



European
IPR Helpdesk

www.iprhelpdesk.eu

European IPR Helpdesk

Service Offer

Get your ticket to innovation!



Jörg Scherer European
IPR Helpdesk
CEO Eurice GmbH
Gijon 17/04/2018



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





Speaker profile: Jörg Scherer

Managing Director of **European Research and Project Office (Eurice) GmbH** – 50 staff members) for international R&I projects with offices in Saarbrücken, Berlin and Brussels

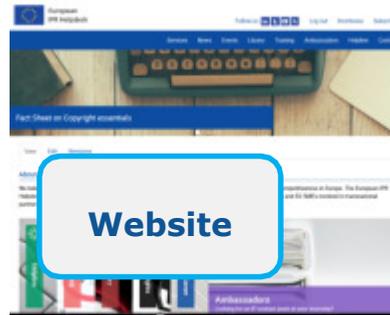
Eurice & Horizon 2020: 30 participations (project and innovation management, exploitation & dissemination): **Top 3 EU SME Ranking**

Founder of 4 companies; **Evaluator** in EC programmes; Co-ordinator of Innovation-Related Activities in FP7 & H2020 projects

Involved in European IPR Helpdesk (and EEN) activities since 2005



Awareness Raising



Website



Helpline



Training



Bulletin

Services



Newsletter



Publications

All of our services are offered free of charge.



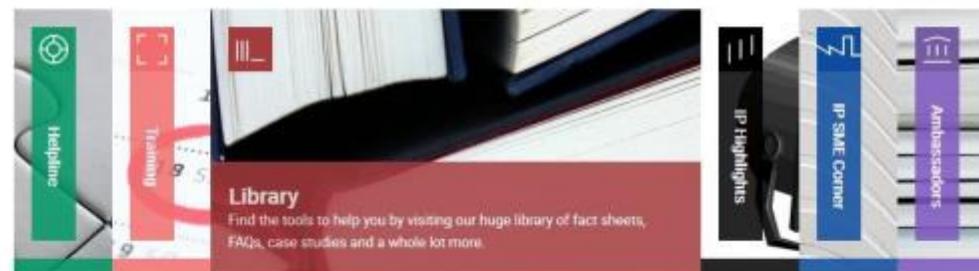
Website

www.iprhelphdesk.eu



About the European IPR Helpdesk

We believe that knowing how to manage and exploit Intellectual Property (IP) is the ticket to innovation and competitiveness in Europe. The European IPR Helpdesk offers free-of-charge, first-line support on IP matters to beneficiaries of EU-funded research projects and EU SMEs involved in transnational partnership agreements.



Latest Publications

MoUs, NDAs: how to proceed in order to add a new signatory?
Sample Case

Upcoming events

Spanish Tour: 'IP and Impact in Horizon2020'
Tuesday, 17.04.2018 to Thursday, 26.04.2018

Webinar Series 'IP as a business asset'. Session 1:

Search

Services

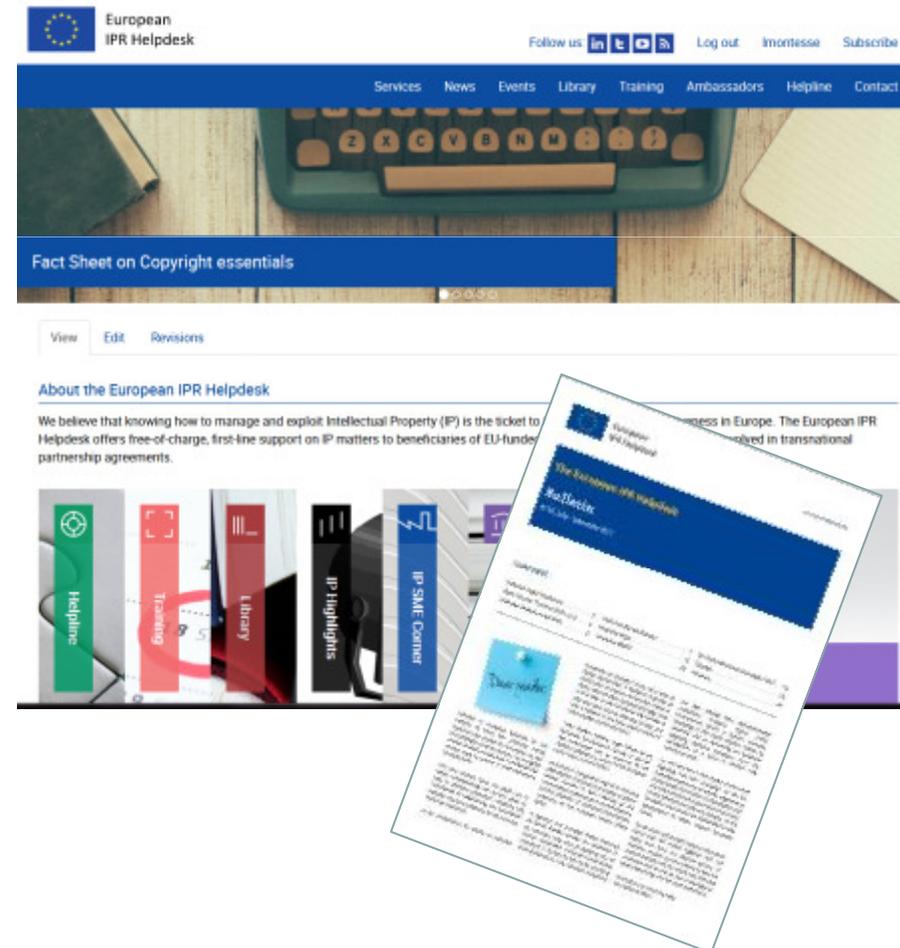
Online library

Approx.
600,000/year views
13,600 subscribers



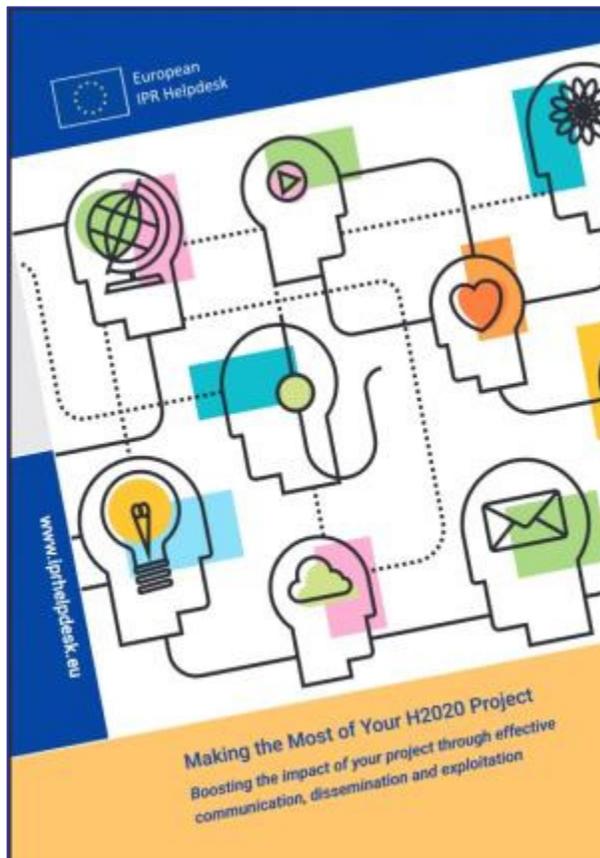
Website & Publications

- **Information on exploitation of results?** we have clear and practical fact sheets on
 - a) Exploitation channels for public research results
 - b) Non-disclosure agreement
 - c) Licence agreement
 - d) Assignment agreement
 - e) Joint ventures
 - f) Spin-offs
 - g) Internal product development
- Events & news
- Case Studies
- Glossary & FAQs
- Bulletin





Supporting material



New Brochure and Thematic Special: Making the Most of Your Horizon 2020 Project



Helpline

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**
- Answers in **3 business days**
- **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

950 queries/year



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**

2017
More than 80 events
Over 4.500 participants



Webinar planning 2018

März							
kw	Mo	Di	Mi	Do	Fr	Sa	So
9				1	2	3	4
10	5	6	7	8	9	10	11
11	12	13	14	15	16	17	18
12	19	20	21	22	23	24	25
13	26	27	28	29	30	31	

April							
kw	Mo	Di	Mi	Do	Fr	Sa	So
13							1
14	2	3	4	5	6	7	8
15	9	10	11	12	13	14	15
16	16	17	18	19	20	21	22
17	23	24	25	26	27	28	29
18	30						

Mai							
kw	Mo	Di	Mi	Do	Fr	Sa	So
18		1	2	3	4	5	6
19	7	8	9	10	11	12	13
20	14	15	16	17	18	19	20
21	21	22	23	24	25	26	27
22	28	29	30	31			

Juni							
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22					1	2	3
23	4	5	6	7	8	9	10
24	11	12	13	14	15	16	17
25	18	19	20	21	22	23	24
26	25	26	27	28	29	30	

Juli							
kw	Mo	Di	Mi	Do	Fr	Sa	So
26							1
27	2	3	4	5	6	7	8
28	9	10	11	12	13	14	15
29	16	17	18	19	20	21	22
30	23	24	25	26	27	28	29
31	30	31					

- 02 May 2018

Consortium Agreements

- 23 May 2018

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

- 13 June 2018

Basic IP toolkit for SMEs – hacks and common pitfalls

- 04 July 2018

Impact and Innovation in H2020

- 18 July 2018

Maximise the Impact of Horizon 2020 project results



Webinar planning 2018

September							
kw	Mo	Di	Mi	Do	Fr	Sa	So
35						1	2
36	3	4	5	6	7	8	9
37	10	11	12	13	14	15	16
38	17	18	19	20	21	22	23
39	24	25	26	27	28	29	30

Oktober							
kw	Mo	Di	Mi	Do	Fr	Sa	So
40	1	2	3	4	5	6	7
41	8	9	10	11	12	13	14
42	15	16	17	18	19	20	21
43	22	23	24	25	26	27	28
44	29	30	31				

November							
kw	Mo	Di	Mi	Do	Fr	Sa	So
44				1	2	3	4
45	5	6	7	8	9	10	11
46	12	13	14	15	16	17	18
47	19	20	21	22	23	24	25
48	26	27	28	29	30		

Dezember							
kw	Mo	Di	Mi	Do	Fr	Sa	So
48						1	2
49	3	4	5	6	7	8	9
50	10	11	12	13	14	15	16
51	17	18	19	20	21	22	23
52	24	25	26	27	28	29	30
1	31						

- **12 Sept 2018**
Introduction to IP
- **26 September 2018**
IP Commercialisation
- **17 October 2018**
IP Management in H2020
- **31 October 2018**
Technology Transfer

- **07 November 2018**
Geographical Indications
- **21 November 2018**
IP Management in H2020
- **12 December 2018**
Impact and Innovation in H2020
- **19 December 2018**
Maximize the impact of H2020 project results



Special Training Offers

Training



ASSET

New Webinar Series: IP as a Business Asset

Register for our upcoming webinar series "IP as a business asset" in cooperation with **Dr Roya Ghafele** from OxFirst Ltd.

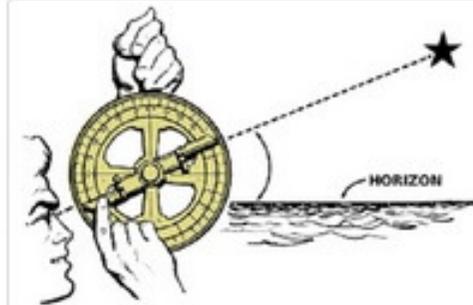
[Read more](#)



Workshop: Freedom to Operate in Horizon 2020

What is an FTO analysis and why is this of special strategic importance in the context of Horizon 2020?

[Read more](#)



Webinar: Effective IP & Outreach Strategies for H2020 Projects

How does IP management relate to communication, dissemination and exploitation in Horizon 2020?

[Read more](#)



New Webinar Series: IP as a Business Asset

Training

INTELLECTUAL PROPERTY

*Adopting an IP Assets
Perspective*



18 April 2018: Adopting an IP
Assets Perspective

Session 1: *Adopting an IP Assets
Perspective* is the kick-off of our new
webinar series "IP as a business asset".

[Read more](#)

INTELLECTUAL PROPERTY

*.....Management under an
Open Innovation Paradigm*



09 May 2018: IP strategy under an
Open Innovation Paradigm

Session 2 of our new webinar series "IP as
a business asset": *IP Management under
an Open Innovation Paradigm*.

[Read more](#)

INTELLECTUAL PROPERTY

*.....The 10 pitfalls of Accounting
for IP and what to do about it*



28 May 2018: The 10 pitfalls of
Accounting for IP

Session 3 of our new webinar series: *The
10 pitfalls of accounting for IP and what to
do about it*.

[Read more](#)



IPforBusiness - IP Training Roadshow for Innovation Support

The European IPR Helpdesk and the [European Patent Academy](#), are organising the **European-wide IPforBusiness - IP Training Roadshow for Innovation Support**, consisting of 12 IP training events in 12 different European countries.

Long story short:

- Being an SME, why should you bother with IP/IP management? – **Why does IP matter?**
- Understanding IP strategy and IP management as a business asset for SMEs (with a clear focus on specific needs and challenges for SMEs) – **What needs to be done?**
- Concrete case studies demonstrating successful IP management implementation activities in specific technology/business sectors as well as in different environments (Start-up vs. medium-sized company) – **How can SME's implement an IP strategy?**



When? 2017 & 2018

- ~~[25 September 2017 | DUBLIN, Ireland](#)~~
- ~~[12 October 2017 | TALLINN, Estonia](#)~~
- ~~[05 December 2017 | LILLE, France](#)~~
- ~~[25 January | VILNIUS, Lithuania](#)~~
- ~~[26 February | RIGA, Latvia](#)~~
- ~~[14 March | ROME, Italy](#)~~
- [31 May | BERLIN, Germany](#)
- [08 June | PRAGUE, Czech Republic](#)
- 09 Oct | PORTO, Portugal
- xx SOPHIA, Bulgaria
- Train-the-Trainer events
 - Vienna
 - Amsterdam



Cooperation

- **Cooperating** with stakeholders involved in IPR and promotion of innovation in order to foster synergies (EPO, EUIPO, National Patent Offices, WIPO...)
- **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



- 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

Spain



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Other IPR Helpdesks

CHINA IPR 
SME HELPDESK



LATIN AMERICA 
IPR SME HELPDESK



SOUTH-EAST ASIA 
IPR SME HELPDESK



www.ipr-hub.eu



Thank you.

We look forward to getting in touch with you!

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

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Fax + 352 25 22 33-334 (Helpline)

www.iprhelpdesk.eu

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

training@iprhelpdesk.eu





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