

Horizon 2020 & International Researchers' Mobility EU Supporting Tools

Intellectual Property Rights and Technology Transfer

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- ❑ IPR and Technology Transfer
 - ❑ European IPR Helpdesk
 - ❑ IPR trainings
 - ❑ EURAXESS Career Development Centers



Intellectual Property Rights and Technology Transfer for Mobile Researchers

Dr. Isser Peer

Intellectual Property Rights and Technology Transfer for Mobile Researchers

- Why researchers should care about patents?
- Why and When to consider patenting in R&D project?
- Practical measures to protect any results which are capable of commercial application.
- Inter- institutional arrangements for mobile researchers

Intellectual Property Rights

What is it about?

IPR provisions govern the

- ownership,
- transfer,
- dissemination and use
of research results generated



Why do you need to know about

INTELLECTUAL PROPERTY?



Why do you need to know about IP?

BECAUSE YOU ARE DEALING WITH RESEARCH
AND you NEED TO KNOW ABOUT IP

Why do you need to know about IP?

- BECAUSE YOU HAVE TO KNOW HOW TO PROTECT THE RESULTS OF THE RESEARCH.
- BECAUSE YOU NEED TO KNOW HOW YOU CAN EXPLOYT THE IP ASSET
Even if you don't know it.....

POSSIBLE RESULTS OF A RESEARCH THAT CAN BE PROTECTED AT PROTECTED

- **PATENTS** (the outcome of the research or the outcome of an idea of the research)
- **DESIGNS** (ideas e.g. on a special package)
- **TRADEMARKS** (ideas on how to brand a product that is the result of a research)
- **COPYRIGHT** (valuable texts, notes, drawings, presentations, articles, leaflets, software that helps somehow the research or the outcome of a research)
- **VALUABLE SECRETS** (protection with contracts)

Intellectual Property Rights

Objectives within FP7/H2020

To ensure a smooth implementation of the project

Increased certainty of participants' intellectual property

To promote the use of the knowledge

Necessary access rights are available

To promote the dissemination of the knowledge

Intellectual Property Rights

Why is it a big issue?

Patenting (and related activities)
is exactly the point where and when we

Converting Knowledge to Value

IPR = Value Creation

Value Transfer = Technology Transfer

Intellectual Property Rights

When does IP matter?

- **Preparation of the proposal:** conduct patent searches to identify prior art and possible IPR-protected areas, ...
- **Negotiation:** possible specific IPR provisions to be agreed (consortium agreement), practical IPR management, ...
- **Implementation of the project:** protection of the results, management of resulting IPR, granting of access rights, ...,
- **After the project:** use/dissemination of the results (possibly by granting licenses to third parties), ...

Intellectual Property Rights



**Key words,
Definitions
and
some elaboration**

IPR and IU Competition Rules

Summary

	Access rights to pre-existing know-how	Access rights to knowledge resulting from the project
For carrying out the project	If a participant needs them for carrying out his own work under the project	
	Royalty-free unless otherwise agreed before signing the contract	Royalty-free
For use purposes (exploitation + further research)	If a participant needs them for using his own knowledge	
	On non-discriminatory conditions to be agreed	Royalty-free unless otherwise agreed before signing the contract

Mobile researchers



Inter- institutional arrangements for mobile researchers ???

- Be proactive
- Act fair...

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European IPR Helpdesk

- An official service initiative of the European Commission
- Providing information on Intellectual Property Rights (IPR), targeted at researchers and European SMEs.



European IPR Helpdesk

Services:

- *Helpline*
- *Awareness Raising & training*
- *Publications & Informative Material*

European IPR Helpdesk services

Helpline

- Offers professional advice on individual IP and IPR questions, and provides written answers within 3 working days.
- Assesses and revises IP related issues within contracts and other agreements (licensing or distribution agreements, joint ownership agreements and consortium agreements).

European IPR Helpdesk services

Awareness Raising & training

- Providing information about the services in brokerage events and conferences
- Organizing individual IPR training sessions throughout Europe: both as on-site training or as web-based seminars, which participants can join conveniently from their own computers.

European IPR Helpdesk services

Publications & Informative Material

- providing useful information and practical guidance on how to tackle IP issues: guides, fact sheets, case studies, etc...
- All documents can be found in an online library on the European IPR Helpdesk website.
- Newsletter and a quarterly Bulletin on the latest IP and IPR news.

European IPR Helpdesk

Do you want to know more about the EU IPR Helpdesk?

- visit the **European IPR Helpdesk** website: <http://www.iprhelpdesk.eu>
- get directly in touch with the Helpdesk team:
 - Phone: +352 25 22 33 333 | Fax: +352 25 22 33 334 | Email: service@iprhelpdesk.eu
 - For specific questions regarding training, please send an email to training@iprhelpdesk.eu
 - or call the training team at: +49 681 95 92 33 79.

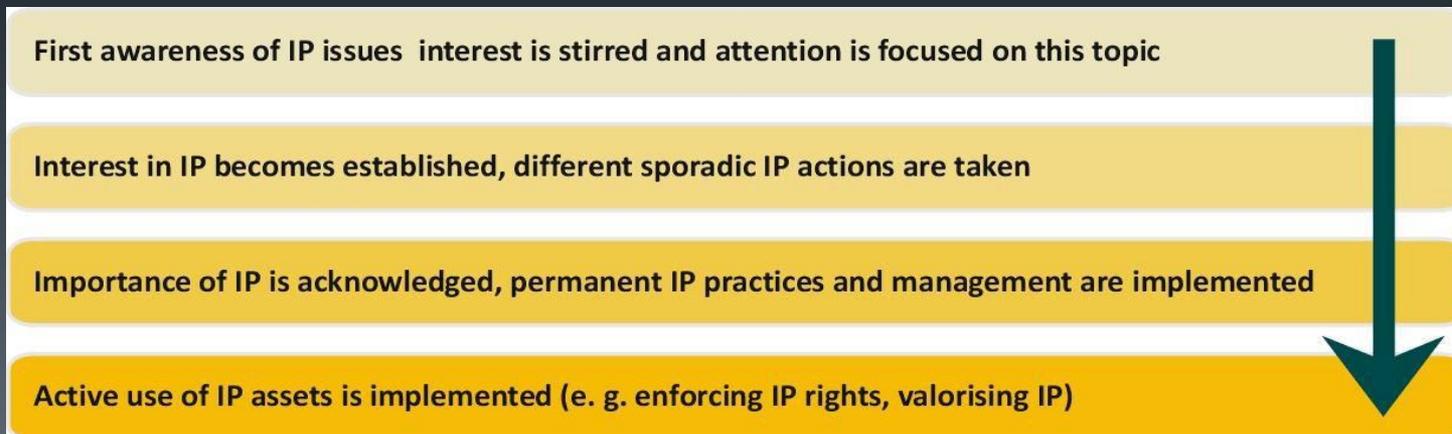
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IPR Trainings

- The European IPR Helpdesk provides free of charge training on Intellectual Property (IP) and Intellectual Property Rights (IPR)
- The trainings are target to:
 - current and potential beneficiaries of EU funded projects
 - European SMEs
- The overall goal of these training activities – to enable the target audiences to develop their own IP management strategies and processes.
- Training courses are delivered in two ways:
 - on-location
 - web-based.

IPR Trainings

- The training events' range:
 - sessions dealing with basic issues of IP management and IPR in EU funded research programmes
 - advanced workshops covering rather specialised subjects: IP exploitation, technology transfer.
- Four major topics:
 - A. Introduction to IP and IPR
 - B. IP management in FP7/CIP projects
 - C. IP management
 - D. Advanced IP practices



IPR Trainings

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	Next Step	Level of Awareness	Next Step	Level of Awareness	Next Step	Level of IP Awareness/Practice	
Become aware of IP	→ Understand that IP may be important for my business/activity and that I have to respect IPR of third parties	Reflect if I already have IP or intellectual assets (IA) worth being protected/exploited	→ Take sporadic actions (e.g. filing of IP titles, looking upways to protect know-how, secrets)	Implement systematic IP/IA actions (e.g. IP detection, filing processes incl. IP searches)	→ Have a clear IP strategy/policy and implement IP portfolio management	Make active use and exploit IPR/IA (e.g. technology transfer activities, enforcement of IPR)	

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)

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Euraxess Career Development Centers

One of Europe's challenge:

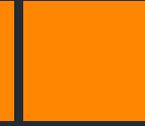
Young researchers graduate their advanced studies, but can't find a job!



What should be done?

**Establishment of
Career development Centres
for young researchers**

Euraxess Career Development Centers



The aims of the CDCs:

- Support the continuous professional development of researchers
- Access and benefit from a wide range of employment possibilities.

Euraxess CDCs

Career Development Centers

Objectives:

- disseminate career development tools and practices and to provide **advice and training for researchers**.
- provide **information on career opportunities** within academia and in the broader employment sector.
- 'gateways' for **industry into academic campuses** for the recruitment of young researchers and talents.
- enhance **inter-sectorial cooperation** between academia and industry.

Euraxess CDCs

Career Development Centers

Young researchers graduate their
advanced studies can say;

I have a job!!!

Thank you



***Спасибо за
Ваше внимание***

Euraxess Career Development Centers

Activities for Young researchers:

- Skills Development- the researchers will be able to participate in trainings, which will prepare them to the labor market. The trainings will engage with practical issues and relevant information, such as IPR, networking, etc.
- Connections and networking- the researchers will be able to take place in activities that will give them the possibilities to contact relevant employers, such as speed-dating events.
- Information and consulting- the CDCs will build databases of relevant information about employers and jobs opportunities or grants and fellowships. The researchers will be aware of the databases (including Euraxess Jobs) and they will have the access to them. They also could consult with CDCs members about their own situation.

Euraxess Career Development Centers

Activities for employers-

- connection and communication with relevant employers for the researchers.
- closer links with the HR and research departments of universities and research institutions focusing on mentoring and career management.
- contact with HRM departments
- awareness to Euraxess Jobs and
- "matching" between employers and suitable candidates.