Dear reader,

On behalf of the new consortium being in charge of the services of the European IPR Helpdesk since the beginning of this year, we are pleased to present you the first issue of our Bulletin. Our consortium is composed of three partners, located in Luxembourg city and Saarbrücken (Germany). The project is co-ordinated by infeurope S.A., an SME active in the field of IT. infeurope S.A. is supported by two other partners: on the one hand the Centre de Veille Technologique, a joint initiative of the Public Research Centre Henri Tudor and the Luxembourgish national office of Intellectual Property, and on the other hand EURICE – European Research and Project Management GmbH, another SME working closely with the Saarland University in Saarbrücken and a member of the Enterprise Europe Network.

As today’s economy is increasingly driven by intangible values, like knowledge, inventiveness and creativity, the ability to turn these values in general and Intellectual Property Rights in particular into business is becoming an essential asset for ensuring competitiveness of organisations, regions, countries and finally Europe as a whole. We want our services to be an important contribution to developing this ability. The services of the European IPR Helpdesk are targeted to current and potential beneficiaries of EU funded programmes as well as EU SMEs facing transnational partnership agreements. In addition, we address intermediaries providing innovation support services to SMEs and researchers. The main goal is to raise awareness, provide personalised support in tackling general or specific Intellectual Property (IP) questions and finally to empower beneficiaries of our services to develop their own capacities to deal with IP in their daily business. This first issue of the European IPR Helpdesk Bulletin is mainly dedicated to give you a first insight into our services. From now on, the Bulletin will be published on a three-monthly basis. In the coming issues we will provide you with illustrative case studies and success stories, easy-to-read expert articles, interviews as well as reports on past events and activities of the European IPR Helpdesk team.

In order to meet our challenges and to be able to make our services available to as many users as possible, we rely on cooperation and exchange with other key players in the field of IP on a national and international level, as well as with intermediaries and networks involved in providing innovation support in Europe. If you are also interested in understanding today’s and anticipating tomorrow’s IP challenges, we look forward to getting in touch with you.

Stefan Geier (infeurope S.A.), Serge Quazzotti (Centre de Veille Technologique/CRP Henri Tudor) and Jörg Scherer (Eurice GmbH)
The Helpline: Your IPR queries matter to us

Disseminating knowledge and best practices of Intellectual Property (IP) is vital to foster the growth of innovative products and goods as well as the economic benefits that flow from the exploitation of Intellectual Property Rights (IPR). Raising awareness of IP and IPR does not solve, however, all the practical problems and difficulties that participants in EU funded projects and SMEs in transnational negotiations may encounter in their projects and business. Indeed, it is sometimes hard not to get lost in the world of IP and IPR. You may wonder whether the IP clauses in the Consortium Agreement you are negotiating with your partners are sufficiently clear, or which are the differences between an exclusive or non-exclusive licence agreement you would like to sign with a foreign company. Therefore, our Helpline service provides free of charge professional advice to your specific IP or IPR query. Within three working days all questions are answered and documents analysed by our experts. In order to receive our support please log in to your free account on the European IPR Helpdesk website.

The people behind the Helpline

Name: Catarina Araujo  
Country: Portugal  
Function: IP Legal Consultant

Catarina is a qualified lawyer with an LLM in Intellectual Property Law. Patent Law, Trademark Law and IP Transactions are the main areas where Catarina has developed her work. Before joining the European IPR Helpdesk team, she was a trainee at the Joint Research Centre, in the Intellectual Property and Technology Transfer Unit. In her free time, Catarina enjoys swimming and cooking for family and friends.

How would you define the European IPR Helpdesk in one word? Dynamic

Name: Beata Suwala  
Country: Poland  
Function: IP Legal Consultant

Qualified lawyer with an LLM in Intellectual Property Law, Beata has worked for more than one year for the European IPR Helpdesk project under the previous consortium. She has advised, particularly, on IP issues under the EU funded projects. She enjoys jogging and in winter skiing.

How would you define the European IPR Helpdesk in one word? Capacity building

Name: Rocío Moreno  
Country: Spain  
Function: IP Senior Legal Advisor

Rocío is a graduated lawyer with a specialisation in Intellectual Property, particularly in Copyright protection under new technologies and Internet environment. She has followed specialisation studies on IP matters in the World Intellectual Property Organisation Academy (WIPO). She has a specialisation in Commercial Law and broad experience in legal consultancy services, both in private and public sector. She has working experience within European Institutions and also worked as a legal consultant in Spain, Luxemburg, and in Latinamerica. She likes swimming, dancing, traveling and trekking.

How would you define the European IPR Helpdesk in one word? Enriching

Name: David Kliewer  
Country: Germany  
Function: Technical Programme Manager

David is specialised in web technologies and methodologies. Before joining the European IPR Helpdesk team, he worked with international companies and also the Publications Office of the European Union. In his free time, he does photography and, whenever possible, DJing.

How would you define the European IPR Helpdesk in one word? Progressive

Name: Arne Reich  
Country: Germany  
Function: Project Manager

With a Master of Science in Mechanical Engineering, Arne has extensive international experience. He has worked with several international companies in Europe, the US and Asia. After his working hours, he enjoys sailing, scuba diving and golf.

How would you define the European IPR Helpdesk in one word? Supportive

Our Helpline team is looking forward to receiving your questions!

Contact us via registration on our website, phone or fax:
Web: www.iprhelpdesk.eu  
Phone: +352 25 22 33 - 333  
Fax: +352 25 22 33 - 334
“Capacity building” is the magic term with regard to our training activities. Based on a very practical and comprehensive training approach, the European IPR Helpdesk provides free of charge training to current and potential beneficiaries of EU funded projects as well as to EU 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. With an offer of training events ranging from sessions dealing with basic issues of IP management and IPR in EU research programmes to advanced trainings covering rather specialised IP subjects such as exploitation or technology transfer, the European IPR Helpdesk can address many of your inquiries and practical problems. A training catalogue consisting of nine different modules has been designed to enhance the participants’ knowledge on various aspects of IPR and IP management and to provide competencies for the implementation of good IPR practices. This catalogue functions as a toolkit which enables us to combine different modules into customised training packages in order to meet varying interests and backgrounds. According to our two major target audiences – participants in EU funded projects and European SMEs – two groups of training packages have been developed, each one containing three training packages with modules prepared for different levels of expertise: basic, intermediate and advanced.

Training packages for potential or current participants in FP7 and CIP programmes primarily focus on IPR issues within the context of these projects. However, according to our overall training approach to contextualise specific IP matters and to give training participants a broader understanding of IP/IPR processes, also modules on IP management and exploitation are part of these packages. European SMEs are also welcomed to participate in the training events we have customised to their needs. These training packages cover general IPR issues, but also IP management and exploitation to help SMEs to actively develop and implement IP strategies in their business activities. For training workshops on highly specialised IP matters, we are cooperating with external experts having extensive practical experience in the respective field, keeping the training as useful and practical as possible.

For more information or if you are interested in planning a training session with us, just send an email to: service@iprhelpdesk.eu

If you work with an EEN, National Contact Point for FP7 or an organisation that needs to set up a training scheme for beneficiaries of EU funded programmes or SMEs facing transnational partnership agreements, do not hesitate to contact us. We will be more than happy to evaluate your specific requirements and elaborate potential ways to jointly organise a training session with you.
Promising start: European IPR Helpdesk launches its training activities

On March 22, 2011 the European IPR Helpdesk successfully launched its training programme with a session on “IP Management in EU funded R&D Projects”. The training was given to Spanish project managers working in EU funded projects and was part of a training course on FP7 management organised by the Spanish Office of Science and Technology (SOST) in Brussels.

As Intellectual Property Rights are relevant in the entire life cycle of R&D projects, our experts presented relevant issues and strategies applicants for EU funded projects should consider at the different stages of the project: starting from the proposal phase, passing through project implementation and towards the end of the project. Thereby participants were provided not only with information on IP rules in FP7 programmes, but also with practical tools and methods regarding IP management and exploitation.

INTERVIEW

“IPR is an issue that raises more and more interest in the scientific and technological community.”
Dr Marina Martinez-Garcia from the Spanish Office for Science and Technology (SOST), a centre for information and consultancy on RTD managed by the Centre for the Development of Industrial Technology (CDTI) shares with us her training experience with the European IPR Helpdesk.

Why did you ask the European IPR Helpdesk to participate in your training programme?
The participants in our trainings are not IP specialists and normally it is hard to get access to the topic if you do not have a legal background or simply have not dealt with the topic before. It is therefore important to have someone providing basic knowledge about it. Basically, the SOST-CDTI office has staff with strong technical and scientific background, but – by nature – we are not experts in IPR issues.

What was the purpose of this training?
First of all, our purpose was to raise awareness of the importance of IPR within the research value chain. And secondly, we wanted to disseminate knowledge on IP to project managers in order to provide them with adequate tools to better advise researchers to bring their research closer to the market and to society.

How would you describe the training?
It was more a workshop than a lecture. The European IPR Helpdesk presented several aspects and it was really comprehensive and pedagogical. I was very happy about this approach.

What did you like best about the training?
The material was excellent. The presentation gave a very nice overview of the topic in a very plain and easy way. It was extremely pedagogical. Moreover, the language was not formal or too academic. This proximity was appreciated.

And what did you like least?
We were not expecting so many participants and therefore, in the end, the room became a bit too small. But we can confirm that IPR is an issue that raises more and more interest in the scientific and technological community.

In one word, how would you describe the service of the European IPR Helpdesk?
Excellent - and I have also to say “quite agile”, because it did not take much time to organise the training.

Would you recommend this training? And why?
Yes, and we have actually recommended it already to our colleagues in Madrid and to regional agencies in Spain. There are not many experts in IP and it is quite good to work with a neutral and impartial entity such as the European IPR Helpdesk.
What else from the European IPR Helpdesk?

So far you have learned a little about our Helpline service and training activities, but there is even more we can offer you.

Website: On our website you can find extensive information on different aspects of IPR and IP management, especially with regard to specific IP questions in the context of EU funded programmes. In addition, a collection of model agreements used under EU programmes as well as different fact sheets will be available to help you in dealing with your individual IP matters.

Newsletter: Our newsletter aims at informing you about recent developments in the fields of Intellectual Property, Intellectual Assets Management and R&D in Europe for understanding today’s and anticipate tomorrow’s challenges. This service is available since beginning of April 2011. Twice per week, each Tuesday and Thursday, subscribers receive an email with a mix of the latest news and events updated on our website. In order to ensure the quality of our service, we take care to continuously increase the number of information sources monitored and thoroughly filter the resulting information. This way, we only make available the information that is relevant to you. You may also contact us in order to share any relevant information that you might have.

Awareness Raising Events: In order to get in touch with you directly, we participate in various information and brokerage events all over Europe, thus, raising awareness of the importance of Intellectual Property Rights. Further information on where to meet us will be regularly provided in the event section on our website. We also give information about IP related events of interest for beneficiaries of EU funded programmes and SMEs in transnational negotiations.

All our services at a glance

Fancy a little quiz?

The Bulletin gives us the opportunity to take a closer look at certain IP issues, always in a business oriented way. Every issue will also include a quiz especially prepared by our expert of the European Patent Office, Mr. Paul Schwander. With this quiz we want to help you develop your patent searching skills using Espacenet. The solution of the quiz will be given in the following issue. Why don’t you try using Espacenet today? Here comes our first quiz:

The “overground” train

China is to launch a new kind of train in Beijing that will not hinder traffic: “The bus, due to be tested in the coming months in the western part of the city, travels on rails and straddles two lanes of traffic, allowing cars to drive under its passenger compartment, which holds up to 1,400 people” (The China Post). More details can be found in this article from The China Post: http://www.chinapost.com.tw/art/lifestyle/2010/08/25/270068/Beijing-super.htm.

Try finding patents covering such a revolutionary train by searching Espacenet.
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**GLOSSARY**

**IPR**
means Intellectual Property Rights, which are legal rights granted with the aim to protect the creations of the intellect. These rights include Industrial Property Rights (e.g. patents and trademarks) and Copyright and Related Rights (e.g. computer programs and databases).

**CIP**
means the Competitiveness and Innovation Framework Programme (2007/2013), which is one of the funding instruments of the EU to support research and innovation.

**FP7**
means the Seventh Framework Programme for Research and Technological Development (2007/2013), which is one of the funding instruments of the EU to support research and innovation.

**SMEs**
means micro, small and medium-sized enterprises as defined in the European Commission Recommendation 2003/361/EC on May 6, 2003:

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<th>Headcount</th>
<th>Turnover or Balance sheet total</th>
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<td>&lt; 250</td>
<td>≤ € 50 million ≤ € 43 million</td>
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<tr>
<td>small</td>
<td>&lt; 50</td>
<td>≤ € 10 million ≤ € 10 million</td>
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<tr>
<td>micro</td>
<td>&lt; 10</td>
<td>≤ € 2 million ≤ € 2 million</td>
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