



# European IP Helpdesk

Stay ahead of the innovation game.

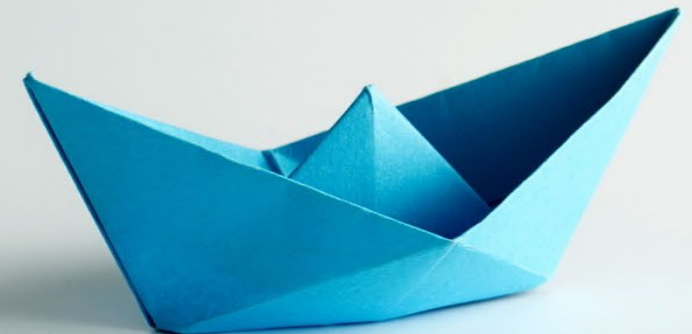
## WORTH Partnership Project II

Professional IP Workshop

European IP Helpdesk

Léa Montesse/Claire Fritz

05.12.2022





# Agenda

- 15:00-15:05 - Introduction and presentation of EUIPO and the European IP Helpdesk by **Anna Maria Stein** on behalf of WORTH Project.
- 15:05-15:25 - EUIPO: overview of the funding/supporting programmes for SMEs - Speaker: **Richelle SPIEKERMAN**, Customer Experience and SME Network Service Customer Department, European Union Intellectual Property Office.
- 15:25-15:45 - European IP Helpdesk: presentation of the innovation support initiative (helpline, publications, capacity building and design related FAQs) – Speakers: **Léa Montesse**, Head of Helpline and **Claire Fritz**, European IP Helpdesk, EURICE – European Research and Project Office GmbH
- 15:45-16:00 - Q&A.



# 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: 43 ambassadors from 27 EU countries





# The EC IP (SME) Helpdesks





# Communication Formats & Outreach Tools

Home Services Regional helpdesks IP management and resources News & Events About

European Commission > IP Helpdesk

## Intellectual Property Helpdesk

View published New draft History Translate Unpublish

China Europe India

Website



Training

European IP Helpdesk

Stay ahead of the innovation game

Importance of IP for SMEs

30 April 2021

### I. Trademark Basics

**What is a trademark?** A trademark is any sign capable of distinguishing the goods and services of one company from those of its competitors.

By sign, we understand letters, words, numbers, colours, drawings or a combination of these. Please take into account that the set of signs that can constitute a trademark may vary from country to country and is, usually, non-exclusive.

**Abstract concepts and ideas or general characteristics of goods, are not specific enough to qualify as a sign.**

In order to be registrable as a trademark, the sign must meet the following requirements:

- Distinguishing character:** The services from the areas offering trademarks to be "non-descriptive" is immediately perceived as a trademark.
- Capable of representation of "signs of registration":** An Intellectual Property Office (IPO) appropriate form using general Register in a clear, precise, and legible manner, and both the consumers and the public can determine the scope of protection of the trademark.

**Publications**

The EUIPO does not admit abstract, based and trade marks for registration because the current class of technology does not allow for a clear and suitable way of representing such a mark.

Different types of marks

- Individual mark:** This is the most "generic" kind of trademark that indicates the commercial origin of the protected goods and/or services.
- Collective mark:** This refers to a mark that indicates that the goods or services produced by that mark originate from members of an association, rather than from just one company. Collective marks may be used together with the individual mark of the producer of a given good.

Publications

## Your Guide to IP Management in International Business

Stay ahead of the innovation game

### KEY INGREDIENTS IN A PATENT

It takes a variety of different ingredients to prepare a good business agreement. Each recipe is unique, depending on the specific needs which are agreed. It is all the more so when you need to pack the right ingredients... in the appropriate countries and with the right treatment.

See a peek into our cooking pot and learn more about key ingredients in a patent.

**WHAT IS A PATENT?**  
A patent is a legal right granted by a government to an inventor or assignee for a limited period of time in exchange for the disclosure of their invention to the public. It gives the inventor the exclusive right to make, use, sell, or import the invention for a certain period of time.

**KEY INGREDIENTS IN A PATENT**

- 1. Novelty:** The invention must be new, meaning it has not been disclosed to the public before the filing date of the patent application.
- 2. Inventive Step:** The invention must involve a technical advance that is not obvious to a person skilled in the art.
- 3. Industrial Applicability:** The invention must be capable of being made or used in an industry.

**GETTING STARTED!**

A brief introduction to international patent strategy.

European IP Helpdesk

199 Abonnenten

IP Valuation

7:11 Auftr. vor 1 Jahr

Knowing your intellectual property's value is essential for your business, for example, when merging with another company, selling or licensing intellectual property rights, attracting investors or for accounting and taxation purposes.

Watch our animated clip to learn more about IP valuation.

Eigene Playlists

Presentations & Interviews

Animated Clips

KOMPLETTE PLAYLIST ANZEIGEN

Audio-visual Content

Audio-visual Content

LinkedIn

European IP Helpdesk

Stay ahead of the Innovation Game

Einzelnen anzeigen

Ebenfalls angesehen

- Clara Fentich
- J. Staud
- Stefan Geller
- Ledy Novak
- China IPR Helpdesk
- DARSA TATAI, Ph.D.
- Elijn Jürgens

Info

The European IP Helpdesk provides free-of-charge first-time 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 Executive Agency for Small and Medium-sized Enterprises (EASME), with policy guidance provided by the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW).

The information provided by the European IP Helpdesk is not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on its basis. Moreover, it cannot be considered as the official position of EASME or the European Commission. Neither EASME nor the European Commission are liable for any damage or loss resulting from the use of the information provided.

**Social Media**

Social Media





# EC IP (SME) Helpdesk Hub – Gateway to Information

**Your Guide to IP in Europe**  
The essentials of IP protection in Europe

**LATIN AMERICA IPR SME HELPDASK FACTSHEET**

**IP systems comparative: Brazil vs Europe**

**1. IPRs IN BRAZIL FOR SMEs**

- 1.1 Intellectual property rights in Brazil, why it is relevant to you?
- 1.2 How does the Brazilian legal framework compare with your national intellectual property system?

**2. IPR RIGHTS IN BRAZIL**

**Copyright and related rights**

- A. Copyright and related rights
- B. Patent and utility models
- C. Trademark
- D. Industrial designs
- E. Trade secrets
- F. Geographical indications and appellations of origin

**3. ENFORCEMENT OF IPR**

- 3.1 Litigation strategies
- 3.2 ADR mechanisms

**4. RELATED LEGAL AND INTELLECTUAL PROPERTIES**

**5. GLOSSARY**

**THE INDIA IP SME HELPDASK AT A GLANCE**

The India IP SME Helpdesk is a EU-funded initiative which supports small and medium-sized enterprises (SMEs) from the European Union (EU) to protect their Intellectual Property (IP) rights in India and succeed in the Indian market.

**PROTECT BEFORE YOU GO!**

The Helpdesk can help you follow the correct process to check by providing free-of-charge, business-oriented and tailor-made information and services to EU SMEs!

**WHY PROTECTING YOUR IP IS IMPORTANT!**

Intellectual Property rights are all around us. From clothes, foods or technology we use in our everyday lives. They can take many forms.

**Copyright for pictures or videos we watch** | **Design rights for the design and packaging of products**

**Trade marks for brand names** | **Patents and utility models for inventions**

SMEs which register their IP rights are considerably more likely to grow big. Those who do not!

**INDIA IPR SME HELPDASK HELP YOU?**

**HELPLINE** | **TRAINING** | **IP RESOURCES** | **IP TOOLKIT**

**HELPLINE**

Our Intellectual Property experts provide **high-quality, confidential and personalized free-of-charge answers** to your questions related to protecting your intellectual property in India within a maximum of 3 working days.

You can reach the helpline either +91 9606099970 or [india@ip-helpdesk.eu](mailto:india@ip-helpdesk.eu)

**IP Factsheet: Mainland China**

**CHINA IPR SME HELPDASK**

**FACTSHEET**

**1. THE FACTS: Business in Mainland China for EU Companies**

China remains a key market for EU SMEs.

**2. IPR in Mainland China for SMEs: An Introduction**

In order to do business in Mainland China, you need to understand the IP legal framework. China has a different IP legal framework compared to other countries.

**3. IP Rights in Mainland China: An Overview**

1. Patents
2. Copyrights
3. Trademarks
4. Industrial designs
5. Trade secrets

**4. Using COPYRIGHTS to block counterfeiting**

**5. Enforcing of rights**

Administrative routes:

- Civil Enforcement
- Criminal Prosecution

**6. RELATED LINKS and Additional information**

For free, confidential, business-focused advice contact the working desk: [china@ip-helpdesk.eu](mailto:china@ip-helpdesk.eu)

**THE AFRICA IP SME HELPDASK**

**What is the Africa IP SME Helpdesk?**

The Africa IP SME Helpdesk is an EU-funded project set up to help small and medium-sized enterprises (SMEs) from the European Union (EU) to protect their intellectual property (IP) rights in Africa and succeed in the African market.

**What is the Africa IP SME Helpdesk's key message and service offering?**

**Protect before you go!**

The Helpdesk can help you follow the correct process to check by providing free-of-charge, business-oriented and tailor-made information and services to EU SMEs!

**SOUTH-EAST ASIA IPR SME HELPDASK**

**IP Considerations in the Cleantech Industry in South-East Asia**

**1. Overview: Cleantech industry in South-East Asia**

Rapid population growth and sustained economic growth in South-East Asia is exerting enormous pressure on the environment. In response, South-East Asian countries are embracing renewable energy, moving away from fossil-fuel based energy solutions in favour of more sustainable technology. Stricter environmental government policies such as carbon tax, renewable energy targets and incentives are being implemented. Several financial approaches have been adopted to promote sustainable development in the region. Increased public awareness of the benefits of sustainable business practices have also driven companies and consumers to increasingly consider 'green' alternatives in their purchasing decisions.

The cleantech industry which not only comprises the renewable energy sector but describes products and services that improve productivity or efficiency while reducing costs, inputs, energy consumption, waste, or pollution, is thus gaining momentum in South-East Asia, paralleling the dynamic growth of the region.

To address the challenges of sustainable energy growth and climate change, the ASEAN member states have been following a collaborative policy of diversifying and using indigenous energy sources efficiently at the national level. ASEAN energy ministers collectively agreed to set an aspirational target for the share of renewable energy in the region to 23% of the Total Primary Energy Supply (TPES) by 2025.

**2. Overview: Cleantech industry in South-East Asia**

**3. Considerations concerning Patents**

**4. Considerations concerning IP enforcement**

**5. Finding your partner in South-East Asia**

**6. Key Messages, IP Risks and watch-outs**

**7. Take-home Messages**

**8. Glossary of Terms**

**9. Related links and additional information**

For free, confidential, business-focused advice contact the working desk: [south-east-asia@ip-helpdesk.eu](mailto:south-east-asia@ip-helpdesk.eu)

- E-learning modules & more
- Guides / Topic, country, sector-specific factsheets / Infographics
- Case studies



# Resources with a focus on Design

## Charts & Factsheets:

- [IP Chart: International Design](#)
  - Where can I obtain international design protection?
  - Who can file the application?
  - What happens after filing the application?
- [IP Chart: Community Design](#)
  - What is protectable as a design?
  - Where and how do I file a Registered Community Design?
- [IP in Websites](#)
- [IP in the Fashion Industry](#)

- [IP & Social Media](#)
- [IP & Video Games](#)

## Guides:

- [Guide to IP in Europe – subchapter Design](#)
- [Guide to IP Commercialisation – subchapter Design](#)

## Videos:

- [IP in the Fashion Industry](#)
- [IP in Websites](#)



# Training cooperation with the Community Plant Variety Office and CIOPORA



- 17 FEB 2022** TRAINING AND WORKSHOPS  
**EU - Webinar & CPVO coop: The essential role of Quality Auditing examination offices for EU Plant Variety Rights**  
 Live streaming available
- 12 APR 2022** TRAINING AND WORKSHOPS  
**EU - Webinar CPVO Coop: Constraints and opportunities for edited varieties. Is the GMO legal framework impacting the creation of new plants?**  
 Live streaming available
- 21 JUN 2022** TRAINING AND WORKSHOPS  
**EU Webinar - CPVO Coop Webinar: Introduction to Community plant variety rights: creation of new plants and their protection in the EU**  
 Live streaming available
- 08 SEP 2022** TRAINING AND WORKSHOPS  
**EU - Webinar CPVO Coop: The interface between plant variety rights and patents**  
 Live streaming available
- 28 SEP 2022** TRAINING AND WORKSHOPS  
**EU - Webinar & CIOPORA coop: Growers' Guide to Intellectual Property Protection for Plants**  
 Live streaming available
- 10 OCT 2022** TRAINING AND WORKSHOPS  
**EU - Webinar CPVO Coop: What's in a name: plant variety denominations and their interface with trademarks and geographical indications**  
 Live streaming available
- 02 NOV 2022** TRAINING AND WORKSHOPS  
**EU - Webinar CIOPORA coop: Enforcement practices for Plant Variety Rights in the EU**  
 Live streaming available
- 06 DEC 2022** TRAINING AND WORKSHOPS  
**EU - Webinar CPVO Coop: The impact of protected new plant varieties in the European Union market.**  
 Live streaming available






# Patent Protection for EU funding Beneficiaires

**19**  
JAN  
2022

TRAINING AND WORKSHOPS


**EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Medical Technologies**

 Live streaming available

**14**  
JUN  
2022

TRAINING AND WORKSHOPS


**EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Green technologies**

 Live streaming available

**17**  
NOV  
2022

TRAINING AND WORKSHOPS


**EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Biotechnology**

 Live streaming available

**16**  
MAR  
2022

TRAINING AND WORKSHOPS

**EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Artificial Intelligence**

 Live streaming available

**20**  
OCT  
2022

TRAINING AND WORKSHOPS

**EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Digital communication**

 Live streaming available

## Patent protection for EU funding beneficiaries

An IP training series offered by the European Patent Office and the European IP Helpdesk



European  
IP Helpdesk





# From Lab to Market – IP & successful TT Training series

**02 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - Webinar CIOPORA coop: Enforcement practices for Plant Variety Rights in the EU**

📺 Live streaming available

**03 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - From Lab to Market - Successful Technology Transfer Journeys - Case: fos4x**

📺 Live streaming available

**10 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - Webinar: Effective IP and Outreach Strategies Help Increase the Impact of Research and Innovation**

📺 Live streaming available

**14 NOV**  
2022  
INFO DAYS  
**Horizon IP Scan - Info Session**

📺 Live streaming available

**15 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - Webinar: IP in Business collaborations for SMEs and Start-ups**

📺 Live streaming available

**16 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - Webinar: IP in EU funded projects with a special focus on MSCA**

📺 Live streaming available

**17 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Biotechnology**

**17 NOV**  
2022  
TRAINING AND WORKSHOPS  
**EU - Webinar: Freedom to Operate**

📺 Live streaming available

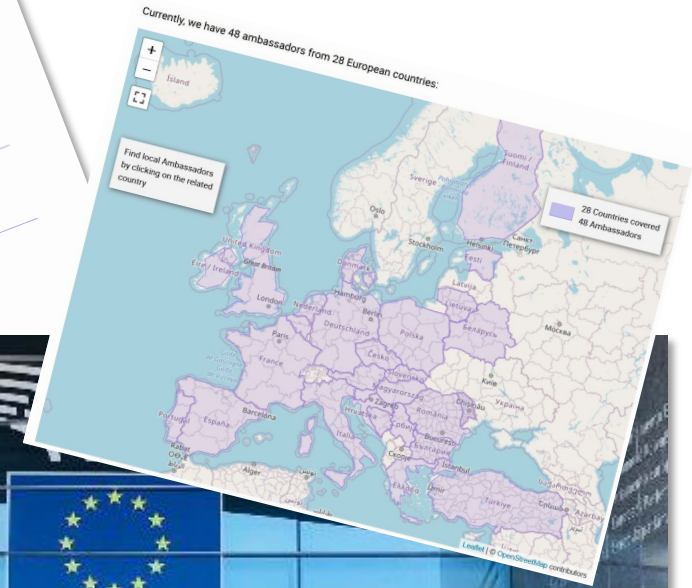
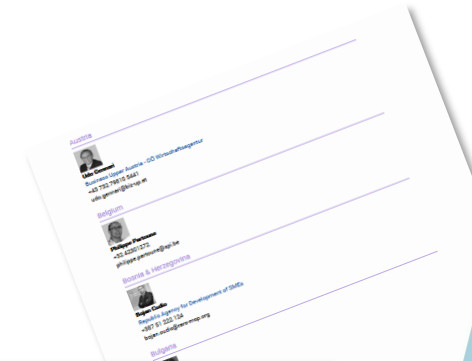


Registration: [www.ec.europa.eu/ip-helpdesk/lab\\_market](http://www.ec.europa.eu/ip-helpdesk/lab_market)



# Ambassador Scheme

- **Cooperation scheme** with the Enterprise Europe Network (EEN): 43 ambassadors – 27 countries
- **Building IP capacities** among European SMEs
- **Overcoming language barriers**
- Making the topic **more accessible**
- Exchange and feedback from ambassadors on **needs of SMEs**
- Local **awareness** and **training events**

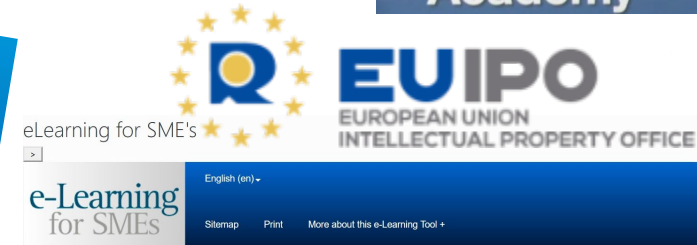






# Further learning opportunities:

1. [European IP Helpdesk Ambassadors and EEN](#)
2. [EUIPO learning portal](#)
3. [EUIPO – Ideas Powered for business website](#)
4. [WIPO Academy / Diagnostics](#)
5. [The Ideas Powered for business SME Fund](#)
6. [IPA4SME](#)
7. [Horizon IP Scan](#)
8. [\(IP Booster\)](#)
9. [Horizon Results Booster](#)
10. [Leadership4SMEs](#)
11. [EPO Academy](#)
12. [4IPCouncil](#)





# The European IP Helpdesk's Helpline

- First-line support to EU SMEs and beneficiaries of EU-funded projects
- Questions about IP in Europe
- Questions about IP Management (ownership, joint ownership, licensing, exploitation...) in EU-funded projects
- Register for free and [submit your IP question](#)
- Answer within 3 working days





## Design FAQs – common questions

- General concerns (how to protect a design, which routes to take, which costs)
- Common mistakes (understanding the difference between designs, patents, utility models, copyright)
- Scope questions (RCD vs UCD)
- What are the main conditions for registrability (novelty / individual character)
- Questions about enforcement: what to do if competitors sell products with similar designs without authorisation
- General questions about designs as objects of property (how to transfer or license those rights)



## Design FAQs – Key takeaways on novelty

- Novelty is one of the key conditions for registration. If your design is not new at the time of filing, it may be invalidated (= cancelled)
- Importance of running prior art searches to check if your design is new – see our [Fact Sheet on Design Searching](#)
- Do not disclose your design before filing for protection (BUT – remember that at EU level you benefit from a 12-month grace period after disclosure)
- Know which types of disclosures may ruin novelty (= disclosures following which the design “*becomes known, in the normal course of business, to the circles specialised in the sector concerned, operating within the Community*” – see article 7 of [Community Design Regulations](#))
  - Example: disclosures in trade fairs, B2B events, online (see [recent Puma / Rihanna case!](#))
  - A disclosure to a single person may in some times be enough to ruin the novelty of your design (if as a result the design becomes known to the “circles specialised” in your sector in the EU)
  - Always disclose your design under confidentiality obligations / [NDAs](#) (this will preserve novelty)



# Any Questions?





## Contact:

- Website: [ec.europa.eu/ip-helpdesk](http://ec.europa.eu/ip-helpdesk)
- [training@iprhelpdesk.eu](mailto:training@iprhelpdesk.eu)
- [helpline@iprhelpdesk.eu](mailto:helpline@iprhelpdesk.eu)
- Twitter [@iprhelpdesk](https://twitter.com/iprhelpdesk)
- LinkedIn [/european-ipr-helpdesk](https://www.linkedin.com/company/european-ipr-helpdesk)





# Thank You!

## DISCLAIMER

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