



IP Management in Horizon 2020



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HORIZON 2020

**The EU Framework Programme for Research and Innovation
(2014-2020)**

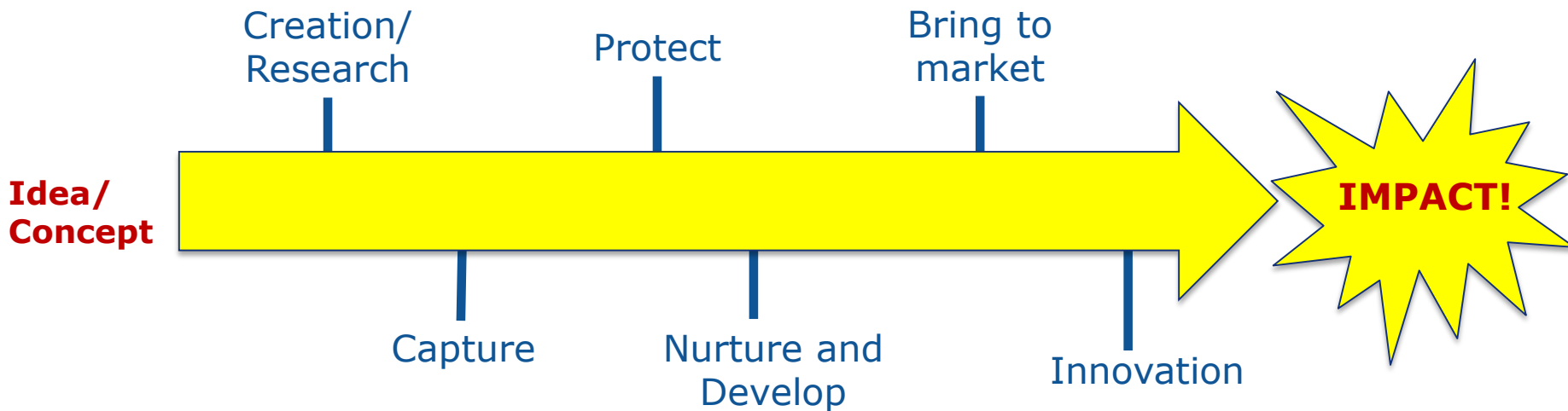
Idea to Impact

**Basic elements of European
IPR Helpdesk services for
H2020 participants**





Idea to Impact!



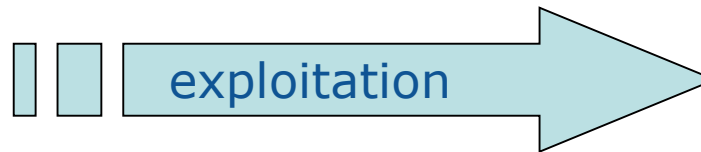


Innovation

The successful exploitation (not necessarily commercial) of new ideas to produce **tangible benefits**



Invention



Innovation

Invention IS NOT Innovation



Innovation



Impact

The extent of the **benefits** derived from the innovation



H2020 Evaluation Criteria: "The **extent** to which the outputs of the project should contribute at the European and/or International level **to the expected impacts listed in the work programme under the relevant topic.**"



IP downstream route/Steps

- *Understanding the scene (Terms, Rules, Model Agreements, etc)*
- Setting the scene (Which IP provisions are negotiable?)
- Getting to know the individual interests, motivations and expectations of individual partners regarding IP management and exploitation
- Strategies and Plans to capture, manage and exploit results of H2020 projects on consortium level
- Developing the right innovation management structures
- Definition of appropriate activities and tasks to implement innovation-related activities
- Exploitation pathways, route to market, business models



Securing the foundations

- Consortium agreement
- Agree IP access, usage rights and policies (foreground, background, during and after project); including 3rd parties involved
- Agree IP exploitation policies and overall strategies
- IP awareness training for participants (to avoid IP value leakage)
- Ensure good research practice (GRP) training and procedures in place
- Define pre-publication review procedures
- Be informed about basic rules & key terms regarding IP legacy in H2020



Ownership of Results

- **In Horizon 2020, generally the grant agreement establishes that the results of the project belong to the participant generating them.**
- It is advisable to take appropriate measures to properly manage ownership issues, such as keeping laboratory books or other kinds of documentary evidence (e.g. a properly completed Invention Disclosure Form)
- Given the collaborative nature of most projects, some results can be jointly developed by several participants. Hence, situations of joint ownership might arise.
 - > **Joint Ownership Agreements** (i.e. defining specific conditions for granting licenses or issues related to costs of protection and sharing of potential revenues); Default rule in Consortium Agreement ..



General obligation to protect

Each beneficiary must examine the possibility of protecting its results and must adequately protect them — for an appropriate period and with appropriate territorial coverage — if:

- (a) the results can reasonably be expected to be commercially or industrially exploited and
- (b) protecting them is possible, reasonable and justified (given the circumstances).

When deciding on protection, the beneficiary must consider its own interests and the interests (especially commercial) of the other beneficiaries.



General obligation to exploit

Each beneficiary must — **up to four years after the project completion** take measures aiming to ensure '**exploitation**' of its results (either directly or indirectly, in particular through transfer or licensing by:

- (a) using them in further research activities (outside the action);
- (b) developing, creating or marketing a product or process;
- (c) creating and providing a service, or
- (d) using them in standardisation activities.

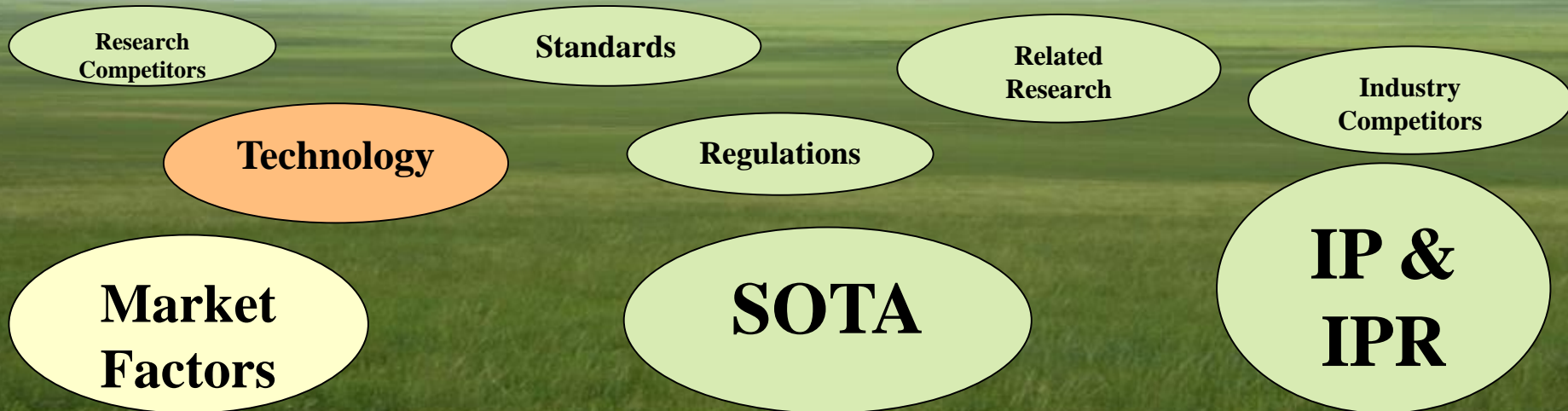


Understand the landscape

Strategic Intelligence

IP-Management in H2020

WP and Call Challenges,
Objectives & Topics





STOP

EU IPR Helpdesk: Further assistance



Awareness Raising



Training



Website



Helpline



Bulletin

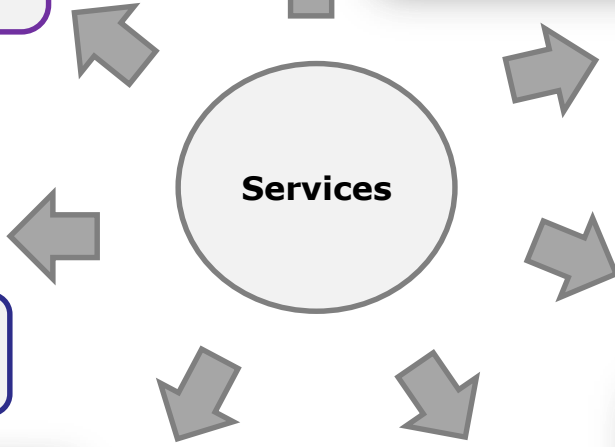


Newsletter

Publication

All of our services are offered free of charge.

Services





Website & Publications

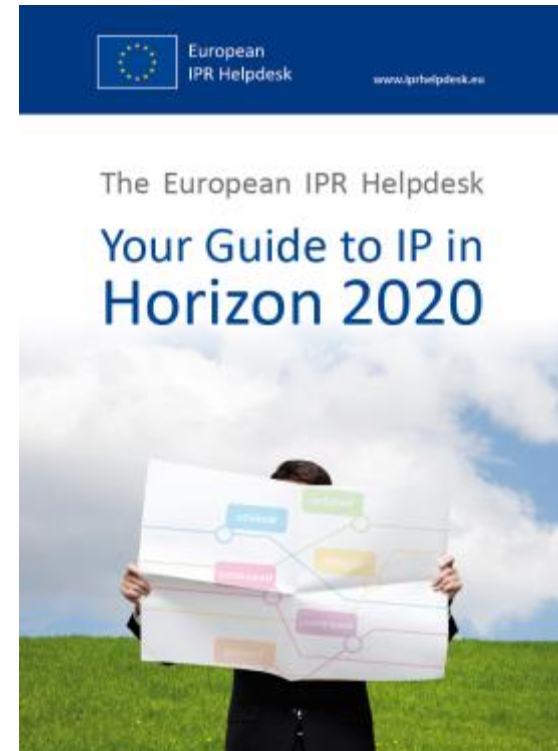
- Information on exploitation of results? we have clear and practical fact sheets on
 - a) Exploitation channels for public research results
 - b) Non-disclosure agreement
 - c) Licence agreement
 - d) Assignment agreement
 - e) Joint ventures
 - f) Spin-offs
 - g) Internal product development
- Events & news
- Case Studies
- Glossary & FAQs
- Bulletin

The screenshot shows the European IPR Helpdesk website interface. At the top, there is a navigation bar with the European Commission logo and the text "EUROPEAN IPR HELPDESK Get your ticket to innovation!". Below this is a search bar and a menu with icons for Home, News, Events, Library, Training, Ambassador, and Helpline. The main content area features a "New Fact Sheet" titled "Commercialising Intellectual Property: Licence Agreements". Below this, there is a section "Get your ticket to innovation!" with a paragraph of text and a "Support within 3 working days!" section. To the right, there is a "follow us" section with social media icons and a "newsletter sign up here" button. At the bottom, there is a footer with logos for ASEAN IPR SHE HELPDESK, the European Union, and own-it (Intellectual Property Advice for the Creative Sector). A separate fact sheet titled "Commercialising Intellectual Property: Spin-offs" is also visible, showing a table of contents and an introduction.



Intellectual Property rules

Guide to IP in Horizon 2020





Website users

Italy	16,85%
Spain	10,82%
France	10,14%
Germany	7,67%
United Kingdom	6,58%
Belgium	5,07%
Finland	4,25%
Ireland	3,84%
Portugal	3,42%



Please link to us....

How did you hear about us?	
Through the European Commission	37,6%
via the Internet (i.e. search engine or link)	27,4%
other	19,0%
Recommendation by a business partner	10,6%
Recommendation by a friend	5,5%



Helpline

- **First-line support**
- **User-friendly** service provided in English
- **Personalised answers** to individual questions within **three working days**
- **Wide range of IP topics:** IP protection, IP management and exploitation, revision of agreements, etc.
- **Understandable** for non-legal experts and **business oriented**





Sample questions/requests recently sent to Helpline

- ❑ UK-SME: Ownership of results for a patient-focused digital health product (PHC-30-2015)
- ❑ HEI-SWE: Impact of the involvement of third parties on the IPR generated in an H2020-Health-project (
- ❑ Question about negotiating software licences for the involvement of an IT-company in a CP with clinical trials (PHC-28-2015)

2015: 39% of helpline users are SMEs !!!!

NCPs: 1%



Training offers

- **“Capacity building“: IP & Innovation Management**
- Practical and comprehensive **training approach**
- **Individual organisation of on-location training events** in cooperation with multipliers/ intermediaries
- **Training Catalogue**
- **Web-based training sessions**





Up-coming event



“FP7/H2020 – Exploitation of Project Results with a focus of IP in Health/Biotech”

Date/Location: 07/08 May 2015 in Palermo/Italy

In co-operation with „Fit4Health“ and European Patent Office



New training formats on IP strategies in Horizon 2020



Large, supranational, open IP Training Events

- Maximizing the impact of H2020 projects – for proposers
- Exploitation of H2020 project results

Next to come: Bergen/Norway – 12/13 May



Thank you.

We look forward to getting in touch with you!

For questions and general IP advice, please contact our Helpline team:

service@iprhelpdesk.eu

Phone +352 25 22 33-333 (Helpline)

Fax + 352 25 22 33-334 (Helpline)

www.iprhelpdesk.eu

For questions related to our training activities,
please send us an email at: training@iprhelpdesk.eu





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