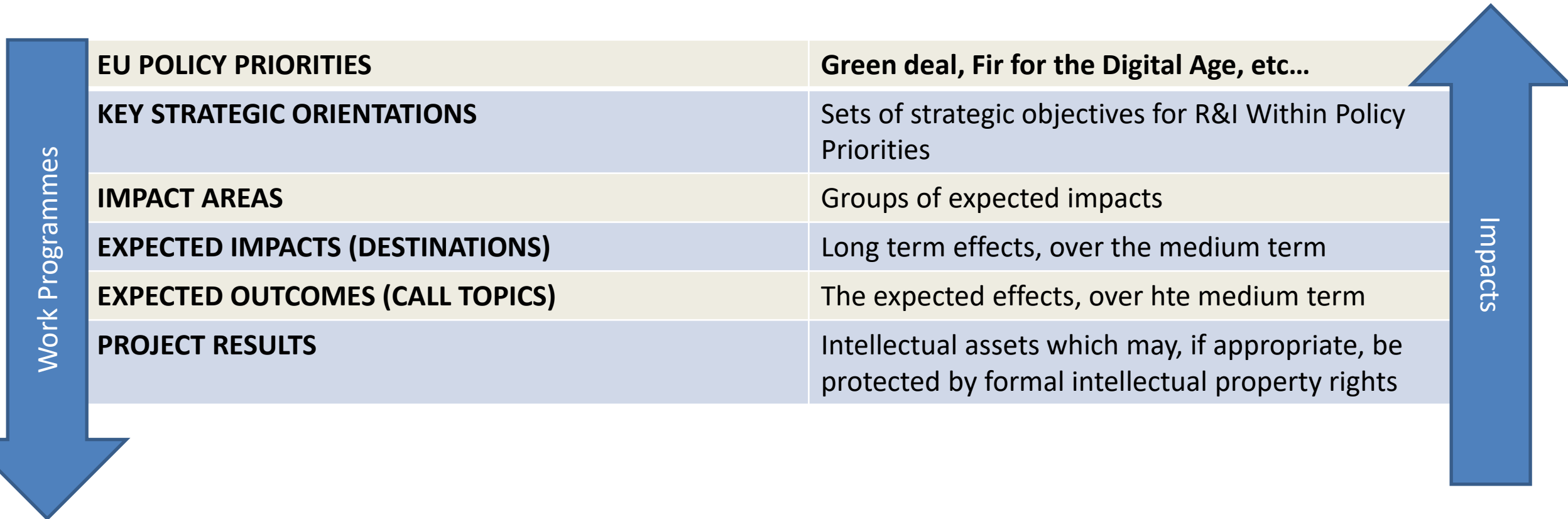


EXPLOITATION

- The use of results in further research and Innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or a process, creating and providing a service, or in standardisation activities.
 - Definition in Horizon Europe Model Grant Agreement



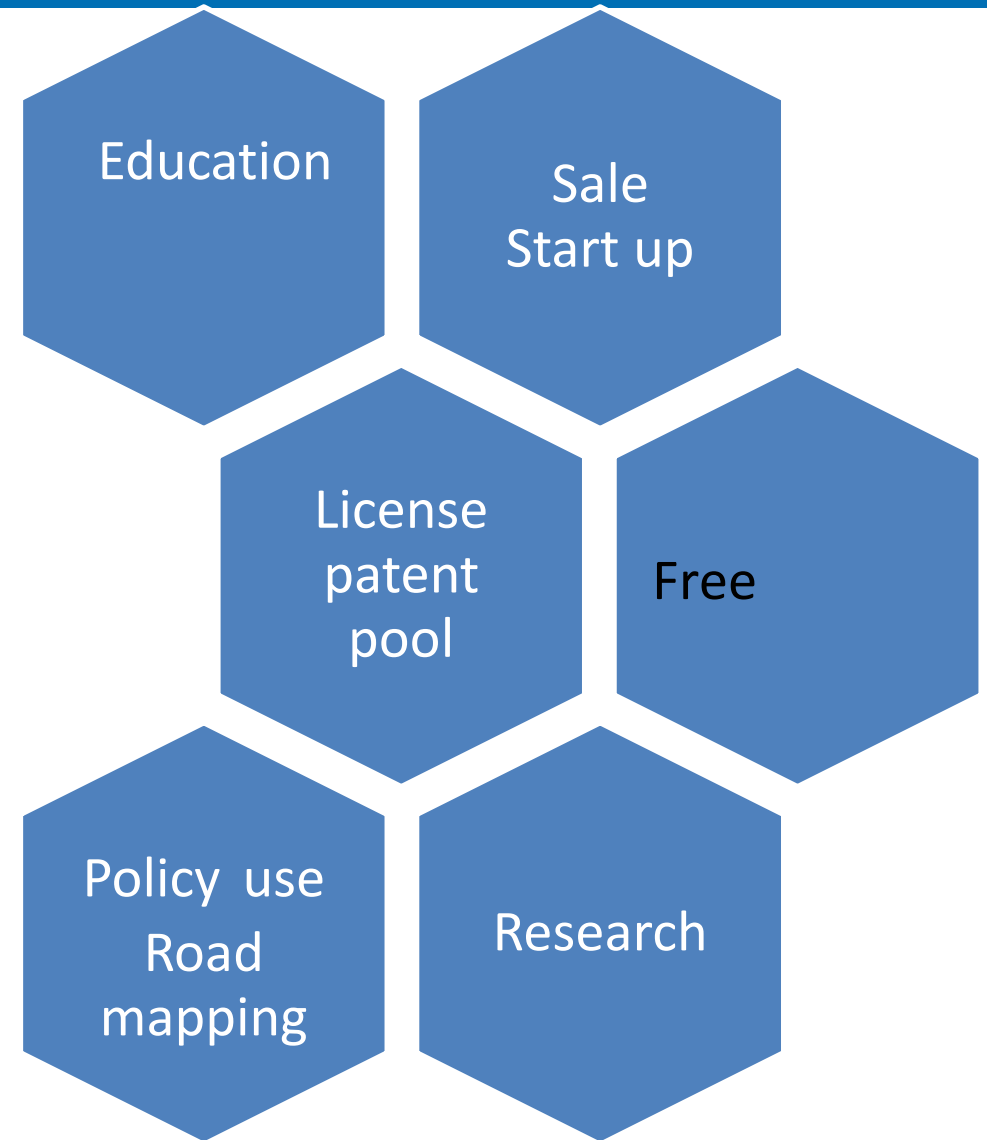
What will you do with the results:





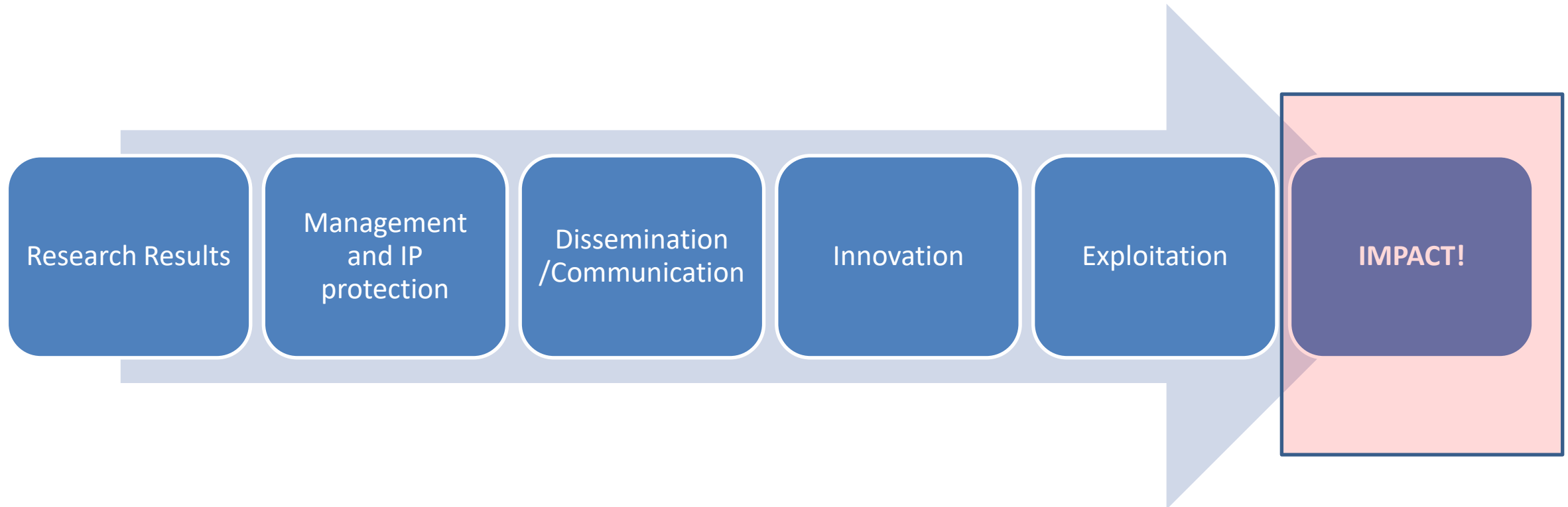
Providing Access to Intellectual Assets

- Like physical property knowledge is a valuable asset which can be traded, bought, sold or leased, given away for free, used in JV, as collateral etc...
- There are many ways of extracting value:





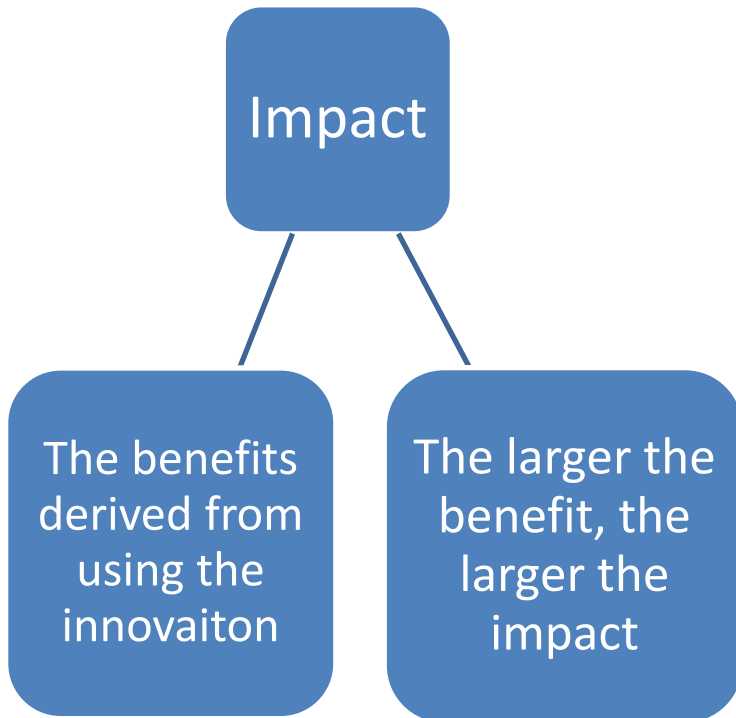
The path from Research to Impact





Innovation

„A new or changed entity, realizing or redistributing value“



Invention is not
innovation

Project outputs



Innovation

USE

Benefit



IP RESEARCH ENGINES AND SUPPORT





Tools

The image displays three overlapping screenshots of IP search tools:

- 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, an image upload section, and filters for territories and offices.
- Espacenet:** A patent search interface from the European Patent Office, showing an "Advanced search" form with fields for database selection, search terms, and publication numbers.
- DESIGNview:** A design search interface with the headline "Search 17,066,008 designs across the European Union and beyond". It includes a search bar and filters for territories and offices.



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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Any questions?

