IP services developed under the EU's VIP4SME project suitable for PATLIB

PATLIB2018
Ljubljana, Slovenia, 3/4 May 2018

Dr. Thomas Fischer
Fraunhofer IAO, Stuttgart, Germany
May 3rd 2018

Helping your business access the world of innovation

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Profile of the Fraunhofer-Gesellschaft

- **Research and development**
  - Application-oriented research
    - direct add-value to companies / SMEs
    - benefit to society
  - Application-oriented basic research
  - Departmental research for Ministry of Defense

- **Areas of research**
  - all relevant fields of innovation
  - All stages of innovation: development → market

- **Business community**
  - Institutes work as profit centers
  - Spin-offs of Fraunhofer researchers
  - IP Commercialisation encouraged

Joseph von Fraunhofer
(1787 to 1826)

- Discovery of the "Fraunhofer lines" in the solar spectrum
- New methods for processing lenses
- Director and partner in a glassworks

The Fraunhofer-Gesellschaft
(since 1949)

- Research and development on behalf of industry and state
- mp3 music format, white LED, high-resolution thermal camera
- Research volume: approx. € 2,1 billion annually
Fraunhofer Institute Center Stuttgart

- Staff: 1,925 employees
- Area: 91,000 square meters
- Annual budget: 158 Mio €

Fraunhofer Institute
Industrial Engineering IAO
Stuttgart, Germany

- Director: Prof. Dr.-Ing. Prof. e.h. Wilhelm Bauer
            Univ.-Prof. Dr.-Ing. Dr.-Ing. E.h. Dr. h.c. Dieter Spath
- Budget: 41.4 million € (34.3% industry)
- Staff: 620 employees

www.iao.fraunhofer.de
www.iat.uni-stuttgart.de
History
- 1982 - 87 development of MP3
- 1991 initial publication
- 2001 Apple iPod
- WWW success of MP3
- ...
- 2017 end license agreements

Success!
- enormous reputation gain
- Fraunhofer = MP3!
- Innovation made in Germany

enormous Economic success … xx Mio € p.a. from

Daten: https://www.mp3-history.com/de.html
IP@Fraunhofer: trade marks

- **Fraunhofer** registered trademark in all relevant markets
- **Frauenhofer** … registered in DE → avoid a common german typo

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Increase the value of your SME by proper use, protection and management of your intellectual property (IP)

Are you fully exploiting your corporate Know-How?

Are you aware about the economic value of your IP?

VIP4SME Project Vision

- Better understand value of intellectual capital
- Turn IP into commercial value & competitiveness

Project Consortium
Enhance IP tools & support services
Support and train SMEs in IP management

IP experts network / Intermediaries
Synergies with other IP stakeholders and international organizations
EU Project VIP4SME Consortium

1 Projekt Coordinator Fraunhofer (Germany)

18 Partners
- Business Upper Austria (Austria)
- Deutsche Patent- und Markenamt (Germany)
- Danish Patent and Trademark Office (Denmark)
- French Industrial Property Office (France)
- French Competitiveness Clusters Alliance Association (France)
- Hellenic Industrial Property Organisation (Greece)
- Foundation for Research and Technology Hellas (Greece)
- State Intellectual Property Office of the Republic of Croatia (Croatia)
- Hungarian Intellectual Property Office (Hungary)
- Chamber of Commerce of Venice Rovigo-Delta Lagunare (Italy)
- Lithuanian Innovation Centre (Lithuania)
- Portuguese Institute of Industrial Property (Portugal)
- Intellectual Property Office of the Republic of Serbia (Serbia)
- Slovak Centre of Scientific and Technical Information (Slovak Republic)
- Turkish Patent Institute (Turkey)
- The Patent Office (UK IPO) (United Kingdom)
- Tech DevCo Labs (Estonia)

31 Associated Partners

50 Partners 30 countries 111 Persons

3 Mio € 4 years duration till 12/2019

VIP4SME workpackage structure

VIP4SME work flow

WP1 Knowledge & Content
- IP tools
  - IP toolbox
  - New / improved tools
- IP Training
  - Training material
  - workshops

WP2 IP support & services
- Status quo analysis
  - National Status report
  - SME needs analysis
- awareness events
  - Info days / workshops
- Trainings
- one-to-one pilot actions

WP3 Communication

WP4 Project management & Coordination
VIP4SME Project Organisation & Communication

- Project challenges
  - build a team from 50 organisations!
  - enforce a strong VIP4SME network!

- Size does matter: communication!
  - 16,000 Emails in first 2 years!
  - Wiki → collaboration & communication.
  - online survey → feedbacks & decisions.
  - plan – report – measure impact …

VIP4SME: main outputs

- 1800 SMEs informed on how to protect, manage and exploit IP (awareness, basic knowledge)
- 600 SMEs fully trained to manage and exploit their IP portfolio using the IP ToolBox (advanced)
- 1660 SMEs assisted through 1:1 high value IP services by IP experts (individual support)
- 300 Intermediaries trained on new and improved IP ToolBox’s services
- IP ToolBox set of practical new and improved tools for better IP management and IPR exploitation
VIP4SME: Offers for SMEs
Services for protection and management of intellectual capital

Infodays
Information on topics of intellectual property rights for founders, start-ups and SMEs
For SMEs, Startups & Entrepreneurs

Thematic Workshops
Specific IP with the aim of strategic use of IP, using appropriate IP tools in an interactive manner
For advanced SMEs, already familiar with IPR management

Individual IP consultation
On-site 1:1 IP consultations about strategic use and exploitation of IP, using appropriate IP tools from IP Toolbox
For SMEs, Startups & Entrepreneurs

IP ToolBox
Website with free IP Tools and IP (self-) training material to various topics of IP Management.

VIP4SME 2017 events: goals achieved

Results 2017
- Infodays: 35 / 872 SMEs
- Workshops: 9 / 209 SMEs
- SME trainings: 12 / 152 SMEs
- Intermediary trainings: 8 / 135 SMEs
- Of 1-1 support actions: 423 SMEs
- Total SMEs reached: 1791 SMEs

Results vs. 2017 targets
VIP4SME: Offers for SMEs
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IP support for SMEs
→ www.innovaccess.eu

IP toolbox ...
IP Library
IP related news and events
direct access to national IP offices & procedures
IP support for SMEs: Information, best practices, tools & events
→ www.innovaccess.eu

Search for topics
timeframe
IP support for SMEs: Information, best practices, tools & events
→ www.innovaccess.eu

IP tools … search for
- expertise level
  - basic
  - advanced
  - expert
- suitable use
  - awareness
  - 1:1 consultation
  - workshop
- language
- topic
- format

the tool itself …
VIP4SME videos … raise SME awareness

VIP4SME videos … trainings

VIP4SME youtube channel

- [http://s.fhg.de/vip4smevideo](http://s.fhg.de/vip4smevideo)

- Trainings on tools
  - Intellectual Asset Risk Register Tool
  - Semantic Search
  - Patent Monitoring Guide
  - Patent Mapping Guide
  - IPR Costbenefit guide & IP Response
  - IP Marketplace and IP Tradeportal

- Awareness raising for SMEs
  - VIP4SME IP support services
  - VIP4SME – What is it about?
VIP4SME toolbox – focus on add value for SMEs

- SME-needs identified in a survey (2016, ~500 SMEs)
  - Micro / Small SMEs → little awareness & lack of knowledge on basic IP/PR concepts
  - Medium / Large SMEs → assistance in management/exploitation of IPR required
  - IP commercialization → good business opportunity but lack of concrete action plans
  - time & cost constraints! → Ease of use & performance for tools/methodologies is crucial. → good enough is good enough

- VIP4SME: two new strategic directions implemented (tools / trainings)
  - Commercial IP tools → better, faster and easier address SMEs needs.
    - graphical visualisation / data analytics / semantic search / …
  - Lightweight tools → light version of known tools (IP prediagnosis)
    → reduce time / costs / risk. Stepwise approach

Tool example: IP Cost Calculator
Example: Semantic search

Experience world class search results.

Search by text or patent number and get a highly efficient analysis:

- SIMILAR PATENTS
  Get a list of highly relevant patents.

- TECHNOLOGY'S LIFECYCLE
  Drill down patent families across years.

- PATENT RISK
  Check the patent's economic value and legal risk.

Example: Patent mapping

Drill down patent families across years.
Thank you for your attention!

Dr. Thomas Fischer
VIP4SME coordination

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