



# **SMART INTELLECTUAL PROPERTY FOR A COMPETITIVE EUROPE**

**POLL RESULTS**  
**November 14, 2019**



Challenges (2/9)

0 2 9

## Can you name some good local or national IP support initiatives?

(1/5)

- I would like to note the European one available at national level as well, IP Booster. More information via its dedicated website
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- I would like to note the European one available at national level as well, IP Booster. More information via its dedicated website
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- IPR ambassador in PUBLIC Administration

Challenges (2/9)

029

## Can you name some good local or national IP support initiatives? (2/5)

- Tools - healthcheck
- Enterprise Ireland IP strategy offer Upcoming ISO56005 IP management standar IPO
- Singapore IP insurance support
- IPR ambassador in PUBLIC Administration
- Initial consultation of a(n Austrian) patent attorney is free of charge
- Initial consultation of a(n Austrian) patent attorney is free of charge
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- IPR ambassador in PUBLIC Administration
- Finnish innovation voucher
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- Slovenian Enterprise Fund for IPR registrations

Challenges (2/9)

0 2 9

## Can you name some good local or national IP support initiatives?

(3/5)

- I would like to note the European one available at national level as well, IP Booster. More information via its dedicated website
- IPR ambassador in PUBLIC Administration
- INPI IP Master Class
- Initial consultation of a(n Austrian) patent attorney is free of charge
- Innovation vouchers
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- Sms helpdesk I hope
- Tools - healthcheck
- Austria: discover.ip and AplusB-Centers
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- IPR ambassador in PUBLIC Administration

Challenges (2/9)

0 2 9

## Can you name some good local or national IP support initiatives?

(4/5)

- No
- Afterwork aperos allowing easy access to knowledge and interactions with IP practitioners
- No
- INTO, Fi
- No
- Tools - healthcheck
- Enterprise Europe Network
- South Moravian Innovation Centre
- .
- No
- Innovation vouchers for SMEs by regional offices and regional administration
- Tools - healthcheck
- The only initiative I know is a website called 4ipcouncil.com and I don't know if it is national or local but it looks very European.
- IP vouchers to reduce costs of patent searches. IP diagnosis to help SMEs be aware

Challenges (2/9)

0 2 9

## Can you name some good local or national IP support initiatives?

(5/5)

of potential actions to be taken  
so as to improve the link  
business and ip

- 4IP was a great awareness and education initiative in UK
- Finnish innovation voucher
- Standort Agentur Tirol
- France Brevets in France
- No
- (sorry)
- No
- Standort Agentur Tirol

Challenges (3/9)

078

**Are there enough private entities giving advise on how to use intangible assets strategically?**

yes



rather yes



rather no



no



no opinion





Challenges (4/9)

078

**Would free advice on strategic use of intangible assets by public bodies discourage any such private initiatives?**

yes



rather yes



rather no



no



no opinion



Challenges (6/9)

074

## What is the main barrier for European banks to take into account intangible assets when lending?

Lacking expertise for valuating intangible assets



High litigation risks linked to IP



Insufficient public backing of loans

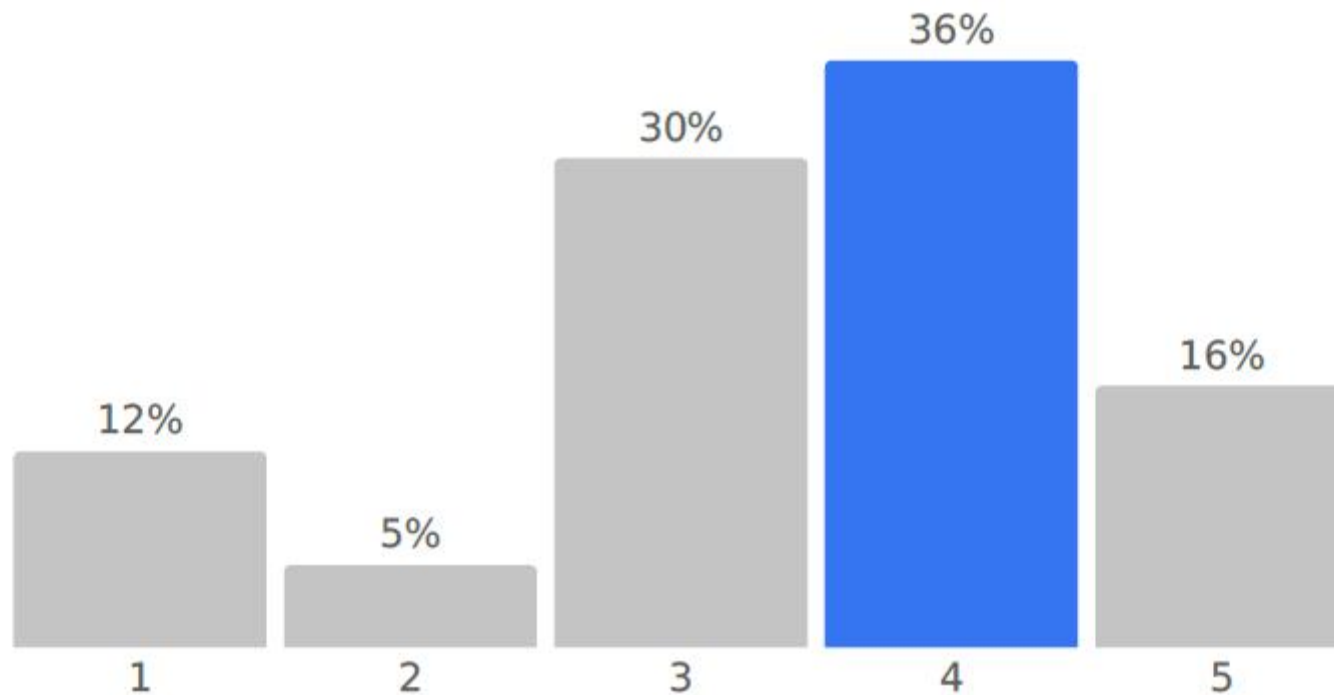


Other



**Does the need to disclose critical information prevent SMEs from entering into collaborations?**

Score: 3.4



Challenges (8/9)

079

**How often do start-ups and SMEs protect their intangible assets with the objective of enforcing their rights?**

often

6 %

regularly

14 %

sometimes

72 %

never

0 %

no opinion

8 %

Challenges (10/9)

078

**Do SMEs assess the key intangible assets/  
IP of their key competitors?**

often



regularly



sometimes



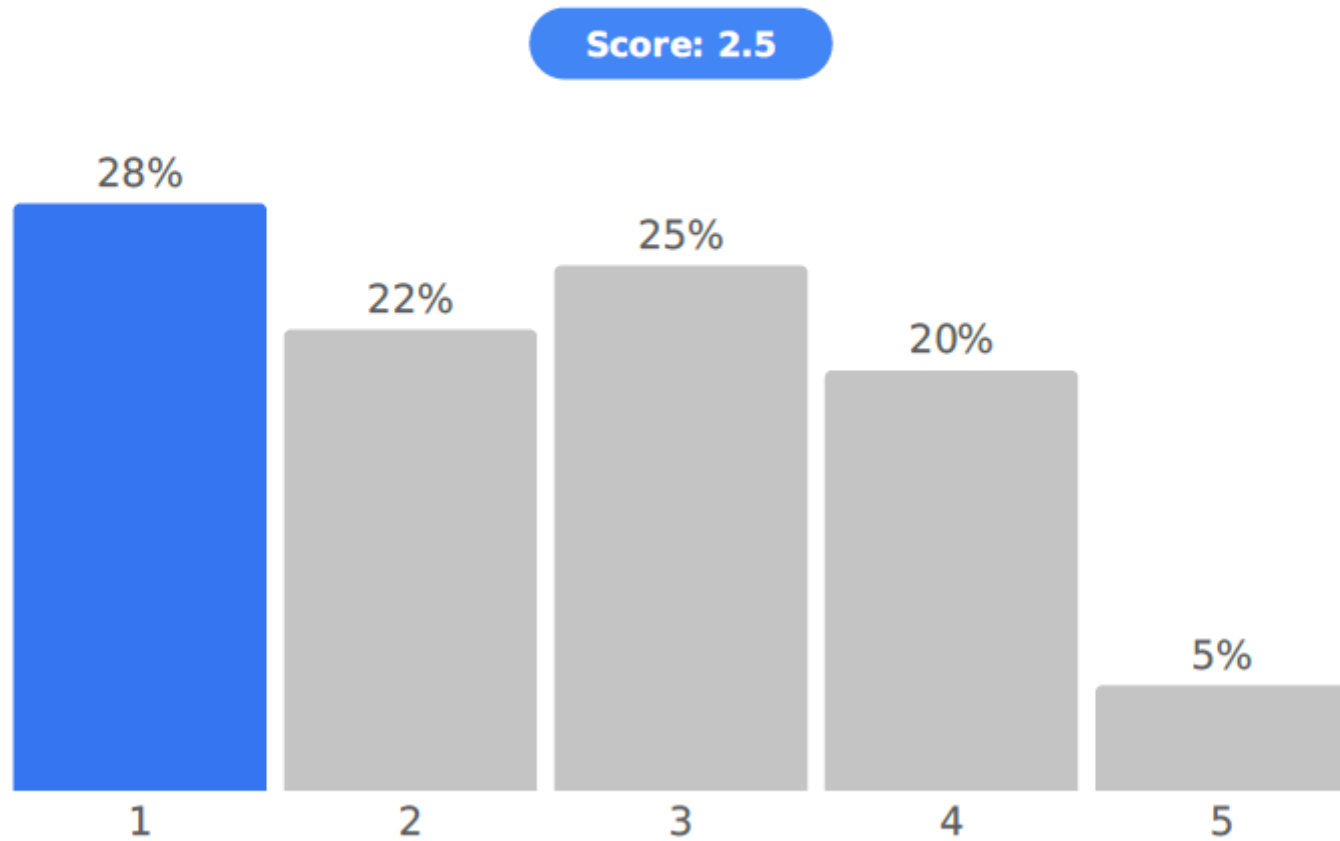
never



no opinion



## Has intellectual property a negative image for SMEs?



Your way to IP advice (1/3)

041

## How can access to local IP initiatives be improved?



Your way to IP advice (2/3)

042

## **How can we improve the connection and coordination between local, national and EU-wide IP initiatives?**

(1/5)

- Centralised information platform describing the services provided at each stage, the organisation a contact team
- Very difficult question !
- Integrate it as a requirement not as an option.
- Initiate networks of similar IP initiatives such that there is a clear communication point and contact.
- More cooperation
- information sharing
- The market should decide
- organize annual Joint conferences
- Joint portal
- Joined up approach.
- Cooperation - improve and strengthen SoMe initiatives instead of duplication
- By establishing chain of communication



Your way to IP advice (2/3)

042

## **How can we improve the connection and coordination between local, national and EU-wide IP initiatives?**

(2/5)

- top- down and encouraging feedback
- Harmonisation of the services
- Streamlining, coherence and (light) structures. Now landscape is very fragmented.
- Keep locals do the job, they know better the local needs. Too much harmonisation is counter-productive
- Joint Events at the various level
- Overcome language barriers
- Use the national and international knowledge transfer associations.
- Gather ip offices and have guidelines
- Joint portal
- Committee of regions role together with DG grow
- cooperation
- Promote interoperability
- Communication

Your way to IP advice (2/3)

042

## **How can we improve the connection and coordination between local, national and EU-wide IP initiatives?**

(3/5)

- Bottom up only
- Committee of regions role together with DG grow
- Promote NIPOs as key nodes of the IP network
- Regulation EUwide IP policy
- Speak the business language of sme.
- Cooperation
- regular information exchange
- A Roadmap for the final user
- Use the national and international knowlegde transfer associations.
- Digital Tools
- Cooperation - improve and strenghten SoMe initiatives instead of dublication
- Run a series of hackathons on how to innovate in IP space.
- information sharing
- Gather ip offices and have guidelines
- Streamlining, coherence and

Your way to IP advice (2/3)

0 4 2

**How can we improve the connection and coordination between local, national and EU-wide IP initiatives?**

(5/5)

- Don't know
- organize annual Joint conferences
- Portal
- Talk to each other.
- Holistic approach

Your way to IP advice (3/3)

043

**The European Commission, the European IP Helpdesk, the EUIPO and the European Patent Office have many training materials, including videos. How can we make those materials better visible/accessible to European companies?**



**What could free public initiatives cover without discouraging private initiatives?**

Provide basic IP information



Provide IP information and initial IP advice



Provide IP information, initial IP advice and introduction to strategic thinking



Offer all the above initiatives but refrain from drafting contracts and IPR applications



Strategic Use of IP (2/3)

049

**What should strategic IP support look like?**  
(1/2)

IP Advisor (s) integrated in a local innovation or similar centre  
 53 %

Centralised national public IP advice service  
 18 %

Centralised EU public IP advice service  
 6 %

Database/ listing of private experts  
 6 %

Public funding for private experts  
 12 %

Strategic Use of IP (2/3)

049

**What should strategic IP support look like?**  
(2/2)

Other

 4 %

Strategic Use of IP (3/3)

053

**If we train private persons to provide strategic IP advice, how useful would it be to create a certification scheme?**

useful



somewhat useful



not useful



no opinion





IP for Finance (1/3)

006

**Can you name investors or financing institutions who assess intangible assets when dealing with SMEs?**

apollonian  
eib

**Are there standard and affordable methods for evaluating intangible assets for getting finance?**

yes



no



no opinion



IP for Finance (3/3)

024

**What could be done to improve access to financing for innovative start-ups and SMEs?**

Rising awareness amongst IP-intensive companies



Helping banks in assessing risks linked to intangible assets / IP



Strengthening public backing for private loans



Partnerships for innovation (1/3)

032

## What can the EU do to assist European companies to find business partners?

Create “digital opportunities” within existing networks such as the Enterprise Europe Network, clusters, digital innovation hubs



Create face-to-face meetings over particular “challenges”



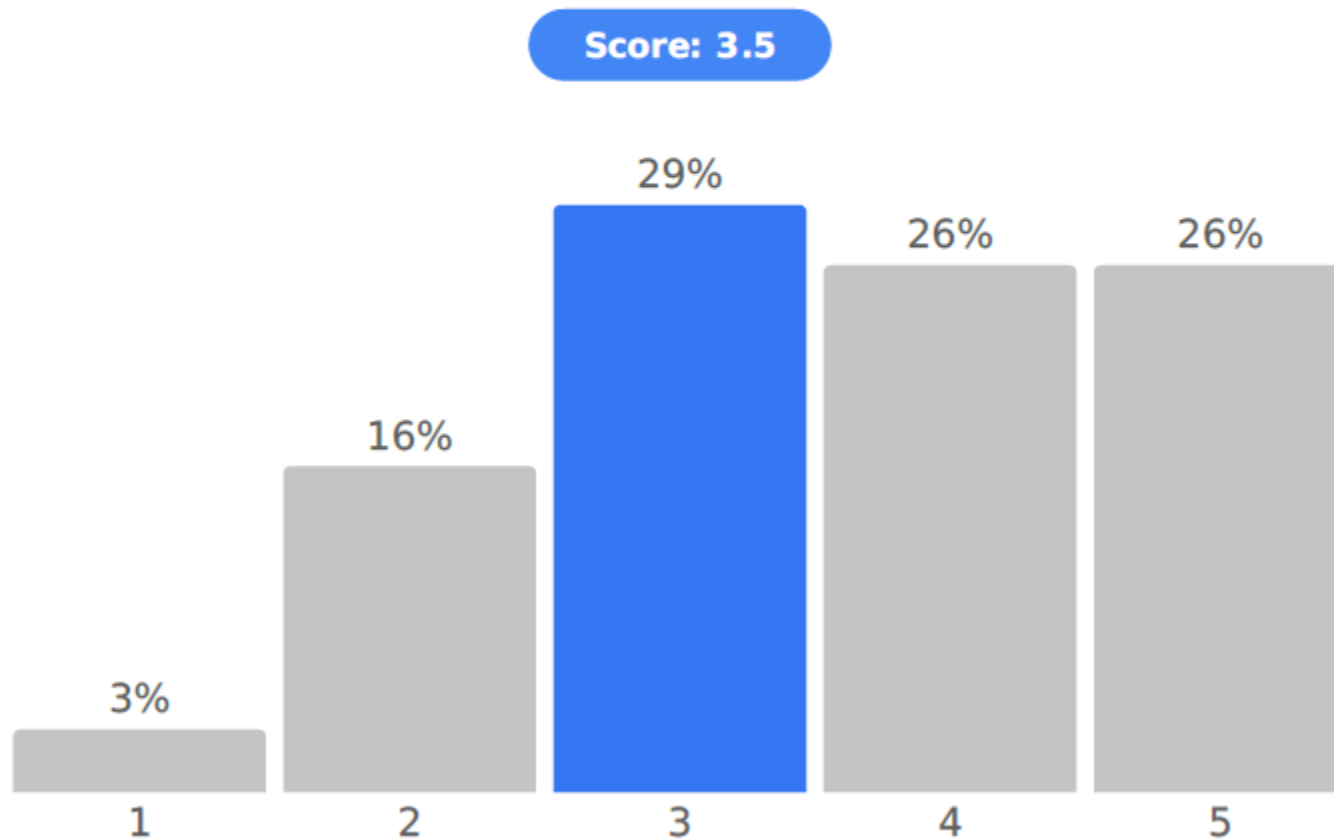
Extend the activities to successful technology transfer offices



Other



**Is there benefit for a SME to collaborate with other SMEs rather than with a large company?**



## What else can the EU do to assist European companies to find business partners?

