



European IP Helpdesk

Stay ahead of the innovation game.

EU IP Helpdesk Services

26.01.2022





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: 48 ambassadors from 28 EU countries



www.iprhelphdesk.eu





The EC IP Helpdesks





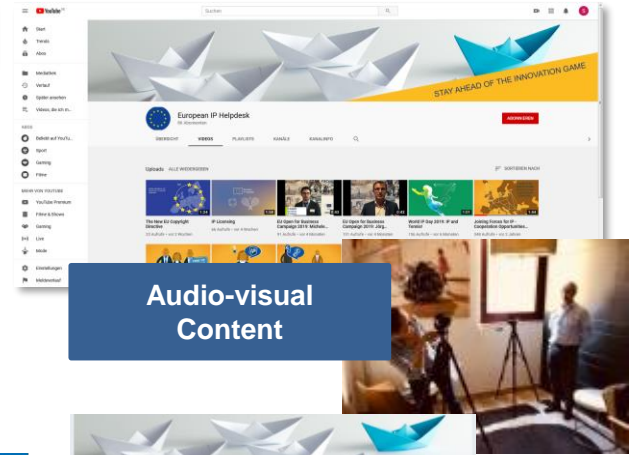
Communication Formats & Outreach Tools



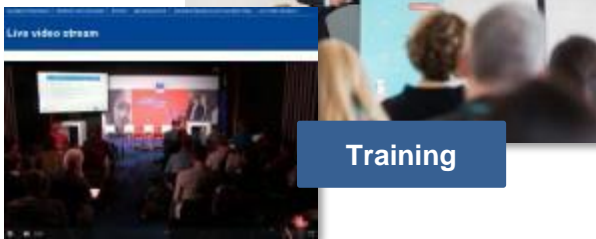
Website



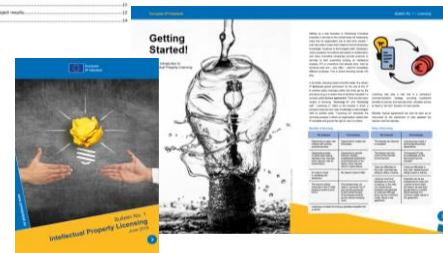
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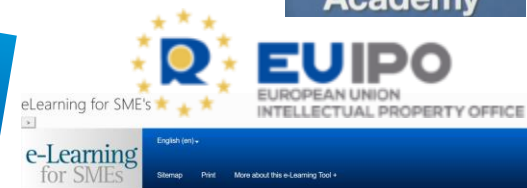
- | | | | |
|--------------------------|--|--------------------------|--|
| 26 JAN 2022 | TRAINING AND WORKSHOPS EU - Webinar: IP Assessment 📺 Live streaming available | 01 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: Consortium Agreements 📺 Live streaming available |
| 02 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: IP in Biotechnology 📺 Live streaming available | 10 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: Technology Transfer 📺 Live streaming available |
| 15 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: IP Commercialisation and Licensing 📺 Live streaming available | 16 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: Impact and Innovation in EU funded projects - A guide for proposers 📺 Live streaming available |
| 22 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: IP in Horizon Projects (H2020/HEurope) 📺 Live streaming available | 23 FEB 2022 | TRAINING AND WORKSHOPS EU - Webinar: Geographical Indications 📺 Live streaming available |
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| 09 MAR 2022 | TRAINING AND WORKSHOPS Webinar: Effective IP and Outreach Strategies Help Increase the Impact of Research and Innovation 📺 Live streaming available | 15 MAR 2022 | TRAINING AND WORKSHOPS EU - Webinar: Maximizing the Impact of Horizon project (2020/HEU) results 📺 Live streaming available |
| 16 MAR 2022 | TRAINING AND WORKSHOPS EU - Webinar EPO Coop: Patent protection for EU funding beneficiaries - Artificial Intelligence 📺 Live streaming available | 23 MAR 2022 | TRAINING AND WORKSHOPS RESCHEDULED EU - Webinar: The Importance of IP for SMEs 📺 Live streaming available |





Further learning opportunities:

1. [European IP Helpdesk Ambassadors and EEN](#)
2. [EUIPO learning portal](#)
3. [EUIPO – one-stop-shop](#)
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](#)

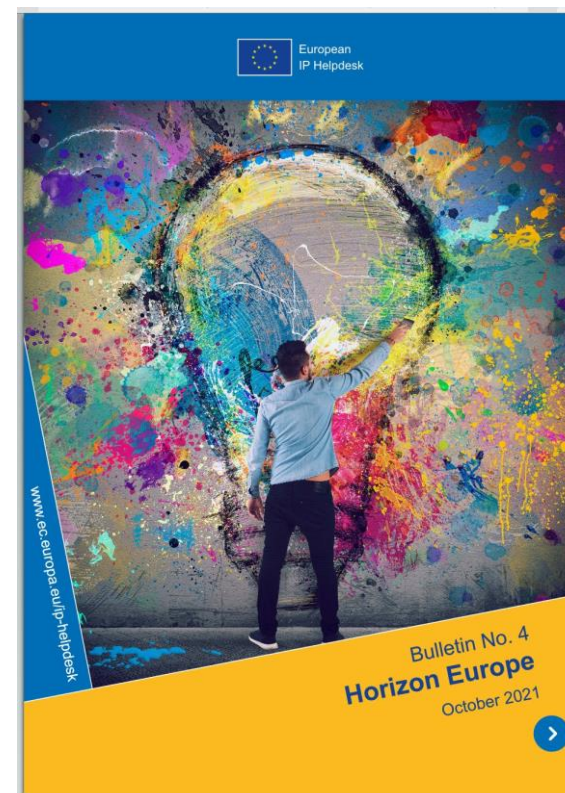




New Bulletin! Horizon Europe

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Ambassador Scheme

- Cooperation scheme with the Enterprise Europe Network (EEN): 48 ambassadors – 28 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





European IP Helpdesk

Stay ahead of the innovation game.

European IP Helpdesk Webinar:

IP Assessment

Dr. Christian Hackl

Senior IP Advisor

Jan 26, 2022



Today's speaker

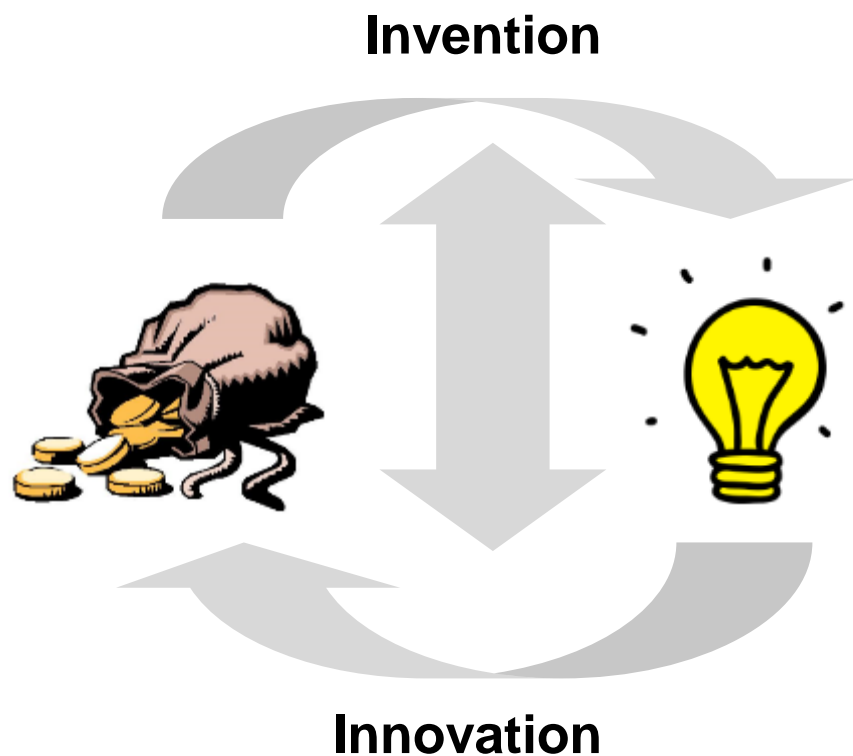
Dr. Christian Hackl



- Managing Director of TUM-Tech GmbH (for more than 15 years)
- Assistant Professor at the Chair for Technology and Innovation Management (Technical University of Munich: TUM)
- Regular lecturer for the European Patent Office (EPO) / European Patent Academy and the EU-IP Helpdesk
- Author of several publications, e.g. case studies on usage of IPR by companies
- Co-Founder and Managing Director of a start-up (renewable energy)



Invention versus Innovation





Innovation – Value Chain





Two Important Questions

1. **Is it possible** to file a patent application?

2. **Does it make sense** to file a patent application?



1. Can a Patent Application be Filed?

Is the invention

- **New?**
- Inventive?
- Industrial applicable?

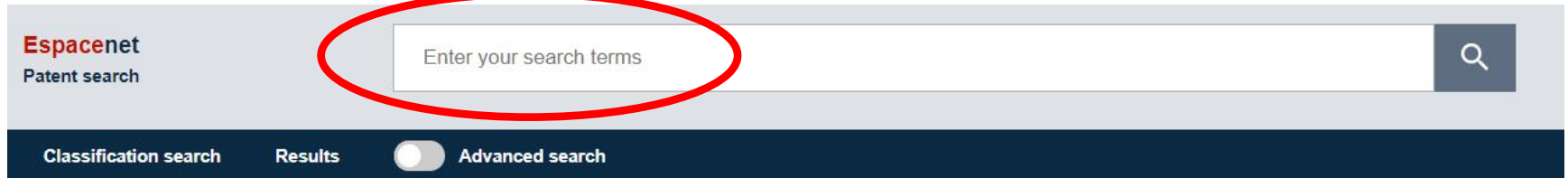
New to the world!

- **No** publication
- **No** presentation
- **No** poster
- **No** trade fair
- ...



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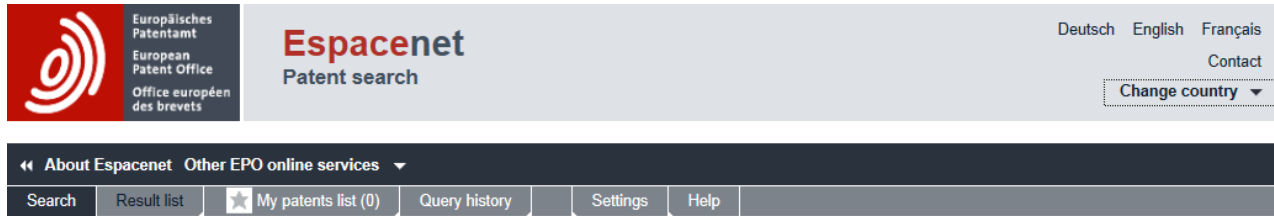
Espacenet: free access to over 110 million patent documents


**Also for identifying
potential partners**





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Inventor(s): [i](#) Smith

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1. Can a Patent Application be Filed?

Any additional consideration?

Does the applicant (university or company) have the rights to own the invention?



Two Important Questions

1. **Is it possible** to file a patent application?

2. **Does it make sense** to file a patent application?



2. Does it Make Sense to File a Patent Application?

"Will people spend money to buy my product?"

- What is the USP (Unique Selling Point) of my product?
 - Advantages of my product over existing offerings?
 - Better price, functionality, handling ...?

It is not about science/technology (for itself)!
(totally different criteria for success)

Assessment!



But Before You Can Start the Assessment: You Need Inventions

Sometimes challenging (especially in Academia)

- First time (invention disclosure)
- Second time ?



Does it Make Sense to File a Patent Application?

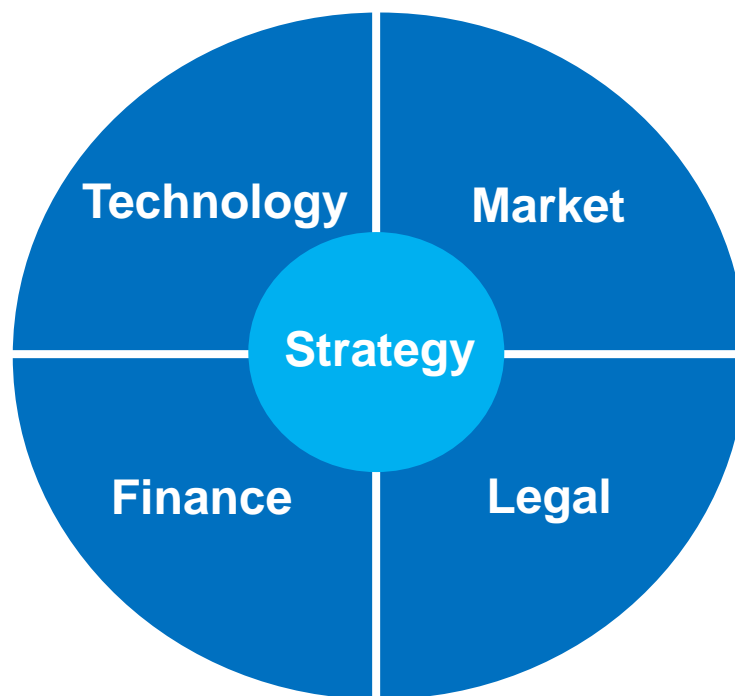
Let's assume you would like to do an assessment for a new invention...

What are the most relevant categories for assessment:



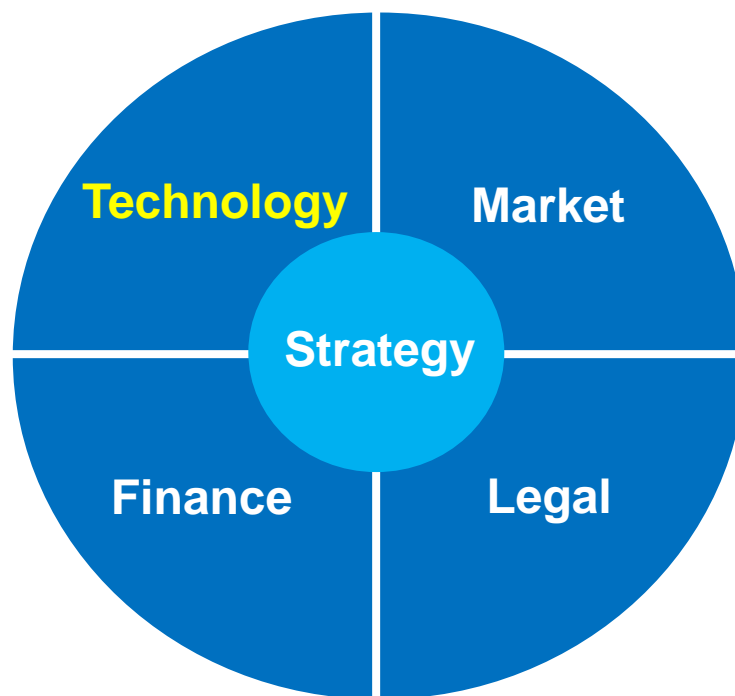


Relevant Categories for Assessment:





Relevant Categories for Assessment:





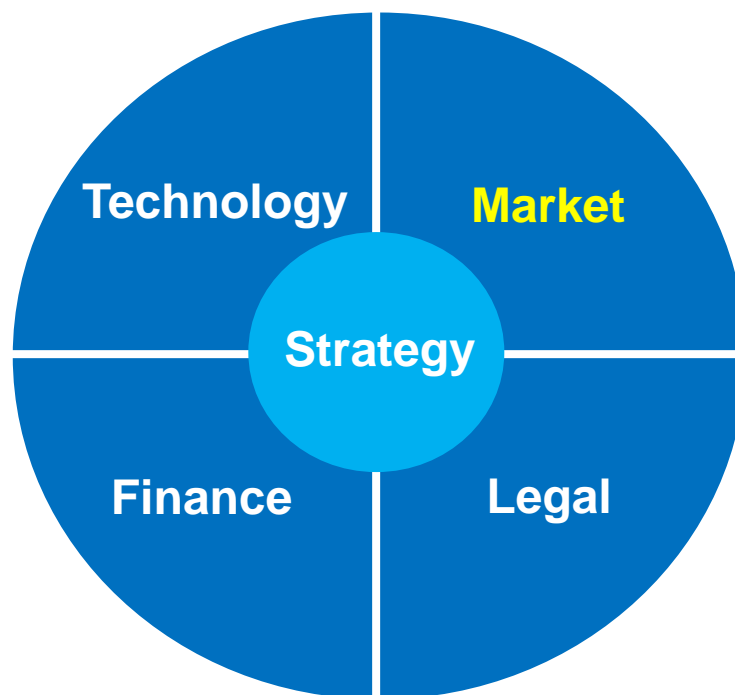
Assessment – Technology

Relevant questions (examples):

- Benefits for user (functionality, price, handling, ...)?
- USP?
- Similar technologies?
- Market readiness (idea or prototype), time to market?
- Market readiness (e.g. robustness)?
- Barriers for adoption (e.g. easy of use)?
- Other areas of applications?
- ...



Relevant Categories for Assessment:





Assessment – Market

Relevant questions (examples):

- Is there a market for the invention?
- Is there a market need for the invention?
(Market Pull vs Technology Push)
- How big is the potential market(s)? Any new markets?
- How sustainable/growing is the market?
- How strong are the competitors (pricing, SWOT)?
- Ease of market entry?
- ...



Platform Technology: Spider Silk



| | | |
|---|---|------------------------------------|
| BioShield-S1 for improved implants and SanaSilk OTC wound care products | > | Implant Coatings & Medical Devices |
| Medical Devices for OTC Wound Care | > | Medical Devices for OTC Wound Care |
| Cosmetics products with functional silk for improved skin care | > | Functional Cosmetics |
| High-performance fibers for technical and medical textiles | > | Biosteel Spidersilk Fibers |



Relevant Categories for Assessment:





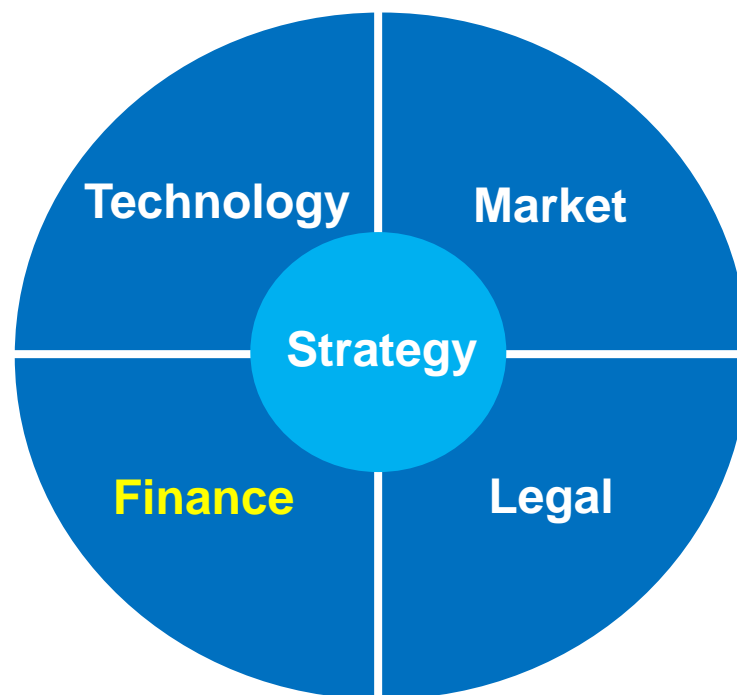
Assessment – Legal

Relevant questions (examples):

- How strong is the patent?
- Easy to circumvent?
- Easy to police?
- Broad claims (platform technology?) or just minor variation of existing technology?
- Does the applicant (company or university) own all rights? (e.g. contracts with partners, inventors, open innovation)
- ...



Relevant Categories for Assessment:





Assessment – Financial

Relevant questions (examples):

- Potential revenue stream?
- Time when revenue will come?
- Risk associated with potential revenue stream?
- Necessary investments?
- Cost / benefit ratio?
- ...
- Possible tax deductions



Relevant Categories for Assessment





Assessment – Strategy

Relevant questions (examples):

- Fit between invention (and possible products or services) and business strategy?
- Does invention help to secure existing or win new markets?
- Enhancing reputation of company/institution?
- Allowing for differentiation?
- Ensuring Freedom to Operate?
- Blocking competitors?
- Potential partners?
- ...

**Add-on
benefits**



Does it Make Sense to File a Patent Application?

- Any reason why you would not like to pursue a patent application?
- Any (better) alternatives to patenting?



Challenges (at time of invention)

- When doing first assessment: often far away from any market
- Difficult to understand market needs
- Difficult to see possible potential to solve market needs
- Sometimes biggest potential in very different markets than original invention
- Difficult to estimate market potential
- Don't forget possible (strategic) add-on benefits
- ...



Patent Strategy

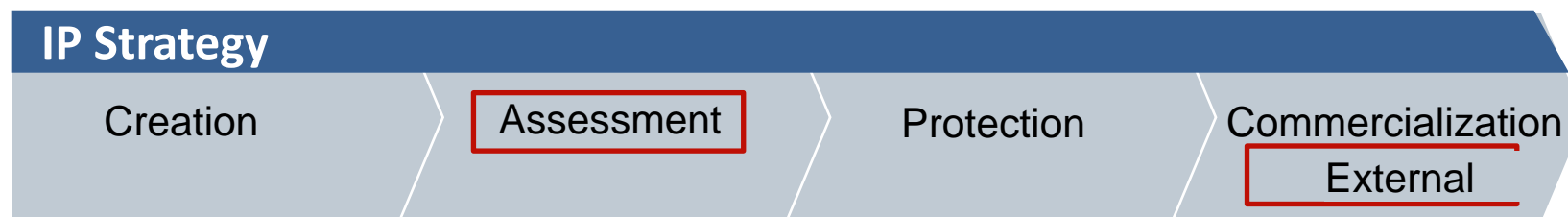
Relevant questions (examples):

- When to file the application?
- How broad should the claims be?
- Which countries (incl. tax considerations)?
- Which route (national vs international)?
- Is a partner involved (e.g. company)?
- Alternatives to patenting (e.g. utility model, secret know-how or publishing)?

**In-line with
Business
Strategy**



IP – Value Chain:



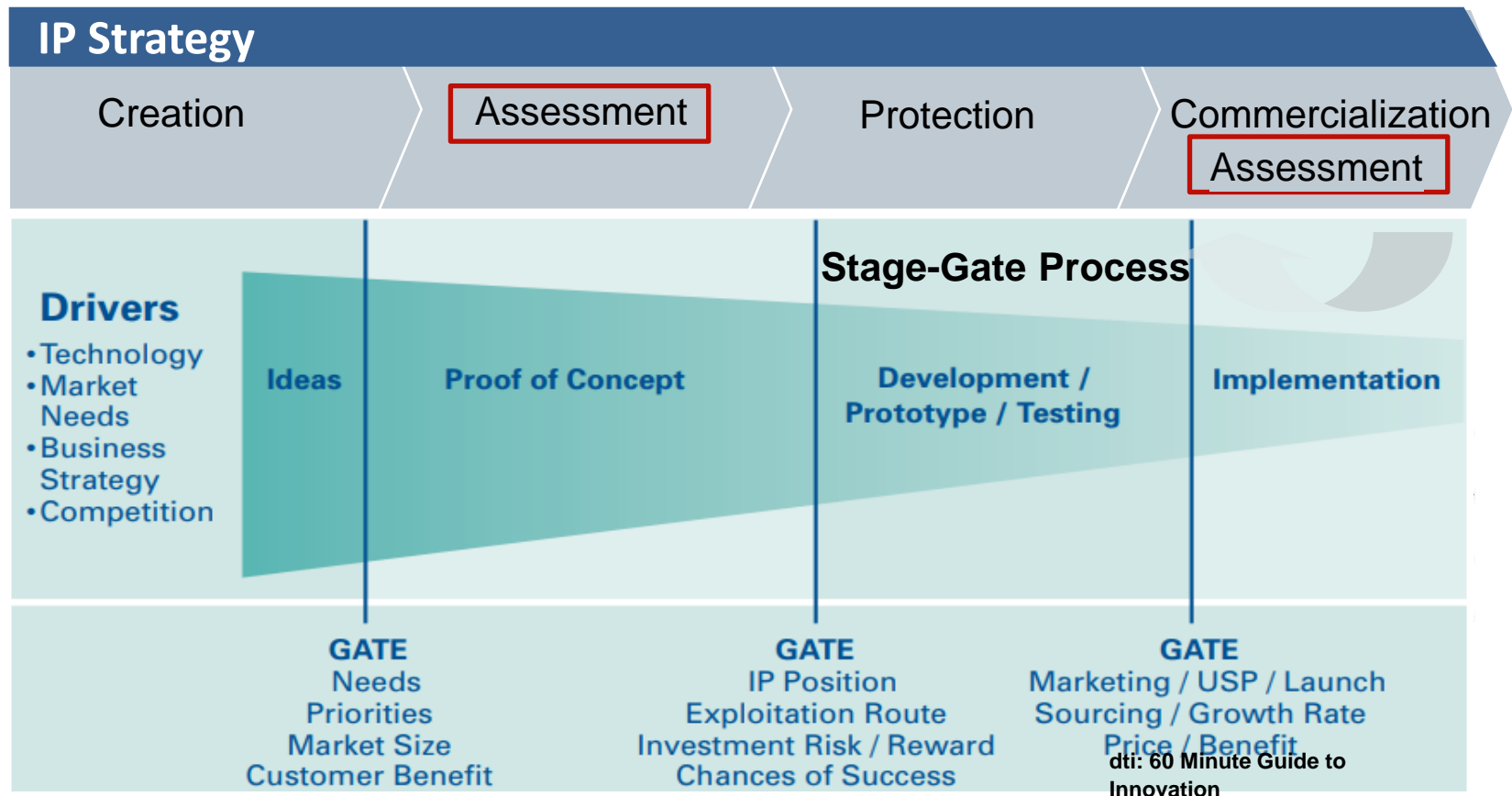
Training on
External
Commercialisation

Open Innovation

- Licensing
- Transfer of Ownership



IP – Value Chain: Ongoing Assessment





IP – Value Chain: Ongoing Assessment





Contact us!

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Thank You!

DISCLAIMER

The European IP Helpdesk provides free-of-charge first-line 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 European Innovation Council and SMEs Executive Agency (EISMEA), with policy guidance provided by the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG Grow).

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