When going through the pages of this spring issue, you will discover the portraits of women having different nationalities, age, cultural values and interests. Their professional devotion, talents and defiant audacity captured our attention and inspired this bulletin. Indeed, our team have dedicated this issue to Women and Intellectual Property. Some of you will most probably consider the topic too vague and controversial, others will object to finding a feminist discourse…

The very purpose of writing on intellectual property (IP) and women was to generate thoughts on issues such as gender equality and women entrepreneurship and thus probably to engage discussions and new social initiatives. The women featured in this bulletin are remarkable examples of personal and professional enthusiasm, consistent force and creativity, representing the diversity of the intellectual property professional area.

In the first pages of this bulletin, Ms Kaori Saito, Gender and Diversity Specialist, discusses the past and future gender and IP initiatives of the World Intellectual Property Organisation (WIPO). WIPO has taken steps to raise the profile of gender equality within the day-to-day running of the organization as well as the delivery of its programmes and activities.

Continuing through the pages, you will get to know Christina Nordström, an IP Strategist; Gea Guerriero, a researcher, and Aurore Harand, an IP lawyer.

The issue of representation of women in the digital jobs market is one of the main policy challenges. Ms Claire Bury, the Deputy Director General in DG CONNECT (European Commission) with responsibility for regulatory aspects of the Digital Single Market gives us an overview of some key statistics and programmes related to women in the innovation sector.

The Women Entrepreneurship Sector Group (WEG) is an initiative offering tailored support to women entrepreneurs. You can read more on the WEG network and services, in a short article developed by our partners from Enterprise Europe Network.

Following a well-established tradition, you will find our Bulletin interview section. This time three women entrepreneurs and one scientist offer their insights on the IP professional world.

As always we also inform you about our past training and events.

Furthermore, this issue brings you fresh news on the Helpline service and examples of Frequently Asked Questions.

Test your knowledge on patent searching through our usual quiz and try to find who is the woman in the blurred image.

Wishing you inspiring reading!

Your Editorial Team
Women and Intellectual Property: What the World Intellectual Property Organization (WIPO) is doing to promote gender equality

Kaori Saito
Gender and Diversity Specialist, WIPO

In spite of general improvements in gender equality around the world, when it comes to the use of the intellectual property (IP) system, gender gaps persist, particularly in the area of patenting.

While, in many countries, more women graduate from universities than men (OECD, 2015), women's use of the patent system remains low compared, for example, to the number of scientific papers they publish each year. In 2005, women penned 24.1 percent and 19.2 percent of the scientific papers published in the USA and Germany, respectively, but the number of patent applications filed by women in the same year stood at just 8.2 percent and 4.9 percent respectively (Frietsch et al., 2009).

These data highlight the need for more research to better understand:
- what contributes to the gender gap in the use of the patent system;
- gender difference in the use of the other areas of the IP system, such as trademark, designs and copyright; and
- the steps that need to be taken to ensure that women and men have equal access to the IP system and are able to profit fully from it to harness the value of their creative and innovative resources for economic, social, and cultural development.

As a specialised agency of the United Nations (UN), the World Intellectual Property Organization (WIPO) is committed to promoting gender equality in the field of intellectual property not only because it is the right thing to do but also because it makes economic sense. Women make up half of the world’s population. Amid daunting global challenges, the world can ill afford to ignore half of its innovative and creative resources.

Developments in WIPO

Recognising the importance of promoting gender equality in the area of IP, WIPO has taken steps to raise the profile of gender equality within the day-to-day running of the Organization as well as the delivery of its programs and activities. In 2011, the Organization undertook a comprehensive gender assessment and in 2013, established a full-time position to address gender and diversity issues. A year later, the Organization adopted its Policy on Gender Equality which provides a general framework for integrating gender focus into WIPO’s programs as well as its human resources policies and procedures. In line with the Policy, WIPO now has 25 gender focal points, covering key areas of IP ranging from patents to copyright and from trademarks to traditional knowledge.

WIPO is also an active participant of the United Nations Action Plan on Gender Equality and the Empowerment of Women (UN-SWAP), an accountability framework by which the Organization can measure its progress in this area.

Specific initiatives

Leadership is critical to any initiative seeking to narrow gender gaps. In 2015, WIPO Director General, Francis Gurry, became an International Geneva Gender Champion, as part of an initiative to galvanise the support of leaders committed to promoting gender equality.

“Culture does not make people. People make culture. If it is true that the full humanity of women is not our culture, then we can and must make it our culture.”

Chimananda Ngozi Adichie
equality. Nearly 100 heads of international organisations, diplomatic missions and non-governmental organisations in Geneva took part of that initiative.

Awareness raising and information exchange are also critical to any attempt to change perspectives on gender equality. While in the past, gender was not considered a mainstream issue, an expanding range of activities undertaken by WIPO in recent years indicates that it is becoming an increasingly important part of the Organization’s culture.

The types of activities undertaken include:

- A panel discussion on “Women and Intellectual Property” during the meetings of WIPO’s General Assemblies in 2015. Speakers from different parts of the world emphasized the need for greater gender equality in terms of access to IP, its use, as well as the administration of the IP system. A video and a summary of the discussion is available here.

- A video message posted WIPO’s website by WIPO Director General Francis Gurry highlighting the importance of promoting gender equality in the area of IP on International Women’s Day in 2016.

- A seminar with Professor Dan Burk of the University of California Irvine, USA, asking “Does Intellectual Property Have Gender?”. Professor Burk discussed recent empirical research on gender issues in IP law, and ways to promote more equitable systems for promoting innovation and creativity in 2014. A video of the seminar is available here.

- A new “Women and IP” web page on WIPO’s website is regularly updated with content on gender-related issues.

- With a view to promoting best practices and role models, WIPO regularly publishes feature stories about women inventors, creators and business owners in its publications, and on its website.

- The Women in IP Month organised on WIPO’s eTISC platform, a global network of participating Technology and Innovation Support Centers (TISCs) boosted eTISC membership by women by 9 percent. Thanks to this initiative, eTISC members shared over 60 profiles of women inventors from their countries through the platform.

WIPO is also undertaking a number of capacity building initiatives. These include:

- Teaching and training programs by the WIPO Academy to improve the IP knowledge of women serving as government officials, young professionals and students including from developing countries. Of the approximately 44,000 individuals that took part in WIPO Academy programs in 2015, nearly half were women.

- Women bilum bag producers and their communities in Papua New Guinea benefitted from IP training provided by WIPO in collaboration with the International Trade Center. These women and their communities are now able to make better use of IP tools to add value to and commercialise their traditional handicrafts and to protect them against misuse and misappropriation.

- In cooperation with the Korean Intellectual Property Office and the Korea Women Inventors Association, WIPO promotes effective use of IP among women inventors, entrepreneurs and businesses in South Korea through workshops and boosts recognition of their contribution through the WIPO awards program as a co-sponsor of the Korean International Women’s Invention Forum. Since 2008, WIPO has supported women’s creativity and innovation in Poland as a co-organiser of the annual International Conference of Innovation and Creativity of Women, in cooperation with the government of Poland.

- In cooperation with the World Women Inventors and Entrepreneurs Association, WIPO is supporting efforts to empower women in countries in Central and South Eastern Asia & Eastern Europe by boosting their knowledge of IP through a range of training programs.

- Women have also been central to a recent pilot project on IP and Design Management for Business Development in Morocco and Argentina. From the outset, the project made gender balance a priority, both in relation to the make-up of the project teams and the participation of women business owners.

The way forward

Gender equality is becoming an increasingly important factor in the delivery of WIPO’s programs and capacity building activities. As gender equality is now part of WIPO’s project evaluation criteria, it will become ever more deeply woven into the Organization’s culture. While an expanding range of activities demonstrates the Organization’s commitment to gender equality, and while much has been achieved, there is still a great deal of work to be done, not just within WIPO but also in collaboration with its 188 Member States. Only then will we transform the aspiration of gender equality in the field of IP into reality.
Women working in IP - A Series of Profiles

The European IPR Helpdesk is presenting a series of profiles of women successfully working in the world of IP. You will get to know Christina Nordström an IP Strategist, Gea Guerriero - researcher and Aurore Harand - an IP lawyer.

Christina Nordström

Christina Nordström is working as an IP Strategist at IAMIP Sverige AB, a Swedish IP company specialising in developing tools to support enterprises and the research community in academia with the management of intellectual assets.

She has spent more than 35 years in the field of IP, working in different positions with a variety of responsibilities. Her career started at the Swedish Patent and Registration Office as a patent examiner, but soon she realised that this was not the career which she wanted to pursue. She was more inspired to work with questions like why should companies protect their innovations, and are there reasons why they shouldn’t and where in all this do they find the true business benefits.

As a trainer, marketing director and knowledge management specialist at the Swedish Patent and Registration Office, she had the pleasure of getting to meet and interact with several SMEs, large companies and researchers and finding out their IP needs.

“My professional experiences led me to the next step in my quest to get answers: How do governmental organisations tackle IP issues in other countries?

At that time, in the 1990s, there was only one European forum for discussing these topics, so I became the Swedish delegate to the European Patent Office for public relations (PR) questions. This was just a forum for discussion; no decisions were taken and for me it was evident that these questions were not regarded as important as the legal ones. One striking thing about this forum was that the majority of the participants were women. Just the opposite of other groups dealing with legal or procedural work within the patent area.

Many of the PR group members moved on into European projects, around 2000: the IPR Helpdesk, Enterprise Europe Network and IPeuropeAware, which was a network between National Intellectual Property Offices in Europe developing IP services to SMEs. I was very active in the latter and many of us worked together for several years creating smart services for SMEs. During those years, the profession of IP Strategist started to make sense to me. Discussing IP with many SMEs from different countries through the Enterprise Europe Network gave me an insight on how important IP is for these enterprises and how little they know about transforming IP into something valuable for their business.

Moving on to academia I added “IP Strategist” to my business title. My experience was much help to researchers and SMEs deriving from academia. In this role it also became apparent to me that the European IPR Helpdesk and its services are crucial when entering programs like Horizon 2020. I also got the opportunity to offer all support services that we had previously developed in the project IPeuropeAware.

Finally, after a few years in academia, I made the next move and started to work in the private sector as an IP Strategist where I get the opportunity to meet and interact with both small and large enterprises from the industry having these same issues – how to align IP strategy with their business strategy and how to build processes for this.

Looking back upon my career and the fact that I’m a woman, I believe that the most important parameter in creating IP services suitable for companies is to have an open mind and try to put yourself in the companies’ position. I’m convinced that you don’t have to be a woman to do this but maybe we are allowed, by society, to think out of the box and not only what is appropriate concerning our career opportunities.”
Gea Guerriero

Gea Guerriero is an Italian biologist who lives and works in Luxembourg. She carried out her University and PhD studies in Italy (University Federico II, Naples), where she specialised in plant molecular biology.

After having defended her PhD and motivated by the desire to pursue a career in the Life Sciences, she decided to go abroad to widen her scientific horizons. This decision led to several years in Northern Europe working as a post-doctoral fellow in Sweden, followed by a few more years in South Tyrol and Vienna with fellowships financing independent projects. In 2012 she joined the Luxembourg Institute of Science and Technology (LIST) with a permanent position as a scientist. Her scientific activities are currently centred around the study of the plant cell wall, a natural “armour” encasing plant cells, and more particularly on the engineering of plant fibres. The research she carry out aims on one hand at unveiling specific fundamental aspects linked to fibre cell wall biosynthesis and on the other at using this knowledge to tailor the properties of plant fibres. This last aspect has a clear application-oriented nature, given the increasing relevance that plant fibres have in the bio-economy. Plant fibres show indeed excellent mechanical properties, they are strong, can be very long and, compared to synthetic fibres, they are lighter and, notably, sustainable.

“This has resulted in intellectual property (IP) issues and has marked for me the start of a new way of thinking."

Read what Gea Guerriero thinks about Intellectual Property:

“I already faced IP issues in the past, more specifically during my post-doctoral work when I deposited a patent as a co-inventor, however I was not at all involved in the prior art search and patent writing stages.

My experience at LIST was positive, although it was not immediately comfortable for me to swim in the ocean of IP related matters.

I never got any information nor training concerning IP issues before and it was not simple at all to understand the language used in patents and where to find the relevant information in a patent document.

At LIST I got a good internal training which progressively gave me the basic knowledge required to better master the available patent database search tools. This was beneficial, because I now use these tools also when I write papers and projects.

I sometimes speak about IP with colleagues working in academy in Europe and they frequently come up with the same sentences: “Why should I bother thinking at potential applications deriving from my research? I am a scientist, not an inventor”.

Maybe this is due to a distorted vision, where the scientist sees himself pulled away from his “quest for the scientific truth”.

Maybe this is in part due to the relatively little knowledge on IP related issues given to scientists in Europe. In my opinion it would be helpful to give a training on the IP subject to early-stage researchers, or maybe even better, already to those PhD students committed to pursue a career devoted to research.

Europe has a challenging task in the next decade: generate economic growth and ensure its competitiveness in the global landscape by reaching excellence and innovation in research. Creativity will therefore be a driving force.

In this respect I think it is appropriate to quote the American biotechnologist Craig Venter: “Intellectual property is a key aspect for economic development”.

Gea Guerriero
Scientist, Luxembourg Institute of Science and Technology (LIST)
Aurore Harand

Aurore Harand is working as an IP lawyer at IPIL (Institut de la Propriété Intellectuelle Luxembourg), a Luxembourgish organisation providing IP support and services to national enterprises.

“My first experience in the intellectual property (IP) field was in 2007 as an R&D Engineer in the Technological Watch Centre of the Centre de Recherche Public Henri Tudor in Luxembourg.

I have worked in the implementation of several European projects dedicated to IP. The most important of these was IPeuroAware. In the framework of this project I was involved in the implementation of a methodology evaluating the IP level of companies, based on AIDA, a marketing methodology (Awareness, Interest, Desire, Action), expressed in four levels dedicated to IP: IP knowledge, IP Protection, IP Management, and IP Exploitation.

Using this methodology we were able to evaluate all kinds of IP assets of a company: industrial property (patents, trademarks, designs), literary and artistic property (author’s rights, databases, and neighbour rights) and the so-called ‘soft IP’, including contractual IP aspects, internal IP policy, trade secrets, know how, etc.

I was in charge of the internal IP policy implementation, being involved in the legal aspects of technology transfer and by participating in internal IP groups, raising awareness among researchers of the importance of IP.

My work also involved trademark registrations and other administrative procedures for the Centre de Recherche Public Henri Tudor.

The whole IP experience on projects, with enterprises, researchers and on IP internal procedures has brought me to a new stage in my career at IPIL since 2015. I’m now essentially involved in IP awareness raising in Luxembourg.

I’m directly in touch with national enterprises, providing IP awareness sessions. Meeting enterprises willing to know more about IP, IP protection, and IP management is the most stimulating part of my activities.

Every day I’m facing new issues while discovering the business world. Every beginning is complex, but challenging and interesting. We learn from each other and the experience is breathtaking. The companies are learning about IP and I enjoy helping them understand how to protect and use IP as a competitive advantage in business.”
Women in Digital – Empowerment along the Innovation Value Chain

Claire Bury
Deputy Director General, DG CONNECT, European Commission

Despite evidence that allowing more women to enter the digital jobs market can create an annual €9 billion GDP boost in the EU area, there is still a very large ICT gender gap in Europe. Less women take up STEM (Science, Technology, Engineering and Maths) studies, and only a fraction of female tech graduates actually go on to work in this dynamic sector. Moreover, women are still underrepresented among tech entrepreneurs in decision-making positions.

The situation in research and innovation is not very encouraging either. When one looks at data of the past decade, the share of women penning scientific publications stood at 20%, and women’s share in patent applications did not exceed 10%.

The message is clear - women contribute to all fields of creativity and intellectual endeavours but, despite this, they remain underrepresented in many areas and their potential is not fully included in the innovation process. This is an issue of concern for policy-making on different levels which requires action.

The European Commission has been addressing these challenges through its policy and funding programmes and a number of initiatives at DG CONNECT.

For example, our research and innovation programme, Horizon 2020, includes the requirement to include women in evaluation panels and scientific consortia. Our goal is to have at least 40% of women evaluators; we have just launched a campaign to get more women to join our independent expert database for European research and innovation.

Another way in which we are trying to redress the balance is the European Network of Women Web Entrepreneurs Hubs which links women’s and entrepreneurs’ organisations as well as investors and mentors; the Grand Coalition for Digital Jobs invites pledges to increase the participation of girls and women in digital jobs. The annual EU Code Week offers plenty of activities, including seminars, dedicated classes and boot camps, which have attracted an outstanding number of girls and young women, overturning the myth that only boys are interested in ICT.

The 2016 edition of the EU Prize for Women Innovators was awarded to two women innovators in ICT among the nine outstanding women entrepreneurs who brought their breakthrough ideas to the market.

The digital sector is very dynamic and we need to assess the changes as they happen. This is why later this year we will further analyse the present situation and the emerging trends by launching a study on the issue.

Biographical details
Claire Bury is currently Deputy Director General in DG CONNECT with responsibility for regulatory aspects of the Digital Single Market.

She was previously Director of Modernisation of the Single Market in Directorate General Internal Market, Industry, Entrepreneurship and SMEs. Before that, she was Head of Unit for Company Law, Corporate Governance and Financial Crime in Directorate General Internal Market and Services, and Deputy Head of Cabinet to Internal Market Commissioners Charlie McCreevy and Frits Bolkestein.

An English barrister by training, she worked in the Commission’s Legal Service and, before coming to Brussels, in the UK Foreign and Commonwealth Office.
Pascale Gaucher
Project Adviser at Executive Agency for Small and Medium-sized Enterprises (EASME)

With 15 members from 11 countries, the Women Entrepreneurship Sector Group (WEG) of the Enterprise Europe Network (the Network) is in a good position to provide first-class and tailored support to their women entrepreneur clients in all Network activities.

The WEG helps women entrepreneurs find clients and co-operation partners for their products and processes, access innovation services, join existing woman entrepreneurship networks or learn about EU programmes and apply for grants.

The group certainly has a lot to do: even though there are more women than men in Europe, female entrepreneurs are under-represented. Women constitute 52% of the total European population but only 34.4% of the EU self-employed and 30% of start-up entrepreneurs.

With the aim to diversify the SME client profile of Enterprise Europe Network, the WEG has developed its activities with a multi-sector approach. The WEG also aims to diversify alliances of Enterprise Europe Network partners with other regional, national and European business support networks fostering support women entrepreneurship.

Since its start in 2013, the group has been supporting more than 252 clients taking part in brokerage events or company missions in sector sectors such as textile and fashion, agrofood and services.

For example, the WEG co-organised with two other Network Sector Groups the fifth edition of the EU FashionMatch brokerage event on 24 and 25 January 2016 at the Modefabriek fair in Amsterdam, where companies from all over the world active in fashion could meet potential business partners. Modefabriek is the leading innovative and distinctive B2B trade show for fashion in the Benelux region, gathering over 19 000 professional visitors from all over the world and showcasing more than 500 brands.

Within this mass of potential contacts, EU FashionMatch allowed 90 participants from 12 countries to get together with the most promising business partners in 326 meetings, with further collaborations expected between companies. New this year, the participants to the EU FashionMatch could show some of their collection pieces on the catwalk to potential buyers.

For the full list of members, visit the Women Entrepreneurship Sector Group page on Enterprise Europe Network website. If there is no Sector Group representative in your region, contact your local Enterprise Europe Network branch.

For institutional collaboration requests, contact the Sector Group coordinator on the WEG internet page.
Women at Work

Three woman entrepreneurs and one scientist from Turkey share with us their experiences and tips on how to build a successful professional life

The European IPR Helpdesk: Before we start, can we just have a short introduction to yourself?

Burcu Kepenekci (BKe): I am the R&D Director of ParanaVision Image Processing. We are dealing with machine vision technologies.

Dr Gökçe Yıldırım Kalkan (GYKa): I am the CEO and co-founder of the company Simsoft Computer Technologies, working on modelling, gaming and simulation, simulators and on computer-based training systems.

Serap Akmandor (SAk): I am the CEO and co-founder of the company Pars Makina. We conduct R&D projects, engineering and investments studies for increasing power and efficiency of energy systems and waste heat recovery systems by engineering innovative design, analysis and production systems.

Nesrin Hasırcı (NHa): I am a Biomaterial Scientist at the Middle East Technical University.

The European IPR Helpdesk: Can you tell us a bit more about your main business areas and your studies?

BKe: ParanaVision is an R&D company aiming to provide new generation image-video processing, coding and communication systems. We have been providing tailored solutions to our customers from a variety of industries since 2006 focusing on developing innovative machine vision systems. Moreover, training simulators also provide scenarios and weather conditions that are difficult to generate in a real environment such as snowy or icy roads. Training simulators offer the advantages of standardising training with various scenarios at different levels of difficulty, improve the quality of training, minimise their costs by decreasing the training time on real vehicles and so minimize the maintenance costs for the real vehicles.

GYKa: At Simsoft, training simulators for various vehicles are one of our crucial products. Our training simulators for vehicles, from wheeled to heavy tracked, provide a real-life environment with a 3D virtual environment for the driver of that vehicle. For example, by means of our driving simulator, the candidate driver can learn and practice traffic rules; how to drive in a heavy traffic environment which includes artificially intelligent vehicles, and develop safety skills against risks.

SAk: Since its foundation, our company, Pars Makina, focuses on eco-friendly projects including efficient power generation and energy systems. In more detail, we are conducting R&D projects on design, production and testing of cogeneration rotary machines.

NHa: I am carrying out my studies on biomaterials and tissue engineering. This area covers the synthesis and modification of new materials that can be used for medical purposes to support, to augment or to treat the tissues and organs which are damaged or not functioning properly.

As a biomaterial scientist, I do research on biocompatible - those that cause no harmful effects in the body - and bioactive materials having antithrombogenic and antibacterial properties. These materials can be candidates for the production of devices that can be used as soft and hard tissue replacements. I have applied for five patents, two of which are now
Our experienced team, the development of university-industry cooperation with the help of consulting experienced academicians as well as by our research and development strategies. Production and commercialisation phases were also difficult. It indeed became easier once presenting and selling our software and hardware product as a bundled simulator system in Turkey’s market. Once well-known nationally, we have been able to export widely abroad.

SAK: As an eleven-year-old company, we had good experiences, but at the same time, we also experienced the difficulties of starting up a new company. While trying to secure a place in the industry, one of the problems that we encountered was the sensitive fabrication of mechanical parts of our engineering solutions. We overcame this issue by setting up a factory and systematising every single step of the fabrication. By doing so, we achieved sustainable performance in our products.

Another difficulty comes as the hiring of qualified, expert employees and PhD engineers in long term. Since our innovative projects require confidentiality and constancy, at first this problem seemed challenging. However, we realised that the long term employee retention is not only a problem for start-ups but also a problem throughout the industry. In order to cope with this problem we gave great importance to documentation and reporting of all of the on-going and completed projects.

NHa: My first patent application was in 1998. At that time, the Technology Transfer Office (TTO) was not established yet within our university. Meanwhile, at that time, my problem was to find a patent expert who knew chemistry, advanced technology and the relationship between materials and medicine very well to draft our patent application. Our invention concerned a bioactive wound dressing to cover a wound and serve temporarily as a substitute skin. I can say that I spent quite some time to find someone to whom I could explain my innovation. In the end, I wrote the draft of the patent application with the help of a colleague, after reading and examining hundreds of patents. Now granted, the patent is licensed to a company and the product available on the market.

The European IPR Helpdesk: Speaking about patents, what actions have you taken for intellectual property rights?

GYKa: We developed our own software for our training simulators and, since our foundation, we have been improving it continuously. After our foundation 10 years ago and during the development of our simulation software infrastructure (including components such as a 3D image generator, artificial intelligence and physics engine), we encountered many technical problems as any other company can face during a challenging project. Technical problems were solved thanks to our experienced team, the development of new technologies and our solutions.

Another challenge for us is to create awareness in the different industries about our foundation 10 years ago and during the development of our simulation software infrastructure (including components such as a 3D image generator, artificial intelligence and physics engine), we encountered many technical problems as any other company can face during a challenging project. Technical problems were solved thanks to our experienced team, the development of new technologies and our solutions.

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holding three national and four international patents.

NHa: I am a scientist and I am spending most of my time in the laboratory with chemicals and processing instruments. Therefore, my inventions are related to novel materials produced using micro- and nanotechnology and have a specific desirable bioactivity. In the preparation of a patent application, my colleagues and I prepare a draft of the invention emphasising the innovative parts, and then meet with the patent attorney. In the university, members of METU Technopark and TTO are a great help in the writing, preparation and filing of patents.

The European IPR Helpdesk: Would you share your advice or experiences as a women entrepreneur/academician?

BKe: As a woman entrepreneur I think the most important thing is to have courage and determination. Businesses can have downs and ups but believing in what you do will finally lead you to the point you want. You should do what you are good at and love it, then you can have the patience to face the challenges.

Knowledge is important, you should be up to date all the time and hungry to learn more in your business.

GYKa: As a woman I am the CEO and one of the co-founders of Simsoft. It has been 10 years since our foundation. When I briefly summarise this period, I want to point out the successful outcomes of our strategies such as R&D, our focus on production and commercialisation of project outputs, a good quality management system to achieve a standardisation in processes, and consideration of IPR for the products.

As a woman, based on my experience, I believe that being sensitive, patient, precise and empathetic is important for success.

SAk: As a women entrepreneur, I would like to emphasise the significance of collaboration at both national and international levels. The importance of collaboration with leading companies should not be underestimated. Most of these companies that we cooperate with develop their own technological know-how. This also allows us to have a higher, faster commercial visibility. In addition to the rewarding opportunities of the national market, international markets provide us with a greater chance to commercialise innovative and technological solutions and raise our competitive capacity.

NHa: In professional life, I do not want to make a distinction between my colleagues as women and men. Of course, the life of a woman scientist is more difficult than it might be for a man, especially if she is a mother and has to take care of her children and her family alongside developing her career.

For example, if the husband is promoted and appointed to a different town or country, the woman thinks that she has to make a choice. Family or profession? In fact, both could be achieved if the spouses have a good relationship and trust each other.

I see that young, intelligent women get depressed during their pregnancy and after birth, since they have to stay behind at home to look after the baby while the husband carries on with his professional life and gets promoted.

I strongly advise the young professional women that they should not compete with their husbands. Instead, my advice for them is that they should not give up, because a few months or years are not important in a lifetime. They should enjoy those days, but make every effort possible to maintain their ties with their profession. They should work twice as hard as their male colleagues, not because they are women, but because they are mothers.

My advice to everyone—women or men— is to work hard, maintain proper communication with your peers and be ethical. Then you will be successful.

“As a women entrepreneur, I would like to emphasise the significance of collaboration at both national and international levels.”

Serap Akmandor
The DesignEuropa Awards – nominate or apply before July 15, 2016

European Union Intellectual Property Office (EUIPO)

The DesignEuropa Awards celebrate excellence in design and design management among Registered Community Design holders. Organised by EUIPO, the DesignEuropa Awards are geared towards firms and/or individuals who have, and who successfully use, RCDs.

The Awards differ from other design competitions in that they focus on the RCD itself. They seek to recognise companies and designers who have brought outstanding design to the market using the protection of the Registered Community Design.

The DesignEuropa Awards also highlight the importance of design as a key driver of innovation and growth. Design-intensive industries generate 12% of all jobs in the European Union and almost 13% of its GDP. Companies that own designs have revenue that is 31% higher per employee than firms that do not.

There are two ways to enter: RCD holders can apply directly themselves, via the application form on the DesignEuropa Awards website, or they can be nominated by a third party via the nomination form which is also available on the website.

The Awards have three categories:

**The Industry Award** – for RCDs owned by companies which have more than 50 employees and over €10 million in turnover/€10 million balance sheet total

**The Small and Emerging Companies Award** – for RCDs owned by companies which comply with one of the following conditions:
- Fewer than 50 employees and less than €10 million turnover/€10 million balance sheet total
- Companies established after January 1, 2013, regardless of their size

**The Lifetime Achievement Award** – for individual designers with a significant body of work of aesthetic value, created over the course of a career, which has also had a demonstrable impact on the marketplace. Nominees in this category must currently use or have used the RCD system during their professional careers.

Application and nomination forms can be downloaded from the DesignEuropa Award section of EUIPO’s website.

Four finalists will be chosen by the jury in both the Industry and Small and Emerging Companies categories, after the entry period for the Awards closes on July 15, 2016.

The names of the finalists will be announced on October 15, 2016, through EUIPO’s website and its social media channels, and will be included in official Awards publications.

The award ceremony will take place in Milan, Italy, on November 30, 2016. Milan is one of the world’s great design cities, with a rich creative history and a global reputation for innovation.

The Awards are presented in partnership with the Italian Patent and Trade Mark Office (Ufficio Italiano Brevetti e Marchi).
The European IPR Helpdesk on tour: Take a look at a selection of our recent events

In the last three months the European IPR Helpdesk Team participated in a number of IP events all over Europe, and provided several IP workshops building capacities in IP management among SMEs and researchers.

Meet us at these upcoming conferences
- 1-2 June 2016, Brussels / Belgium
- 22-24 June 2016, Amsterdam / The Netherlands

Upcoming IP training events
- 27-28 April 2016, Riga / Estonia
- 11-12 May, 2016, Dublin / Ireland
- 25 May 2016, Cologne / Germany
- 9 May 2016, Barcelona / Spain
- 16 June 2016, Salzburg / Austria

IP Exploitation in H2020 in the field of Life science in cooperation with Fit4Health2.0 and Enterprise Ireland and EEN Ireland
- 25 May 2016, Cologne / Germany
- 9 May 2016, Barcelona / Spain
- 16 June 2016, Salzburg / Austria

Upcoming webinars:
- 04 May 2016: IP Management in H2020 with a special focus on Marie Sklodowska Curie Actions
- 20 May 2016: IP in EU funded projects / Horizon 2020
- 15 June 2016: Impact and Innovation in H2020
- 06 July 2016: Maximise the Impact of H2020 results

Please have a look at our online event calendar.

Your IPR queries matter to us: Ask the Helpline

The European IPR Helpdesk Helpline answers your questions concerning intellectual property (IP) within three working days. You get practical, first-line support directly from our IP experts, and free-of-charge.

If you are curious about the type of IP queries that the Helpline has recently been dealing with, these are shown in this illustration.

If you would like to talk to one of the IP experts of our helpline, please dial +352 - 25 22 33 – 333

www.iprhelpdesk.eu/helpline
The main points that should be addressed in the IP section with a proposal for the SME Instrument phase 2 calls, are listed in the “Impact section” of the Technical Annex of the proposal template. The content outlined in this section is related to the planned activities for dissemination and exploitation of the results and to intellectual property, knowledge protection and regulatory issues. Please note that the IP subsection should tackle issues such as:

• Identification of the background – definition of the project background, i.e. existing knowledge and other assets that will be necessary to successfully implement the project;
• Identification of the project results - the content of your proposal does not have to be fully exhaustive on this point, but should identify the results which are foreseen, bearing in mind that unforeseen results might be created in the course of the project;
• Identification of the corresponding intellectual property rights (if any) or alternative means of protection; you could also write about the means of securing your trade secrets (confidentiality issues); furthermore you could mention a possible trade mark protection - if you decide to commercialise your medical application under a specific name/logo with a specific geographical scope. To sum up, results generated under your project, such as data, inventions, know-how etc. — in whatever form or nature - can be managed and protected in different ways.
• “Freedom to operate” issues;
• Strategy for knowledge management and protection;
• Ownership regime applicable to the results - this has to be compatible with the ownership provisions of the Grant Agreement - please see the SME Instrument Model Grant Agreement.

Please remember that the overall goal of this subsection of the proposal is to show that you have a plan for knowledge management - concrete measures to be undertaken during the project’s lifetime and beyond with the purpose of allowing an optimal protection, and consequently, the most effective exploitation and dissemination of valuable assets resulting from your project.

Bearing the aforementioned in mind, and with regard to each of your questions, we would like to highlight the following:

1. My company is applying to the SME Instrument (phase 2). We want to make a medical application, that seems to be very innovative, but we do not want to make any mistakes in our SME proposal. Can you indicate us how we should tackle the IP in our proposal?

As stated above, the only way to ensure trade mark protection at an international scale is to register your trade mark internationally - in all the countries in which you intend to commercialise your product.

Trade mark protection is territorial, as explained above. You should therefore seek registration in all the jurisdictions where you intend to commercialise your products. If you do not do so, your name and logo or similar ones might be registered by third parties in those jurisdictions, possibly for similar or identical goods and services. Since you will not have exclusive trade mark rights over your name and logo in these jurisdictions, others will be allowed to protect them via trade mark. This might lead consumers in this area to mistake someone else’s products for yours. Commercialising your own product in those jurisdictions, without securing exclusive rights to your name and logo, might even constitute an infringement of those third parties’ similar or identical trade mark!

You should however bear in mind that these are only risks. Assessing such risks and applying them to your concrete case should be done in accordance with the relevant trade mark legislation.

2. I’m starting up a new limited company and clothing brand in the UK and registering for a UK trademark. If my business holds a UK or European trademark will that be enough to protect me internationally? If I only register my brand in the UK, would someone else be entitled to register my brand (name and logo) in another country?

First of all, and to answer your concerns, please note that trade mark protection is territorial in nature. This means that, provided all conditions are met, such protection will be granted to your name or logo only in the territories in which you have registered them as trade marks. In other words, registering your name and logo as a UK trade mark will only give you exclusive rights to use that name and logo with regards to specific goods and services (the ones identified in your application), in the United Kingdom only.

For this reason, when thinking about trade mark protection, it is always advisable to develop your IP strategy in line with your business strategy - that is, to seek trade mark protection in all the countries where you intend to commercialise your products. Indeed and as you probably know, international trade mark registration under the Madrid system will not give you a single and unique protection, but will give you several trade marks registered at national level, with each national IP office.
Fancy a little quiz?

As you know in every issue we include a quiz to help you develop your patent searching skills using Espacenet. Why don’t you try using Espacenet today? Here comes our new quiz:

In a growing number some cities, the traditional parking meter does not issue tickets to be put behind the windshield anymore but just requires you entering the car registration plate number.

The checks are then done by a video camera mounted on a parking enforcement patrol vehicle and connected to the server where the data you entered are registered. The car is driven along a patrol route where parked vehicles are governed by the posted time limit. The system then simply determines whether or not each parked car has been parked longer than the posted time limit. The cars are then fined automatically based on the license plate Recognition algorithm. Each license plate number is time-tagged, geo-referenced. This makes the checks much more efficient than the ones performed by walking agents. This represents an industrialisation of the fining process and results in much more revenues.

Try finding patents covering similar concepts using Espacenet.

Can you guess who’s in the blurred image?

Read the clues and solve the riddle!

• She is a scientist who conducted pioneering research on radioactivity.

• She discovered two new chemical elements – radium and polonium.

• She carried out the first research into the treatment of tumors with radiation.

• She is the only person who has ever won Nobel Prizes in both physics and chemistry.
Generating electricity by gravity

It may sound like crazy but two designers in London have built a light using electricity generated by gravity. GravityLight is a simple and cheap way for people in developing countries to light homes.

The aim is to provide light for the more than 1.5 billion persons who still do not have access to electricity and use dangerous kerosene-powered lamps. Try finding patents covering similar concepts using Espacenet.

Step one: To find similar patents, identify the most pertinent aspects of the invention – common technical features that may be found in related patents – and for each aspect, define a comprehensive set of synonyms. To perform the search, the following concepts – groups of synonyms covering the different aspects of the invention – can be defined:

- light*
- led
- Weight
- generator
- Gravity
- countr*

The combination light generator gravity yields this list of patents that contains some relevant documents listed below:

- CN103353087 (A) - Gravity light
- CN102979686 (A) - Power generation device with potential energy

One can move to the second step using relevant classification symbols.

Step two: To continue the search you can use relevant classification symbols assigned to this relevant patent and combine them with properly chosen keywords to cover the concepts that should be present in relevant patents.

Amongst the classification symbols assigned to the relevant found patents, a generic one gravity based motor F03G3/00.

Combining F03G3/00 with led or light results in a list of documents many of them relating to the invention we were looking for:

This one looks like the one filed by the mentioned company GravityLight

GB2514769 (A) - Portable apparatus for generating electrical energy

One can simply look at the cited documents of this patent.

CH696210 (A5) - Accumulator of potential energy stores energy by means of inert mass raised to a given extent, utilizing various sources of clean renewable energy

The search cannot be considered as completed as requiring further combinations to exhaust all possible potentially successful search statements. What we were able finding was that the mentioned company has applied for a patent for its invention.
New publication: Your Guide to IP Commercialisation

Commercialisation is the process of turning products and services into a commercially viable value. Concerning Intellectual Property (IP), this term can be more specifically defined as the process of bringing IP to the market in view of future profits and business growth.

It is certainly not an easy task to manage IP commercialisation as the success of this process depends on several internal and external factors such as business objectives, type of IP as well as economic and intellectual resources. In addition, since IP can be commercialised either directly by its owner, through an assignment or by building up business partnerships, the selection of the most appropriate tool is often challenging, especially for Small and Medium-sized Enterprises (SMEs).

This guide has been prepared with the objective to clarify these issues on the basis of the European IPR Helpdesk’s fact sheet series “Commercialising Intellectual Property”.

You can download our new guide on IP Commercialisation here.
Glossary

Enterprise Europe Network: European information and consultancy network, funded by the European Union, providing innovation, EU funding, business and legal support to small and medium-sized enterprises (SMEs) across the European Union.

Design-intensive industries: are generally defined as those having an above-average use of industrial designs per employee.

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External members

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World Intellectual Property Organization

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Ms Nina Weiler

Guest Authors

Ms Kaori Saito
World Intellectual Property Organization

Ms Pascale Gaucher
Executive Agency for Small and Medium-sized Enterprises (EASME)

Ms Claire Bury
DG CONNECT (European Commission)

Ms Christina Nordström
IAMIP Sverige AB

Ms Gea Guerriero
Luxembourg Institute of Science and Technology

Ms Aurore Harand
Institut de la Propriété Intellectuelle Luxembourg

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