Possible links with the European IPR Helpdesk Ambassador network

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The european ipr helpdesk

• Initiative funded by the European Commission to provide support on IP and IPR to SMEs and beneficiaries of EU-funded programmes
  – Assisting SMEs and beneficiaries of EU-funded programmes in dealing with IPR matters
  – Raising awareness on IP and IPR
  – Providing advice and first-line, high-quality support on IP/IPR issues via different services
  – 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, EUIPO, EPO...) to anticipate and evaluate the IP/IPR challenges of tomorrow
The European IPR Helpdesk services

All services are offered free of charge.

The European IPR Helpdesk services

• Some figures, so far:

  Publications
  • 62 fact sheets
  • 37 case studies
  • 28 quarterly bulletins and 536 weekly newsletter issues
  • 10 guides & charts

  Helpline
  • Almost 1,000 questions per year

  Training
  • Training events with more than 3,000 participants each year

  Stakeholders
  • More than 200 listed stakeholders all over Europe

  Web
  • About 14,000 web registered users
  • More than 8,000 of them are the recipients of our newsletter
Challenge

European IPR Helpdesk limitations to meet regional demands

- **Capacity**
  - Enterprise Europe Network members have years of experience with local SMEs and know their needs (with explicit IP knowledge)
  - European IPR Helpdesk has years of experience in IP capacity building and reliable IP sources with its network

- **Language**

- **Local specificities**

The european ipr helpdesk ambASSADOR

Currently, we have 48 ambassadors from 27 European countries:

Ambassadors must:

- Be member of the Enterprise Europe Network
- Have at least 2 years of experience in the provision of IP service to SMEs
Our objectives through the network of ambassadors

- To increase our outreach & visibility towards SMEs across Europe
- To increase IP awareness for businesses and in the framework of H2020 among our targeted audience
- To better share IP and innovation related experience and materials/tools with Enterprise Europe Network partners
- To empower Network partners to deliver enhanced IP support services to local/regional SMEs
- To strengthen the IP position of Enterprise Europe Network partners towards their clients in terms of competence & credibility

The European IPR Helpdesk provides

**Information**
- Regular updates on new IP developments
- Continuous provision of informative material and publications that may be translated and distributed to local SMEs

**Events**
- Promotion of Ambassadors IP activities via the Helpdesk’s communication channels & website
- Privileged access to training material
- Assistance in appointing external speakers for specific IP events

**Training**
- Specific training dedicated to Ambassadors
- Regular and systematic exchange on experiences, best practices on IP
Role of the European IPR helpdesk ambassadors

- Promotion & representation
- Translation of material
- Training provision
- Participation to training
- Contribution to publications
- Sharing of expertise
- Sharing of experience
- Sharing of information
- Intermediation
- Reporting

Examples of Ambassadors’ activities

- Translation of documents
Examples of Ambassadors’ activities

• Organisation of events

Examples of Ambassadors’ activities

• Provision of training
• Organisation of training
• Distribution of material
• Development of case studies
Examples of Ambassadors’ activities

• Representation at events

Examples of Ambassadors’ activities

• Communication on Internet
Testimonies by European IPR Helpdesk Ambassadors

Austria
Business Upper Austria

Udo Gennari
Biz-up as IPR Helpdesk Ambassador:
Other roles & projects & networking

- IPR Helpdesk Ambassador for Austria
- PATLIB centre for Upper Austria
- IP service provider within EEN project
- Patent search for R&D project proposals
- Beneficiary in EU-IP-Project VIP4SME
- National networking, e.g. with APO

innovation is our business.

IP Services via various project budgets

Due to financing by projects, IP services like IP counselling and patent searches can be offered to customers free of charge (numbers 2017):

- EEN (EU-Project): 38 IP coulsellings & 34 patent searches
- EEN budget also covers expenses for Ambassador activities
- TIM (regional): 22 patent searches to support project proposals
- VIP4SME (EU-P.): 6 VIP4SME 1:1 consultations at SMEs
  IP Events: 1 in 2017; 3 in 2018
- EIMC (EU-P.): Support of SMEs in innovation management - IP services are part of the improvement measures
- IP Trainings: 2 Trainings of 1,5 days per year (fee-based)
Mutual benefits via different roles

- International exchange and IP know-how via Ambassador events
- Well elaborated, useful IP documents in IPR Helpdesk Library
- Use for customer counselling, partly after translation to German
- Screening & choice of attractive IP tools for VIP4SME IP Toolbox
- Dissemination for IPR Helpdesk: good IP Tools for use in VIP4SME
- Modern patent search SaaS: PatSnap & octinise for VIP4SME
- Both used in customer consultations with very good feedback
- Gained knowledge positive for all roles: Ambassador, PATLIB, EEN
- 7 IP events at Biz-up in 2018 used also for IPR HD introduction
- Counselling for national patenting funding: up to 10,000 € for 2 y.
- Networking with APO: e.g. contributions to IP Hub hosted by APO
- Overall goal: Optimum IP service for many innovative customers

Lessons learned

- Very stimulating and informative international contacts via IPR HD
- Many different roles lead to important synergies, if used properly
- PATLIB and EEN Annual Conference 2018 as presentation venues
- Thereby addressing many IP experts & IP-interested participants
- IP experts in Europe are well-connected community, e.g. in IPR HD
- Ideas for improved IP services & IP events from mutual exchange
- PATLIB conferences = opportunities for exchange & networking
- Goal should be to exploit mutual benefits even better
- Cooperation in all possible ways to be achieved by suitable steps

Jointly supporting innovative European enterprises with IP advise
Testimonies by European IPR Helpdesk Ambassadors

Spain
Idea Agency

Pedro Uceda
IPR Helpdesk Ambassador in Andalusia

- Spanish autonomous region with the greatest number of inhabitants (>8.3 million) and the second largest region in Spain (more than twice as big as the Netherlands!)
- The Andalusian Agency of Innovation and Development offers IP assessment since 2002
- Member of the PATLIB Network from the European Patent Office (EPO) and of the Enterprise Europe Network
- Two active ambassadors of the European IPR Helpdesk (Seville and Jaén) covering the whole region

IDEA AGENCY IP SERVICES

- We offer a wide range of IPR services adapting to the needs of our clients: small entrepreneurs, technological start-ups, companies growing in international markets
- Possibility to register IP titles in every Office of the Agencia IDEA (OEPM, EUIPO, EPO...)
- Helpdesk services, IP training and basic patent searches...
- Advanced Services: Patent Novelty Search Reports, Infringement Search Reports, Validity Search Reports, Technology Watch / Monitoring Reports...

Being a member of the European IPR Helpdesk ambassadors network is a very valuable opportunity to access updated material and take advantage of the networking activities that are generated.
Translation of published materials: Fact sheets, case studies, IP Guides, IPR Charts ...

Dissemination of our own case studies.

Organizing IP workshops by IPR Helpdesk staff: IP commercialization (Málaga, September 2017), IP in Horizon 2020 (Seville, April 2018).

Participation in training activities: visiting the EUIPO (Alicante), joining Search Matters from European Patent Office.

Being part of the Spanish Ambassadors Team is a great advantage. The five of us work together and it’s easy to collaborate with very good results.
Testimonies by European IPR Helpdesk Ambassadors

Turkey
Sabanci University

Mustafa Cakir

Testimonies by European IPR Helpdesk Ambassadors

Turkey
Erciyes Technopark

Serhat Dalkıç
possible actions for a closer co-operation between the European IPR Helpdesk and the PATLIB network?
Thank you!

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