



Innovall aims to provide cost-effective search of patent databases through a user-friendly web site. It will allow the research of patents, trademarks, and designs rights in a simple and affordable manner, providing an alternative for organizations – especially SMEs – that need to consult such information but often have few effective ways to do so.

In an increasingly knowledge-based economy it is vital for companies to be able to quickly research information regarding patents, trademarks, and designs rights (collectively known as industrial property). However, while this information is publicly available, the tools to research it are limited, and using the services of specialized companies is expensive, especially for SMEs.

Innovall aims to bridge this gap by creating a service that enables direct search and analysis of industrial property databases via a low-cost, easy-to-use web-based tool. **Innovall**'s objectives are thus to:

- Provide an affordable alternative to organizations in need of performing patent research;
- Create an industrial property search tool that is easy to access and use;
- Provide relevant search by looking for concepts rather than just exact words.

The methodology used by the search tool, which is based on the eContent feasibility study *INNOVATRIX*, improves on the common word-only search model. The user is asked to insert an Action and a Subject (e.g. “reduce friction”), to which synonyms are then added (e.g. “decrease”, “reduce”, “grip”, “resistance”) to capture conceptually related documents, rather than just the ones where the exact words appear. In this way **Innovall**'s results are more relevant and allow an easier cross-over of industrial property information from different business areas.

The service will be initially deployed in 4 pilot countries: Belgium, Italy, Portugal and Spain. There it will be submitted to a 10 month period of tests and trials by a total of 60 SMEs and 8 public institutions. After this market validation phase, and based on the testers' feedback, the service's business plan for self-sustainability will be fully developed. It is expected that will be based on the offering of several search service packages, each of which presenting a different combination of cost, user access and features.

The following international consortium has been assembled to create and validate the **Innovall** service:

- **Inova+** (Coordinator, Portugal), a consultancy company, it is responsible for managing the project and the dissemination activities;
- **CREAX** (Belgium), SME responsible for the technical aspects of the search tool (prototype set-up, user manuals);
- **Cybion** (Italy), SME responsible for the Business Plan, as well as some dissemination materials (project logo, web site and presentation);
- **IPN** (Portugal), innovation and research organization responsible for the recruiting of the organizations that will validate the service;
- **Universidad de Alicante** (Spain), an university responsible for all the project's activities in Spain (gathering of market data, dissemination, user training, etc.);
- **Infobalt** (Lithuania), SME responsible for both the gathering of market data and dissemination activities in the Baltic States.

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