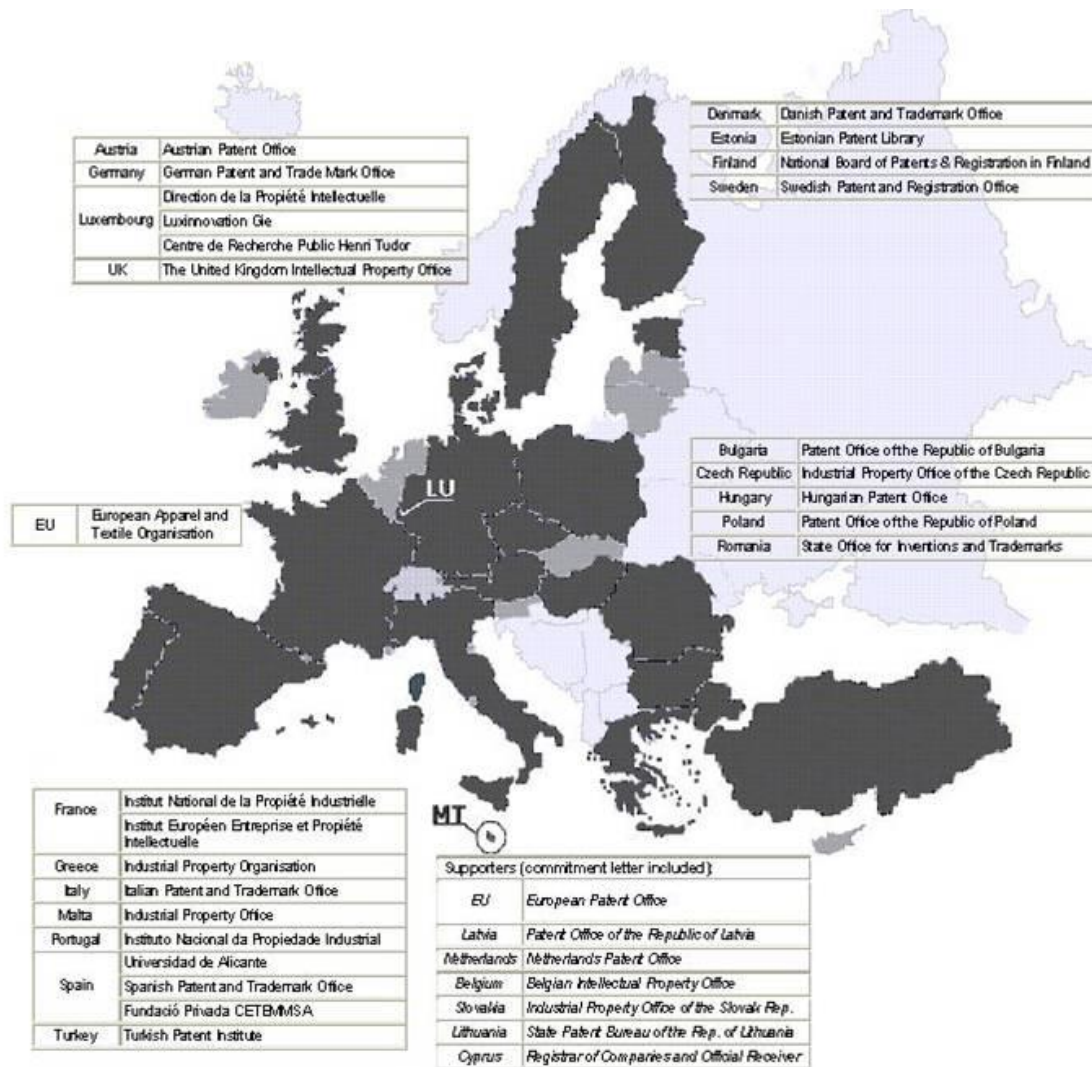




# IPeuropAware

# Introduction

- “IPeuropAware” is financed by the CIP Programme, DG Enterprise and Industry of the EC.  
Duration Nov 2007 – Oct 2010.  
Budget 7,7 M€
- The general approach is flexible and open, allowing a fluid interaction with the Commission services. This could mean the organisation of additional activities or adapting of the proposed activities in response to EC recommendations



# Objectives

- Raise awareness - To significantly raise SMEs interest and knowledge about Intellectual Property issues
- Integration of IP issues in business planning - To raise SMEs understanding of the need to integrate IP in their innovation strategies and their business planning
- Increase the use of IP - To improve the protection of SMEs' IP rights, also internationally, and increase the use of non-registered protection methods.
- To improve protection and enforcement by SMEs of their IP rights from infringement whether this originates from within or outside the EU
- To raise SMEs ability to fight counterfeiting and increase knowledge on the methodologies available to detect it

# Objectives

- To develop actions to promote awareness on IPR protection to educate the fashion and design industries (textiles, leather, footwear and furniture) on the risks counterfeiting poses and on the existing means and procedures to combat it
- To promote and support the use of IP rights in international research, development and technology transfer activities, providing an IP rights support service to actual and potential beneficiaries of CIP and Research Framework Programme actions, especially high-tech SMEs and Public Research Organisations



# Target groups

- Innovative SMEs
- SMEs Support Services
- IPR Enforcement Agencies
- Innovation Support Actors, Networks in Support of Business and Innovation, Chambers of Commerce, Regional Development Agencies and other relevant regional and local players
- Enterprises of the fashion and design industries
- SMEs Sectoral Associations
- Current and potential participants in CIP and RTD Framework Programmes (SMEs, Universities and Research Organisations)

# Results - Website for SMEs



A trans-national website including an extranet network of European helpdesks targeting SMEs and intermediaries, [www.innovaccess.eu](http://www.innovaccess.eu)

- A general area on IP matters
- A country specific area on IP matters
- An area for enforcement issues
- An area with practical guides
- An area with tools meant for delivering services to SMEs (to be implemented)

# Results - Website for SMEs



- A general area on IP matters
  - Why is IP relevant for your company? General overview of IP.
  - How can your company protect their creation? An introduction to the different IP rights.
  - How much will it cost to obtain IP rights? An introduction to different costs related to IP rights.



# Results - Website for SMEs



- A country specific area on IP matters
  - Information from 29 national patent and trademark offices in Europe
  - Detailed information, including procedures and costs, on each IP right available for the 29 countries
  - Each patent and trademark office keeps the information updated
- Additional information from international organisations
  - European Patent Office, EPO
  - Office for Harmonisation of the Internal Market, OHIM
  - World Intellectual Property Organisation, WIPO

# Results - Website for SMEs



- An area for enforcement issues
  - Built on the recommendations from the Best Practice Project on how to improve SME support in the report “Making IPR work for SMEs” with:
    - Case studies
    - Inventory of enforcement support measures in 30 European countries + EU measures like IPeuropAware, China IPR SME Helpdesk and ip4inno.

# Results - Website for SMEs



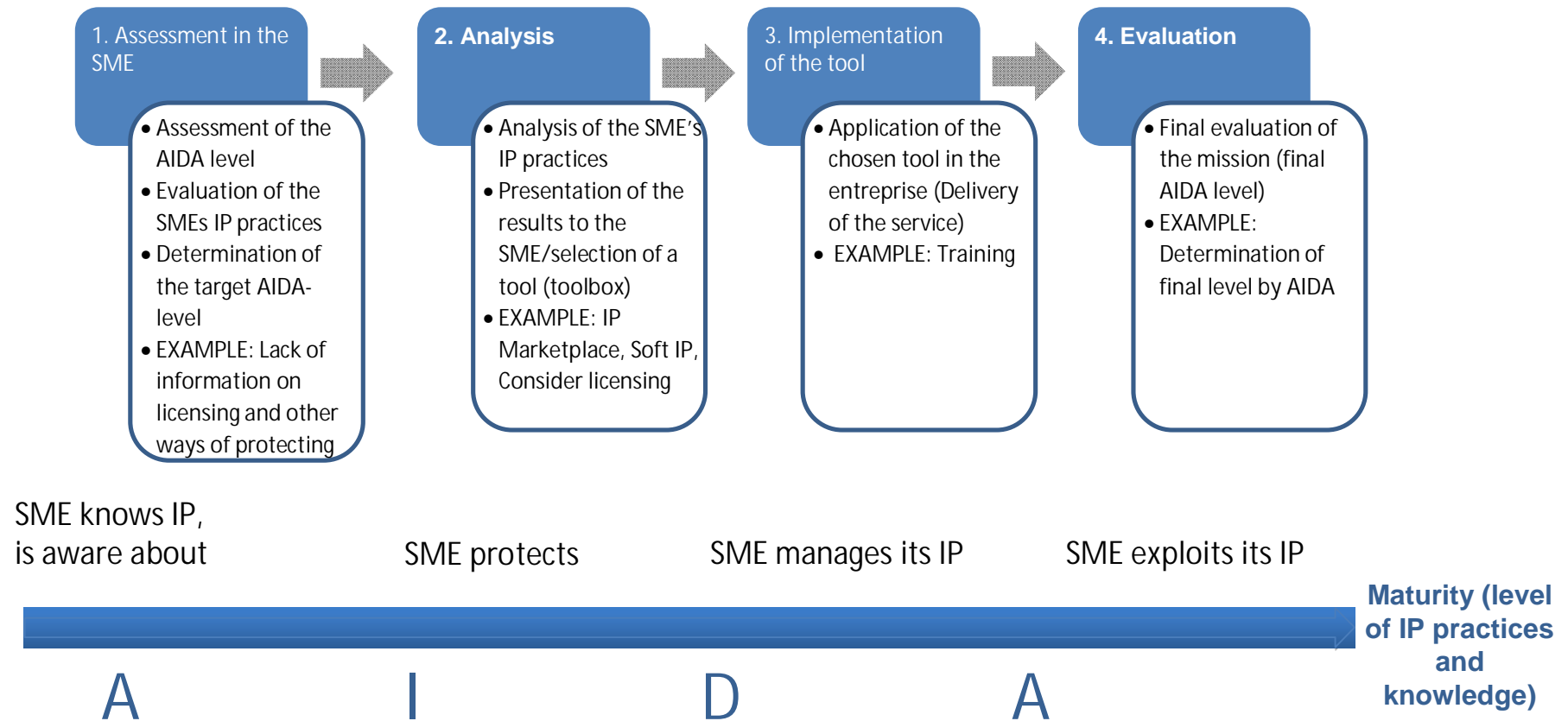
- An area with practical guides
    - An interactive guide for direction of which IP is optimal for a creation
    - A cost tool which calculate the administrative costs of an IP both on national and European level.
    - An interactive guide which generates information and recommendations relating to the essential stages of protection you need to consider.
    - Signposting Directory. A comprehensive, easily accessible directory of sources of information about intellectual property – throughout Europe (to be implemented)
    - Guides for the 4 sectors of Textiles and Clothing, Leather, Footwear and Furniture. The Guides include what IPR could mean for a SMEs, how to use it and find out more about it, including also the issues of counterfeiting. Each Guide is in 13 languages.
-

# Results - Website for SMEs



- An area with tools meant for delivering services to SMEs (to be implemented) – The toolbox
  - Dedicated to national patent and trademark offices and intermediaries with activities in the field of IP.
  - The toolbox has been set up according to the needs of SMEs.
  - Contains manuals, instruments and training material on IP issues, including enforcement.
  - There are currently 49 tools available in the Toolbox.
  - By determine the actual knowledge level of SMEs, the NPO or the intermediary can pick a tool from the toolbox that will support the provision of a service aiming at improving the ability to protect, manage or enforce their intellectual property rights

# Results - Example



# Results - Networks



- Stronger and sustainable relations between each NPO and local intermediaries at national level
  - Example: IPR Awareness and Enforcement Seminars for SMEs
- Stronger network between the NPOs through agreed standards for IP Helpdesks for SMEs



# Results - IPR Helpdesk services



- Website. Detailed information on IP issues involved in Community-funded research and innovation projects, with many documents and other resources, such as FAQs, glossary, news and related links, [www.ipr-helpdesk.eu](http://www.ipr-helpdesk.eu)
- Helpline. Personalised answers to your specific IP questions, delivered by our experts within three working days by e-mail.
- Online courses. User-friendly modules on IP management in Community-funded programmes.
- Onsite training. Tailor-made courses on IP rules and practice within Community-funded actions.
- IPR Bulletin. A journal on IP and R&D with expert articles and practical sections, published quarterly.