

The European IPR Helpdesk

Training Catalogue



Practice makes perfect: The training approach of the European IPR Helpdesk

“Capacity building” is the magic term regarding our training activities. Based on a very practical and comprehensive training approach the European IPR Helpdesk provides free of charge training on Intellectual Property (IP) and Intellectual Property Rights (IPR) to current and potential beneficiaries of EU funded projects as well as to European small and medium-sized enterprises (SMEs) negotiating or concluding transnational partnership agreements. The overall goal of these training activities is to enable our target audiences to develop their own IP management strategies and processes.



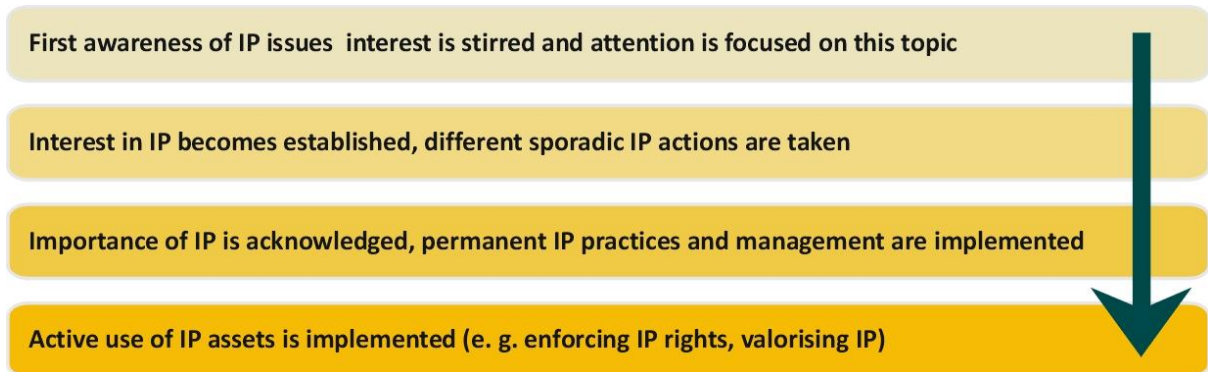
We can address many of your inquiries and practical problems by offering training events that range from sessions dealing with basic issues of IP management and IPR in EU funded research programmes to advanced workshops covering rather specialised subjects such as IP exploitation or technology transfer.

In the first place, we aim at organising workshops on a large scale in cooperation with key multipliers working in direct contact with SMEs and researchers, such as National Contact Points (NCP) for FP7 & CIP or member institutions of the Enterprise Europe Network to ensure a broader reach of our training activities. Apart from this, we are eager to meet as many training requests from individual institutions like universities, SMEs or FP7/CIP projects as possible.

Training courses are delivered in two ways: on-location or web-based. Please also check out our calendar of web courses on www.iprhelpdesk.eu. You can join these virtual seminars comfortably from your own computer – from your office or home. They are based on the catalogue of training modules outlined in the following and especially intended for individuals interested in developing their knowledge of IP and IPR.

Getting started: The basis of our training scheme

Our training approach takes into account varying levels of IP expertise among the members of our target groups. Hence, we differentiate between the following four levels of IP awareness and corresponding IP practices:



With these four levels as a basis, we have identified suitable training formats and thematic modules for each level, resulting in the following training scheme:

Our training scheme at a glance



Levels of IP Awareness and Expertise

First awareness of IP issues – interest is stirred and attention is paid to this topic	Interest in IP becomes established, different sporadic IP actions are taken	Importance of IP is acknowledged, permanent IP practices and management are implemented	Active use of IP assets is implemented (e.g. enforcing IP rights, valorising IP)
Level of Awareness	Level of Awareness	Level of Awareness	Level of IP Awareness/Practice
Become aware of IP	Reflect if I already have IP or intellectual assets (IA) worth being protected/exploited	Implement systematic IP/IA actions (e.g. IP detection, filing processes incl. IP searches)	Make active use and exploit IPR/IA (e.g. technology transfer activities, enforcement of IPR)
Next Step	Next Step	Next Step	
Understand that IP may be important for my business/activity and that I have to respect IPR of third parties	Take sporadic actions (e.g. filing of IP titles, looking upways to protect know-how, secrets)	Have a clear IP strategy/policy and implement IP portfolio management	

Training Formats

<ul style="list-style-type: none"> • General IP awareness event with larger audience (i. e. more than 50 participants) → Level of expertise: entry • Basic IP training for a small to medium sized audience (i. e. 25 to 50 participants) → Level of expertise: entry 	<ul style="list-style-type: none"> • Basic IP training for a small to medium sized audience (i. e. 25 to 50 participants) → Level of expertise: entry/intermediate • Specific IP training for a small audience (i. e. 25 to 30 participants) → Level of expertise: intermediate 	<ul style="list-style-type: none"> • Specific IP training for a small audience (i. e. 25 to 30 participants) → Level of expertise: intermediate/advanced • Experience workshops with experts • Simulation/roleplay workshops 	<ul style="list-style-type: none"> • Specific IP training for a small audience (i. e. 25 to 30 participants) → Level of expertise: advanced • Experience workshops with experts • Simulation/roleplay workshops
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Training Modules

General IP Issues (Module 1)			
IP in FP7/CIP I (Module 2)	IP in FP7/CIP II (Module 3)		
IP Management I (Module 4)	IP Management II (Module 5)	IP Exploitation (Module 6)	IP Enforcement (Module 7)
		Technology Transfer (Module 8)	Tech. Watch & Competitive Intelligence (Module 9)

Training modules

This catalogue of nine training modules is intended as a toolkit, which enables us to combine different modules into customised training packages (e. g. in terms of duration, focal subject, level of expertise etc.). The modules are grouped under four major topics:

- 1) Introduction to IP and IPR
- 2) IP management in FP7/CIP projects
- 3) IP management
- 4) Advanced IP practices

Each module includes specific learning objectives which serve as a first orientation and to a certain extent allow for individual adjustment to specific training interests and requirements.

In line with our general methodological approach our aim is to achieve a well-balanced combination of presentations and interaction with the participants to make the workshops as instructive and at the same time lively as possible. Each workshop will also provide space for Q&A sessions to exchange experiences and ideas. In addition, as a general principle we will provide participants with practical examples and problem exercises.

Most of our training will be given by the members of our team. Training sessions on highly specialised IP matters, however, are carried out in cooperation with external experts. If you would like to address a very specific IP topic that is not covered by our training catalogue, we can also help in identifying the right speakers for this specialised IP training event.

In general, training will be delivered in English. In addition, we are able to provide certain training packages also in German, French or Spanish depending on the trainer available for the specific course.

1) Introduction to Intellectual Property and Intellectual Property Rights

This module provides an introduction to basic concepts and definitions of IP and IPR. Additionally, participants are given a first overview of existing practices and processes related to IP management.

Level of Expertise

Entry

Learning Objectives

After the training, participants should be able to answer the following main questions:

- What is Intellectual Property (IP)?
- What are Intellectual Property Rights (IPR)?
- Why should I deal with IP/IPR issues? Why should IP be an integral part of my activity/business strategy? Which are the first steps to be taken?
- Which IP protection tools exist/can I use (e. g. trademarks, patents etc.)?
- To which institutions can I turn for help?
- What do different IP titles cost?
- How do I perform basic IP searches? Which tools exist?
- What does counterfeiting mean?
- How can IPR be enforced?
- What are the basic mechanisms of making money with IP?

Trainer

Member of the European IPR Helpdesk team

Duration

60 to 90 minutes

**Module 1:
General IP Issues**

2) IP management in FP7/CIP projects

Whether you want to know more about the basic IP rules in EU funded R&D programmes or learn about common pitfalls and IP challenges in collaborative research projects: These modules aim at giving you a better understanding of how to properly deal with IP issues during the entire life cycle of an EU funded R&D project.

Level of Expertise

Entry

Module 2: IP/IPR in FP7/CIP Projects I

Learning Objectives

After the training, participants should be able to answer the following main questions:

- How should the overall management of an FP7/CIP project look like?
- Which IP-aspects have to be considered in collaborative research projects?
- What are the different interests of the participating parties?
- At which stages of the project does IP matter?
- Which rules exist within FP7 and what requirements have to be met?
- Which terminology is used?
- How do I define relevant background for my project?
- How do I define ownership of foreground?
- How do I deal with foreground in dissemination activities?
- How do I set up a regime for granting access rights?

Trainer

Member of the European IPR Helpdesk team

Duration

60 to 90 minutes

Level of Expertise

Entry/Intermediate

Module 3: IP/IPR in FP7/CIP Projects

Learning Objectives

After the training, participants should be able to answer the following main questions:

- How do I successfully negotiate IP issues within the project consortium?
- How do I implement an IP management strategy within the project?
- Who should be in charge of this management (organisational structure)?
- How can I best exploit research results (i. e. market innovation, new products etc.)?
- What do different exploitation options look like in detail (advantages vs. disadvantages)?
- How do I successfully solve IP conflicts? What possibilities do I have to enforce my rights?
- What are the specific IP issues in particular scientific areas/projects (Biotechnology, IMI etc.)?

Trainer

Member of the European IPR Helpdesk team

Duration

60 to 90 minutes

3) IP management

From the first steps of developing an IP management strategy to establishing an overall IP policy and organisational IP culture, these modules address different processes and practices that define professional and systematic IP management.

**Module 4:
IP Management I**

Level of Expertise
Entry/Intermediate

Learning Objectives
After the training, participants should be able to answer the following main questions:

- How do I identify intangible assets and their value for my activity?
- What does IP management mean?
- How do I develop an IP policy? What should be included?
- What are the first steps in developing an IP management strategy?
- What are the relevant processes belonging to IP management?
- How can I successfully secure and manage intangible assets in potential transnational partnerships /partnership negotiations?
- What are institutional aspects of IP management?
- How do I perform basic IP searches?

Trainer
Member of the European IPR Helpdesk team

Duration
60 to 90 minutes

**Module 5:
IP Management II**

Level of Expertise
Intermediate/Advanced

Learning Objectives
After the training, participants should be able to answer the following main questions:

- What different management models exist to help develop a suitable overriding IP policy for my activity?
- How do I implement an IP management strategy? And how do I integrate it into my business development plan or institutional strategy?
- How do I successfully manage industrial property in business?
- How do different IP management processes look like in detail? What aspects do I have to consider within each process?
- How can IP awareness become part of the organisational culture?
- How do I develop an adequate IP securisation strategy?
- How do I professionally use different IP databases?

Trainer
Member of the European IPR Helpdesk team in cooperation with external expert

Duration
60 to 90 minutes

4) Advanced IP practices

The modules in this group focus on rather advanced and specialised topics from the world of IP and IPR. Thus, some previous knowledge and experience is required. Training subjects you can choose from are: IP exploitation, IP enforcement, technology transfer as well as technology watch and competitive intelligence.

Level of Expertise

Intermediate/Advanced

Learning Objectives

After the training, participants should be able to answer the following main questions:

- What does exploitation/commercialisation of IP mean?
- Which options exist to exploit/commercialise IP?
- What are the advantages/disadvantages of each option?
- How do I choose the right model for my business/activity?

Trainer

Member of the European IPR Helpdesk team in cooperation with external expert

Duration

60 to 90 minutes

**Module 6:
IP Exploitation****Level of Expertise**

Intermediate/Advanced

Learning Objectives

After the training, participants should be able to answer the following main questions:

- What options do I have to enforce IPR?
- How can I keep track of possible IP violations, counterfeiting?
- What are the different options I can use to solve conflict?
- Are there alternatives to litigation?

Trainer

Member of the European IPR Helpdesk team in cooperation with external expert

Duration

60 to 90 minutes

**Module 7:
IP Enforcement**

**Level of Expertise**

Advanced

Learning Objectives

After the training, participants should be able to answer the following main questions:

- How do I identify and check the transferability of R&D results?
- What are the main risks linked to TT?
- What different TT agreements exist?
- How do I successfully negotiate TT agreements?

Trainer

Member of the European IPR Helpdesk team in cooperation with external expert

Duration

60 to 90 minutes

**Module 8:
Technology Transfer****Level of Expertise**

Advanced

Learning Objectives

After the training, participants should be able to answer the following main questions:

- What are the objectives of Technology Watch and Competitive Intelligence?
- How do I set-up an information monitoring activity and strategy?
- What are the information sources available to perform Technology Watch and Competitive Intelligence?
- How do I use publicly available information sources and commercial software to perform information analysis activities?
- What are the main indicators that can be constructed using IP information?

Trainer

Member of the European IPR Helpdesk team

Duration

60 to 90 minutes

**Module 9:
Tech. Watch & Competitive Intelligence**

Training packages

On the basis of the different training modules we have developed the following training packages – either primarily addressing participants in FP7/CIP projects or European SMEs. The packages are conceived as half-day training sessions. In addition to this standard offer it is envisaged to tailor certain packages to the needs of specific stakeholder groups such as the Enterprise Europe Network for instance.

Training Packages for IP/IPR in FP7/CIP Programmes



Basic

Module 1 (General IP Issues)
+
Module 2 (IP in FP7/CIP Projects I)
+
Module 4 (IP Management I)
+
Introduction to Helpdesk Services



Intermediate

Module 1 (General IP Issues)
+
Module 3 (IP in FP7/CIP Projects II)
+
Module 5 (IP Management II)
+
Introduction to Helpdesk Services



Advanced

Module 3 (IP in FP7/CIP Projects II)
+
Module 5 (IP Management II)
+
Module 6 (IP Exploitation)
+
Introduction to Helpdesk Services

Level of Expertise

Training Packages for SMEs



Basic

Module 1 (General IP Issues)
+
Module 4 (IP Management I)
+
Introduction to Helpdesk Services



Intermediate

Module 1 (General IP Issues)
+
Module 5 (IP Management II)
+
Module 6 (IP Exploitation)
+
Introduction to Helpdesk Services



Advanced

Module 5 (IP Management II)
+
Module 6 (IP Exploitation)
+
Module 7 (IP Enforcement) **or**
Module 8 (Technology Transfer) **or**
Module 9 (Tech. Watch & Competitive Intelligence)
+
Introduction to Helpdesk Services

Level of Expertise

In a nutshell

Our training targets current and potential beneficiaries of EU funded projects as well as European SMEs negotiating or concluding transnational partnership agreements.

In this respect we offer you the following training activities, **if you are ...**

- a) ... a **multiplier** or **intermediary** (e. g. National Contact Point, member of Enterprise Europe Network) working in direct contact with researchers and/or SMEs:
 - Joint organisation of training events based on our training catalogue
 - Participation as speakers in training events that you plan
 - Workshops for staff in terms of “train the trainers”

- b) ... an **EU funded research project/network, R&D institution, university** or **SME cluster**:
 - Provision of training on request based on our training catalogue
 - Delivery of the training either on-location or web-based

- c) ... an **individual researcher** or **SME**:
 - Provision of webinars as part of our web-based training programme.

Please note that the number and implementation of training events depends on the availability of our team. Therefore, we generally recommend planning your training activity with us well in advance.



Plan a training workshop with us

Organising a workshop with us roughly involves the following steps:

Step 1: Get in touch with us directly via phone or email.

Step 2: We evaluate your specific training requirements in a personal conversation (e. g. expected number of participants, level of expertise, background, interest).

Step 3: Recommendation from the European IPR Helpdesk team and final decision for a specific training package and speaker. Further coordination of workshop details.

Step 4: Clarification of location, date and time (preferred planning time 8 weeks in advance). Location and technical equipment have to be provided by you.

Step 5: Invitation of participants. The invitation and registration process will be handled by you.

Step 6: Provision of training material and presentation from the European IPR Helpdesk team shortly before the workshop date.

Step 7: Evaluation of the training event.





Get in touch

If you are interested in organising a training event with us, or if you have further questions regarding our training programme, do not hesitate to contact us.

We look forward to evaluating your specific training requirements and coordinate the next steps.

Apart from potential training requests, our Helpline team is also happy to assist you with any specific IP questions and issues you might have.

For questions regarding our training activities, please contact:

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For assistance in your individual IP issues, please contact:

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Disclaimer

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