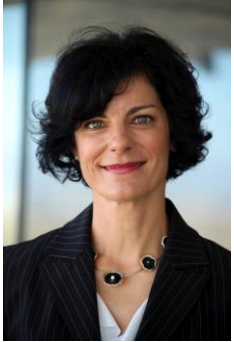


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14 November 2019



Panel 1

How do SMEs make use of IP? KEY FINDINGS



Inge Buffolo – EUIPO



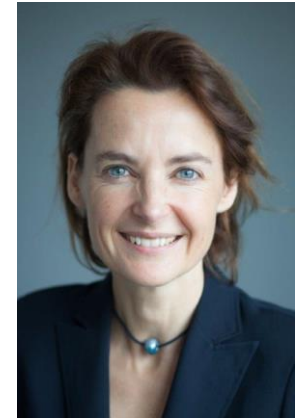
Claire Fentsch – European IP Helpdesk



Jim Stoopman – China IPR SME
Helpdesk



Yann Meniere – European
Patent Office



Amaryllis Verhoeven – DG Grow
European Commission





2019 SME Scoreboard: key findings

Ingrid Buffolo

Director

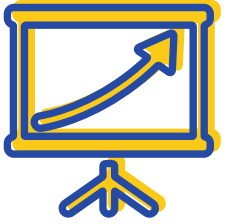
Customer Department - EUIPO

14 November 2019

SME scoreboard: six main focus areas

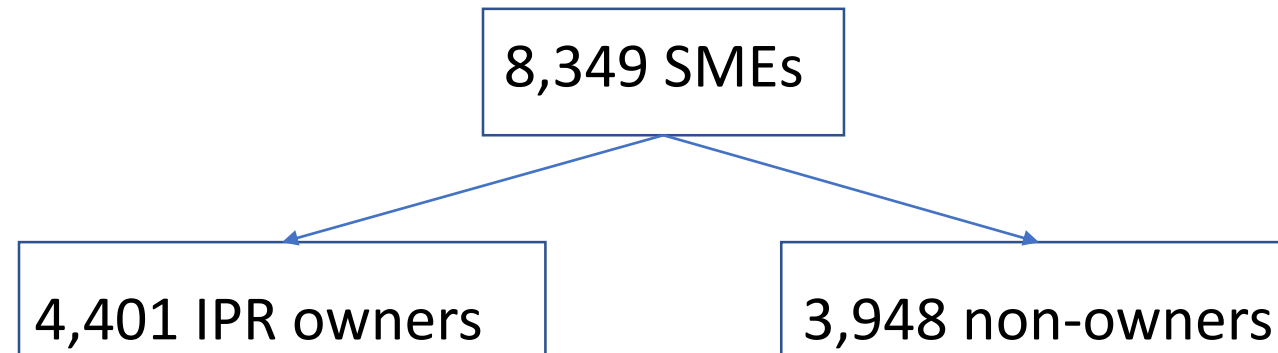


1. Assessment of SME **innovation** and **collaboration** activities
2. **Usage of IPRs** (including SMEs' perception of IP)
3. **Supply side issues**, including IP information sources, where IPRs are registered, associated difficulties and the effectiveness of support services offered to those registering IPR
4. The **reasons** behind SMEs **not registering IPR**
5. **Monetisation** of IPR
6. **Infringement** and **enforcement**: impact of infringements, actions taken, use of legal system



SME scoreboard: methodology

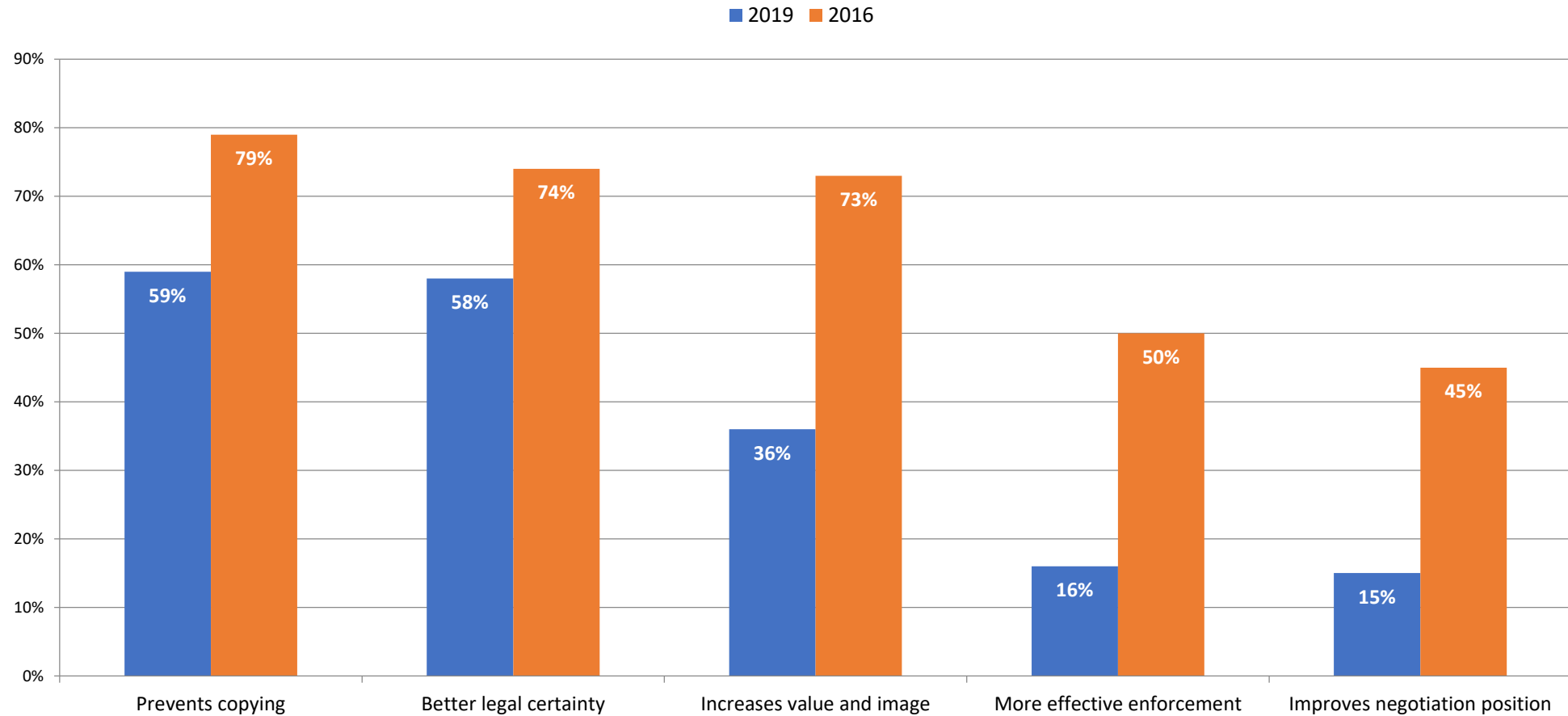
- Sample: 8,349 completed interviews in all 28 Member States
- Over-sampling of IPR owners to ensure sufficient statistical validity for the questions related to IPR ownership and use

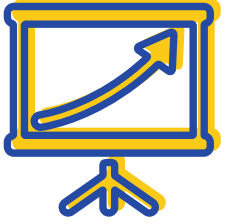


- Telephone interviews with option to complete survey online
- Questionnaire available in 23 languages



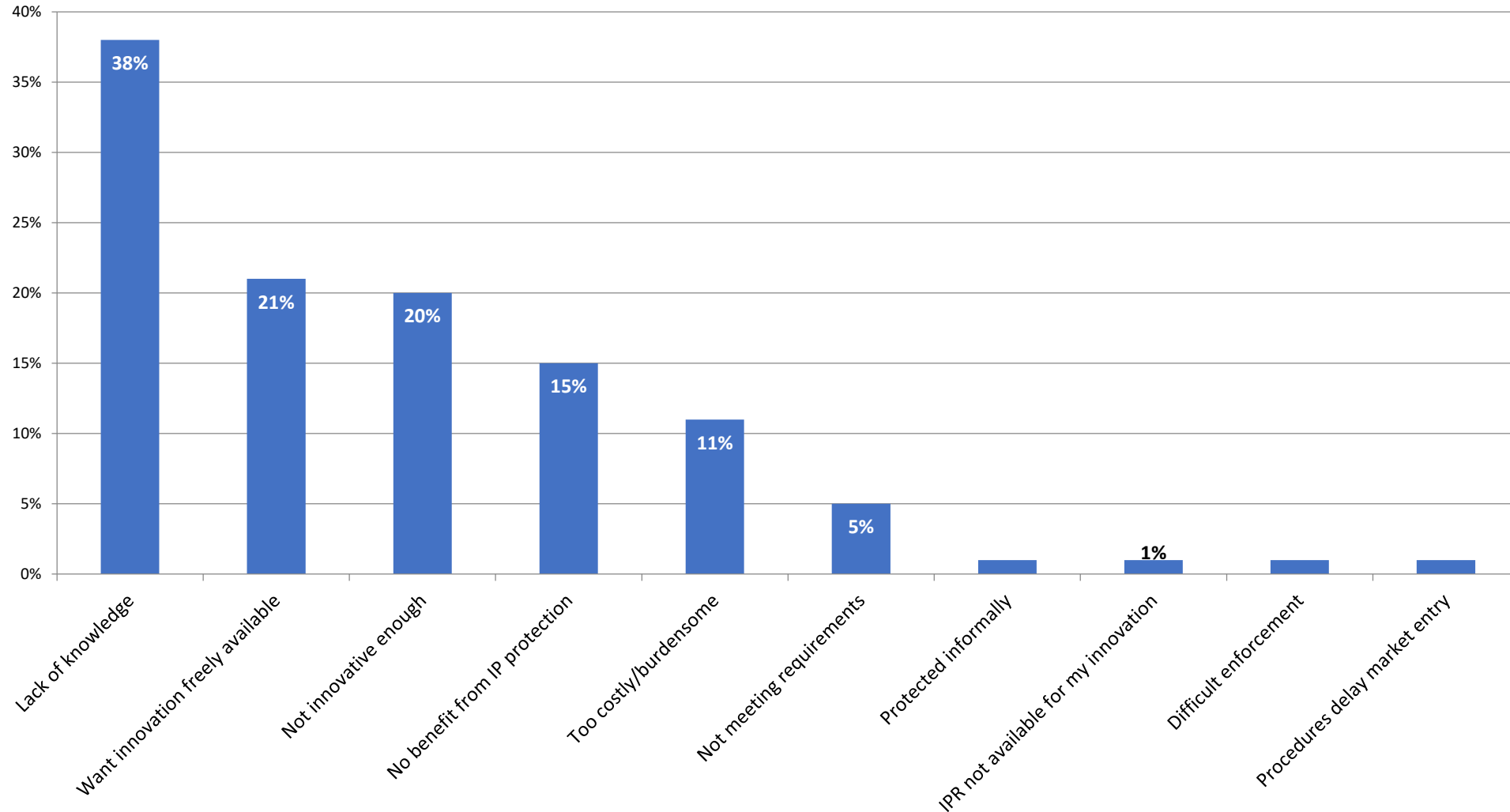
Top 5 reasons for registering an IPR





Know

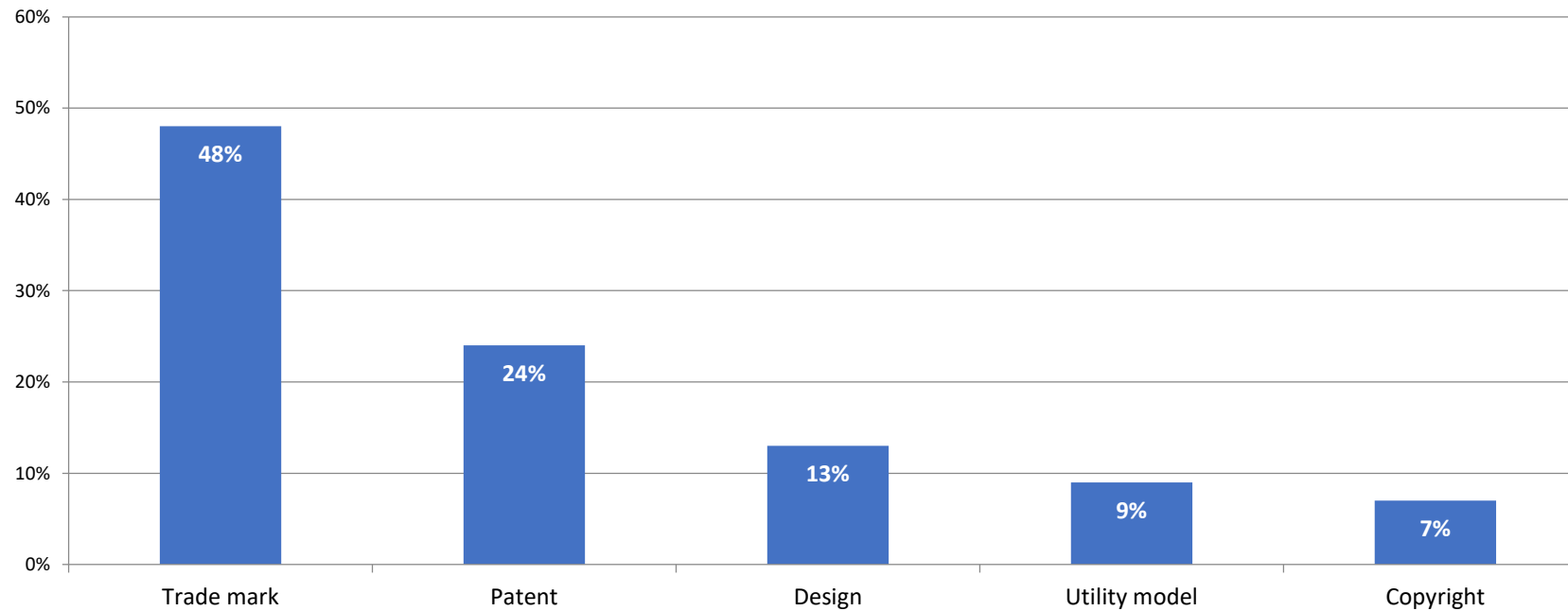
Top reasons for NOT registering an IPR

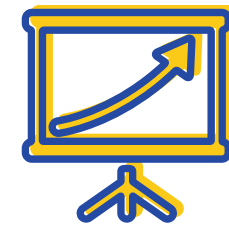




Infringement suffered by SMEs

Suffered infringement	Did not suffer infringement	Don't know
24%	58%	18%





www.euipo.europa.eu



@EU_IPO



EUIPO

Thank you

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Claire Fentsch European IPR Helpdesk
Jim Stoopman China IPR SME Helpdesk



Main challenges identified



Scepticism*

IP Awareness*

In the context of
Open Innovation*

Awareness of EU IP
instruments

IP Resources

IP Management

National
instruments



European
IP Helpdesk



SOUTH-EAST ASIA
IPR SME HELPDESK

CHINA IPR
SME HELPDESK

LATIN AMERICA
IPR SME HELPDESK

Patterns identified



IP Awareness*

Lack of IP Awareness in general – IP, the intangible asset



European
IP Helpdesk

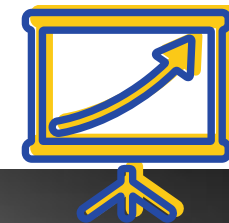


SOUTH-EAST ASIA
IPR SME HELPDESK

CHINA IPR
SME HELPDESK

LATIN AMERICA
IPR SME HELPDESK

Patterns identified



In the context of
Open Innovation*

IP Management challenges in the context of Open
Innovation – e.g. Question of ownership



European
IP Helpdesk

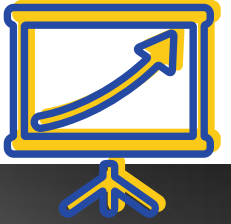


SOUTH-EAST ASIA
IPR SME HELPDESK

CHINA IPR
SME HELPDESK

LATIN AMERICA
IPR SME HELPDESK

Patterns identified



Scepticism*

Scepticism towards IP protection – negative perception -
“wild west” perception of China



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IP Helpdesk



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SME HELPDESK

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IPR SME HELPDESK

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Yann Meniere

European Patent Office

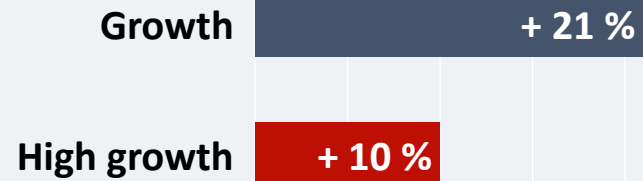


SMEs with prior IPR activities are more likely to grow than other SMEs



Increase in odds of growth with prior IPR use

= Innovation

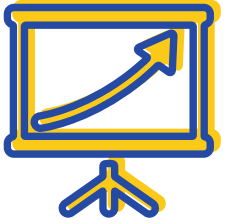


Increase in odds of growth with prior use of a European IPR

= Innovation + international

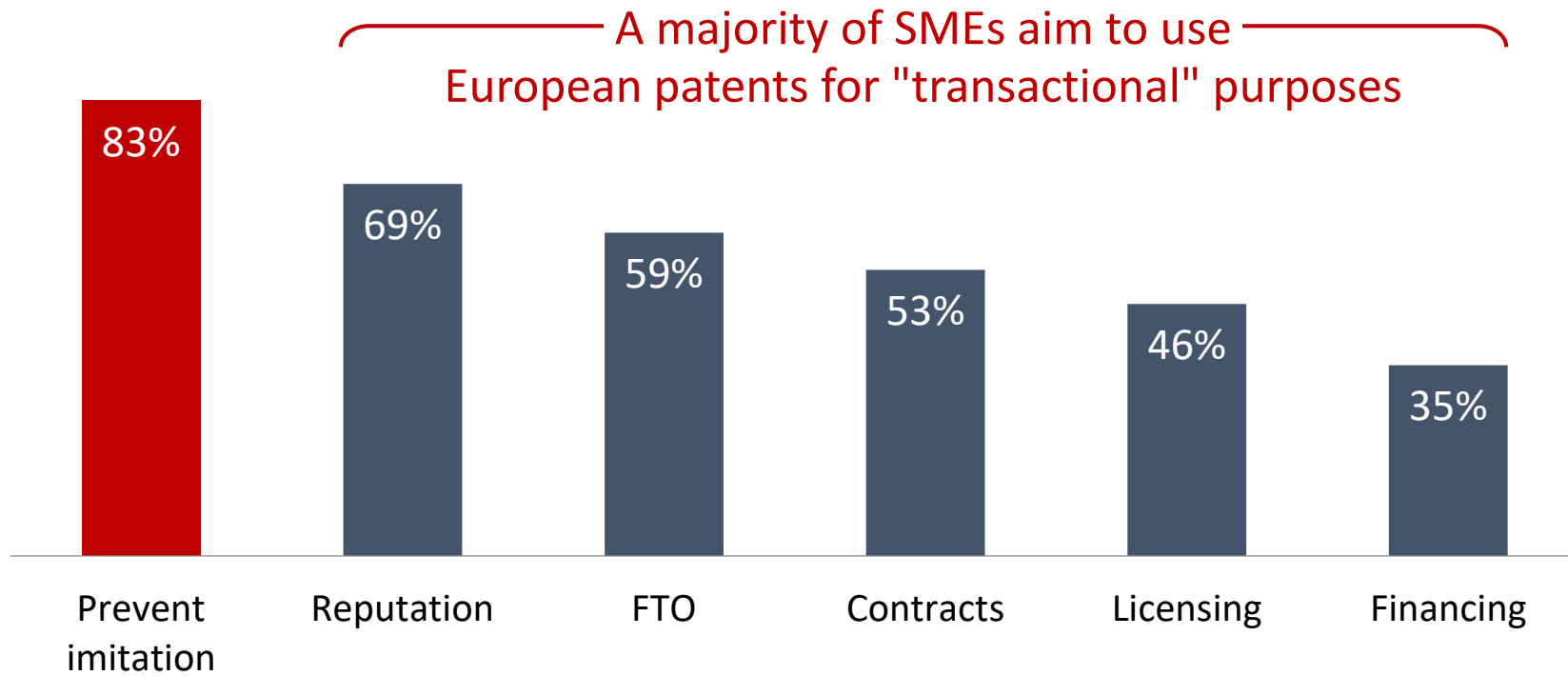
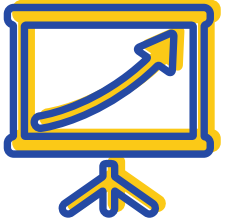


Patent commercialisation scoreboard: European SMEs

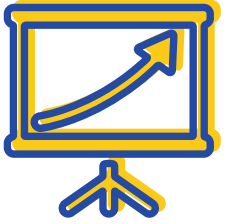


- Provide **policymakers** with comprehensive and reliable evidence on patent commercialisation
 - Monitor the practices, successes and challenges related to the **commercialisation of European patents by SMEs**
- ▶ **A survey of 1 500 European patents filed by SMEs since 2009**

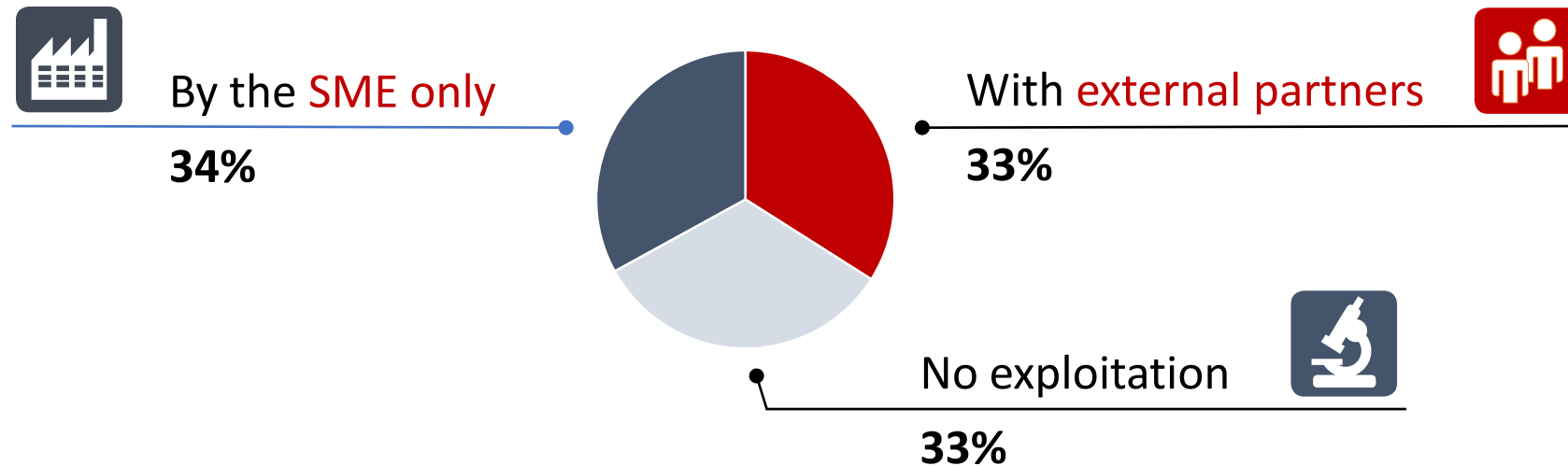




67% of the SMEs' patents are commercialised ... half of the time via partnerships



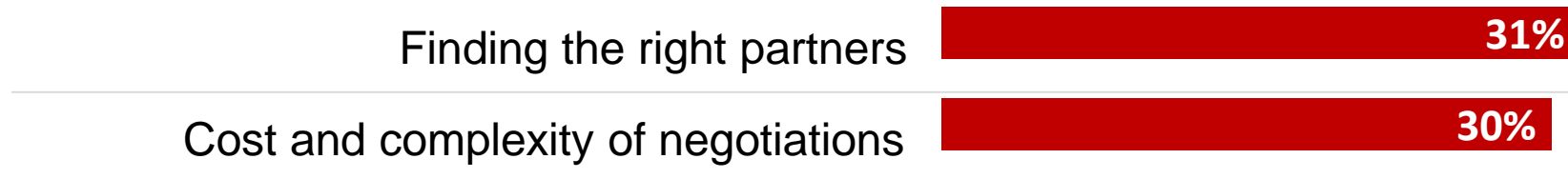
Exploitation of the patented inventions





Persistent challenges

Challenges rated as significant or highly significant by SMEs



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Panel 2

How do SMEs make use of IP? Personal Experiences



Ivan Stefanic – Tera Tehnopolis



Tuula Jusélius – Secto Design



Jukka Hiltunen – Glykos Finland



Marcus Hofer – Standortagentur



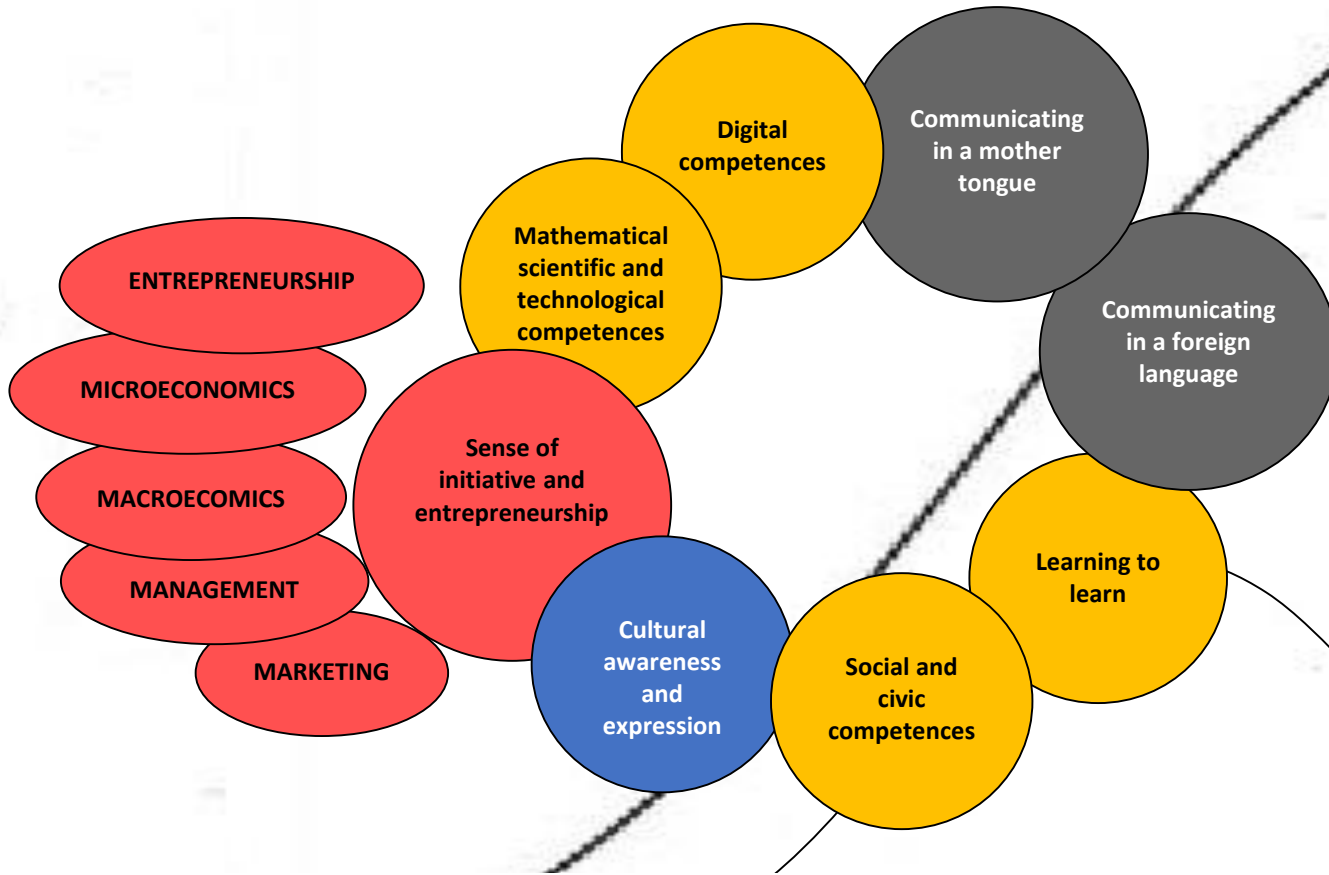
Harrie Temmink – DG Grow
European Commission



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Prof.dr.sc. **Ivan Stefanic**, stefanic@tera.hr
TERA TEHNOPOLIS Ltd., Osijek, Croatia





I HAVE A GOOD IDEA!

That will not work here

We tried that already

It is not the right time

It can't be done

That's not the way we do it

We are good even without it

It will cost too much

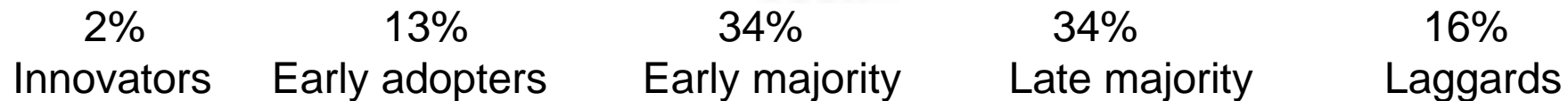
Let's talk about it on our next meeting

Source: Jerold Panas, Linzy & Partners Inc.

Please submit that as a written proposal

The European Union

Recommendation 2006/962/EC on key competences for lifelong learning



Rarely have I seen a situation
where doing less than the other guy
is a good strategy.

*Jimmy Spithill,
America's Cup-winning skipper and helmsman*

The same principle does apply in businesses, while operating
off-capital, you simply have to do more.

Ivan Stefanic

INDUSTRIAL PROPERTY

GEOGRAPHICAL INDICATION & ORIGIN

TOPOGRAPHY OF SEMICONDUCTORS

PATENTS

SOFTWARE CODE, DATABASES, NORMS

TEXTS INCLUDING BUSINESS PLANS, SCIENTIFIC PAPERS, E.MAILS

PICTURES INCLUDING WATERMARKS & COMPUTER GENERATED PICTURES

PROTECTION OF NEW PLANT VARIETIES

INDUSTRIAL DESIGN

FONTS, SPECIAL CHARACTERS & TYPOGRAPHICAL ARRANGEMENTS

SCULPTURES & ARCHITECTURAL WORK

BRANDS

PHOTOGRAPHIES

MUSIC & OTHER AUDIO RECORDINGS INCLUDING COMPILATIONS

FILMS

e-MAIL ADDRESSES

PROFILES ON SOCIAL NETWORKS

COMPANY NAME

TRADEMARKS

PERFORMER'S RIGHTS

PRODUCER'S & PUBLISHER'S RIGHTS

BROADCASTING RIGHTS

INTERNET DOMAINS

RENTER'S RIGHTS

SELLER'S RIGHTS

BUSINESS SECRETS

COPYRIGHTS

RELATED RIGHTS

OTHER INTELLECTUAL PROPERTY

INTELLECTUAL PROPERTY

HUMAN CAPITAL

COMPETENCES

ABILITIES

CREATIVITY

KNOW-HOW

OWNERS & EMPLOYEES CAPACITY TO LEARN

SOCIAL CAPITAL

CORPORATE CULTURE

OTHER PLANS

BUSINESS NETWORK & RELATIONS

STRATEGIC PLANS

BUSINESS ORGANIZATION

Innovations and protected IP are the way
to achieve success
by playing smart, not working long hours.

Ivan Stefanic

Microeconomcs

- Calculate the unit price
- Calculate the depreciation **IP**
- Calculate the VAT and other taxes
- Calculate the gross and net salaries
- Prepare the balance sheet, income statement and cash flow statement
- Prepare the sensitivity analysis
- Calculate the break-even point and profit margin
- Assess if they could afford the given resource
- Calculate the KPI and other success indicators
- ...

Marketing

- Conduct the market research
- Define all the components of the product **IP**
- Decide upon distribution
- Determine the price policy especially in regard to elasticity
- Create and implement the promotional activities
- Identify and analyze the surrogats, complementary and supplementary products
- Create the loyalty program
- Optimize the shelf space
- ...

Other useful skills

- Foreign languages
- Statistics
- Technology **IP**
- Digital competences
- Effective learning
- ...

SUCCESSFUL ENTREPRENEUR

Entrepreneurship

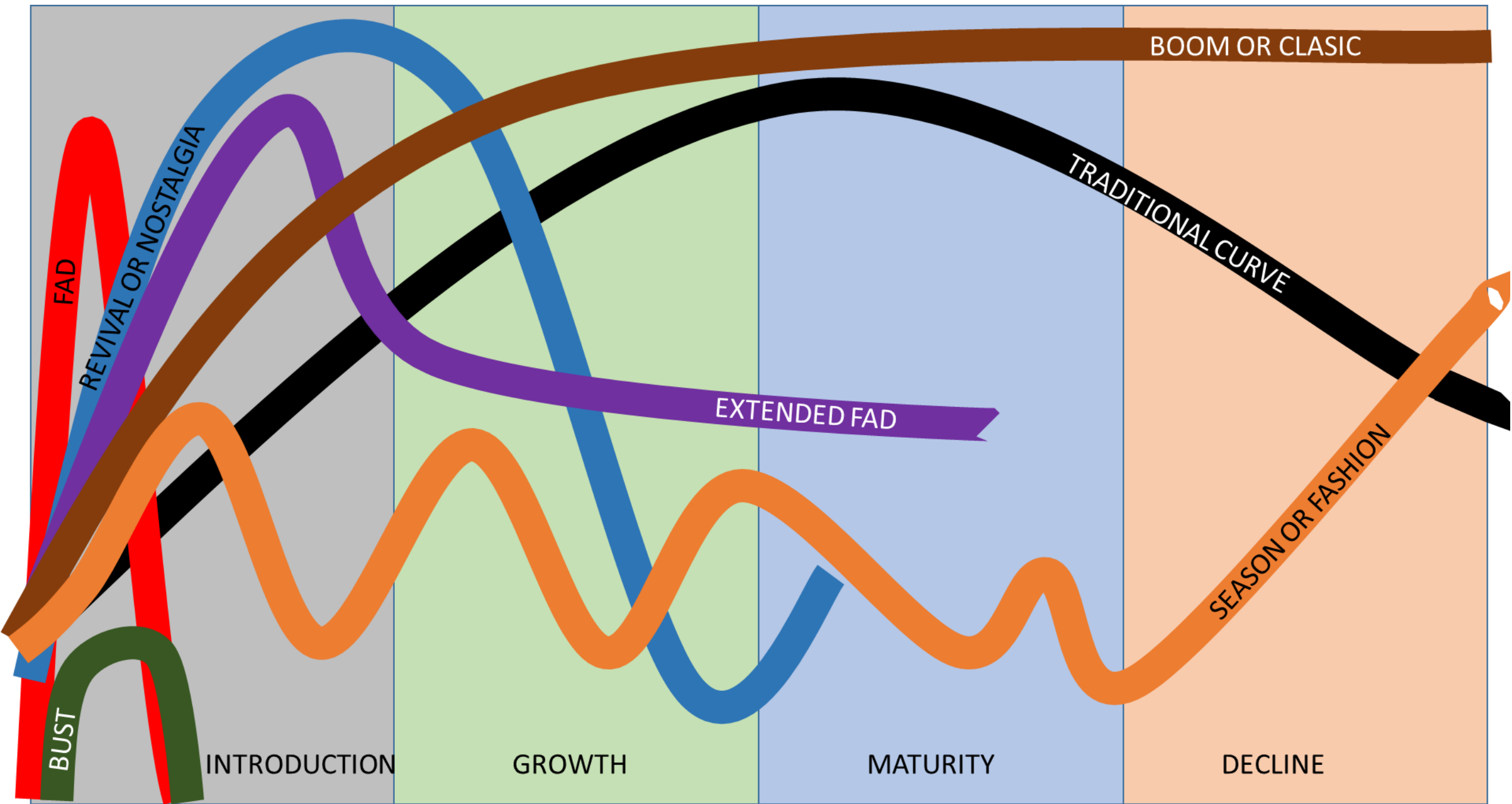
- Recognize the problem which might be a great opportunity at the same time
- Conduct and interpret SWOT analysis
- Generate alternative **IP** solutions and select the most appropriate one
- Select the optimal location
- Select the optimal organization
- Negotiate strategic partnerships **IP**
- Negotiate deals
- Decide about entrance in new sector or territories
- Decide about stopping the business in certain sectors, territories or with certain partners
- ...

Macroeconomics

- Conduct and interpret PESTLE analysis
- Assess trends in national and global economy
- Prepare and interpret the analysis of new technology with special emphasis of possible generic character of given technology **IP**
- Prepare and interpret strategic sector analysis
- Assess the impact of international associations and prepare the action plans accordingly
- ...

Management

- Communicating clearly
- Time management
- Decisioning
- Delegating
- Motivating
- Efficient meetings
- Presenting
- Negotiating **IP**
- Interviewing
- Change management
- Conflict resolution
- Managing stress
- Selection and implementation of quality control systems
- ...





SWOT analiza

SNAGE (STRENGTHS)

1. Ambicija u lojalni se posao proizvodnju proizvoda od najboljih sirovinskih sirovina i dostupnosti aluminijumskih i čelika.
2. Lokalna proizvodnja
3. Namijenjeno veći domaćem tržištu
4. Uvek visok proizvod
5. Otvorenost novih radnih mesta

PRILIKE (OPPORTUNITIES)

1. Nema veće konkurencije u regiji
2. Priloga obnavljanja proizvodnje
3. Velika potražnja zbog zdravstvenih razloga
4. Alternativa vegetarijanima

SLABOSTI (WEAKNESSES)

5. Slaba kvaliteta proizvoda
6. Služe namirnicama zbog kombiniranja ekološke i konvencionalne proizvodnje
7. Nezakonski proizvodnja

PRIJETNJE (THREATS)

8. Vremenski uslovi
9. Nedostatak sirovina
10. Tehničke naprednosti uređaja

SWOT analiza

- Zdravi proizvodi
- Prirodni sastojci
- Slaba konkurencija na domaćem tržištu
- Negostojanje tradicije
- Neiskustvo

O proizvodima

Kupio bih preasne crvene rog paprike, patlidžana i ljutih feferona više sorti. Uzgajao bih ih i onda od njih pravio domaće ljute umake. Ljute umake i Tabasco umak. Cijena ljutog domaćeg ajvara bi bila 29,00 kuna/tegla od 700 grama. Druga stvar su ljuti umaci koji bi bili raspoređeni u tri kategorije po ljutini. Kategorija jedan, normalno ljuti umak (50% hot, Hard), Druga kategorija, jako ljuti umak (120% hot, Very hard), Treća kategorija, najlute feferone (120% hot, Impossible), 4. najvažniji pristup, poznati ljuti umak Tabasco bih nazvao prepoznatljivo Crobasco (Croatia). Također, od prirodnih sastojaka i jeftiniji za ratliku od originalnog Tabasco umaka.

Zaključak:

U posao bih ušao oprezno i ne bi bila velika ulaganja. Ako bi prodaja išla dobro, povećala bi se i proizvodnja. Ne bi uzimao nikakav kredit, uložio bih maksimalno 10 000,00 kuna vlastitih sredstava. U početku bih zaposleni bili samo članovi obitelji. Zemljište na kojem bih uzgajao potrebne kulture je u vlasništvu obitelji. Od druge godine kreće proizvodnja i svake godine trebala bi biti što veća. Najvažniji proizvod Tabasco dolazi tek u četvrtogodišnjem se tri godine papirice moraju fermentirati da bi se dobro prepoznatljiv okus.

Račun dobiti i gubitka

IZNOS -kn po godinama projekta

Stavka	I.	II.	III.	IV.	V.
0	6.150		10.250	24.000	41.750
4.700	4.950		4.600	6.050	7.900
4.500	3.850		4.400	5.750	6.900
0	0		0	6	0
200	200		200	300	1.000
0	0		0	0	0
0	0		0	0	0
0	0		0	0	0
-4.700	2.190		5.650	0	0
100	100		100	17.950	33.850
-4.800	2.090		5.550	100	33.750
0	0		0	0	100
-4.800	2.090		5.550	0	33.750
960	600		1.110	3.570	6.750
-3.840	1.600		4.440	14.280	27.000

O proizvodima (Tehnologija proizvodnje)

- Ljutanje se odlaže od lokalnih
- Ljutanje je potrebno skladiti i
- Nakon salajanja, ljutanje se vrata u
- Uklada ljutanje se miješa u mlije
- Prebacuje se u ratar i dobija se stali
- Svojica se lijeva u staklena clo ambal
- Proizvod se skladiti

PROIZVOD IJE

IZNOS -kn po godinama projekta

Stavka	I.	II.	III.	IV.	V.
0	6.150		10.250	24.000	41.750
4.700	4.950		4.600	6.050	7.900
4.500	3.850		4.400	5.750	6.900
0	0		0	6	0
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960	600		1.110	3.570	6.750
-3.840	1.600		4.440	14.280	27.000



European IP Helpdesk allowed me to assist not only the people who unintentionally infringed other people's IP and people whose IP rights were infringed, but to help even more people, not to infringe IP rights in the first place.

Ivan Stefanic



STRATEŠKE ODREDNICE

1. **Ekološka održivost** - Fokus na smanjenje potrošnje energije, vode i sirovina u svim procesima proizvodnje. Cilj je smanjiti negativan utjecaj na okoliš i povećati pozitivne učinke. Ključni aspekti su korištenje obnovljivih izvora energije, smanjenje otpada i emisija, te povećanje energetske učinkovitosti. Prilikom odabira dobavljača treba uzeti u obzir njihovu ekološku održivost i transparentnost.

2. **Ekonomična održivost** - Fokus na povećanje učinkovitosti poslovanja i smanjenje troškova. Cilj je povećati konkurentnost i profitabilnost kroz optimizaciju procesa, smanjenje troškova i povećanje produktivnosti. Ključni aspekti su korištenje tehnologije, smanjenje troškova i povećanje produktivnosti.

3. **Socijalna održivost** - Fokus na povećanje kvalitete života zaposlenika i zajednice. Cilj je povećati angažman zaposlenika i poboljšati uvjete rada. Ključni aspekti su obrazovanje, razvoj vještina i poboljšanje uvjeta rada.

O PROIZVODU

1. **Ekološka održivost** - Fokus na smanjenje potrošnje energije, vode i sirovina u svim procesima proizvodnje. Cilj je smanjiti negativan utjecaj na okoliš i povećati pozitivne učinke. Ključni aspekti su korištenje obnovljivih izvora energije, smanjenje otpada i emisija, te povećanje energetske učinkovitosti. Prilikom odabira dobavljača treba uzeti u obzir njihovu ekološku održivost i transparentnost.

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SLABOSTI	SNAGE	PRILIKE	PRIJETNJE
<ul style="list-style-type: none">- Niska razina automatizacije- Ovisnost o inozemnim dobavljačima	<ul style="list-style-type: none">- Dobra pozicija na tržištu- Visoka kvaliteta proizvoda- Dobra reputacija- Dobra komunikacija s klijentima	<ul style="list-style-type: none">- Rastuća potražnja za obnovljivom energijom- Dobra pozicija na tržištu- Dobra reputacija- Dobra komunikacija s klijentima	<ul style="list-style-type: none">- Ovisnost o inozemnim dobavljačima- Ovisnost o inozemnim dobavljačima- Ovisnost o inozemnim dobavljačima- Ovisnost o inozemnim dobavljačima



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Tuula
Jusélius

Secto[®]
DESIGN





Secto[®]
DESIGN



- Founded 1995 and produces handmade wooden lights
- 40 employees, 1 full time IPR employee
- 25 models – 35 registered designs – 75 trademarks



- 350 infringement cases since 2014
- About 10 000 infringing e-commerce listings
- +500 000€ expenses since April 2018
- One fifth of expenses recovered



- IPR specialized courts in all member countries
- Harmonizing Copyright Practice across EU
- Closer surveillance by customs on offenders

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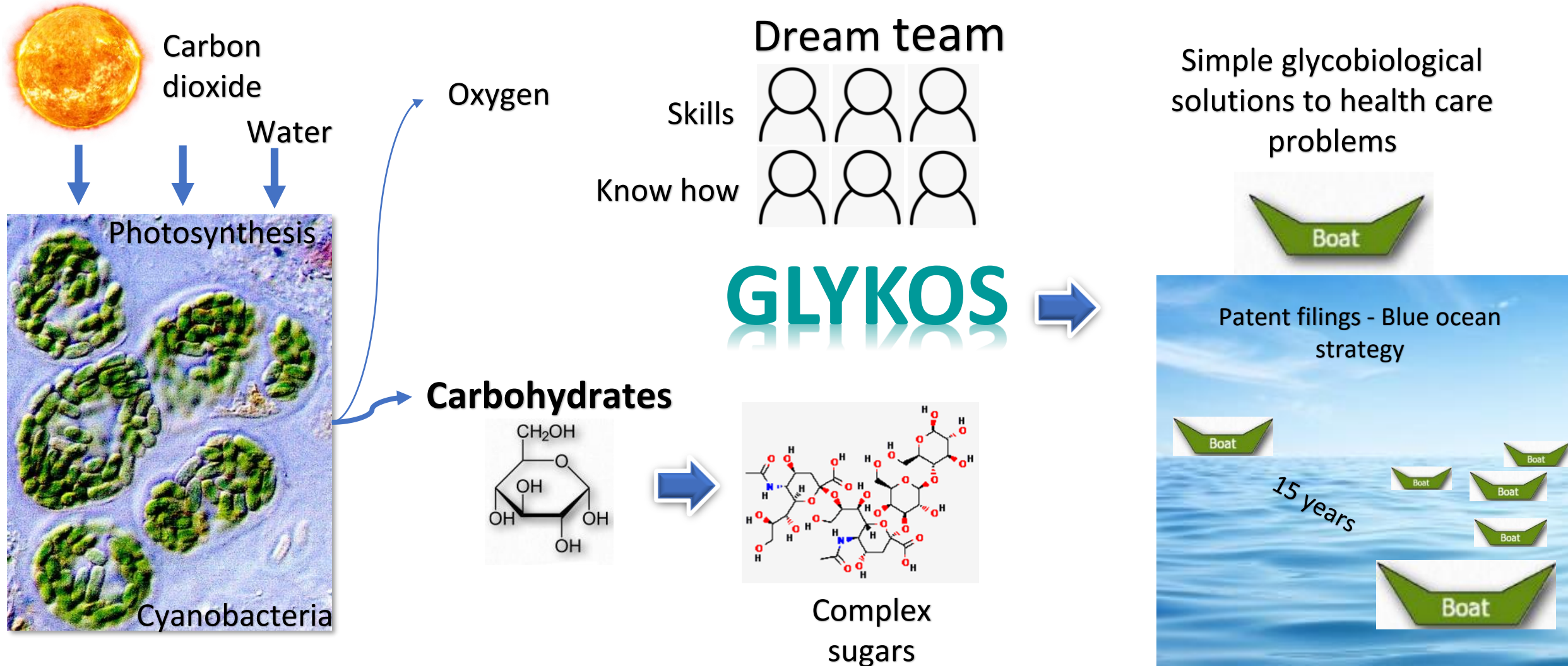
Jukka Hiltunen,

PhD MBA Glykos Finland Ltd
- A glycobiology company -
("γλυκός", sweet)



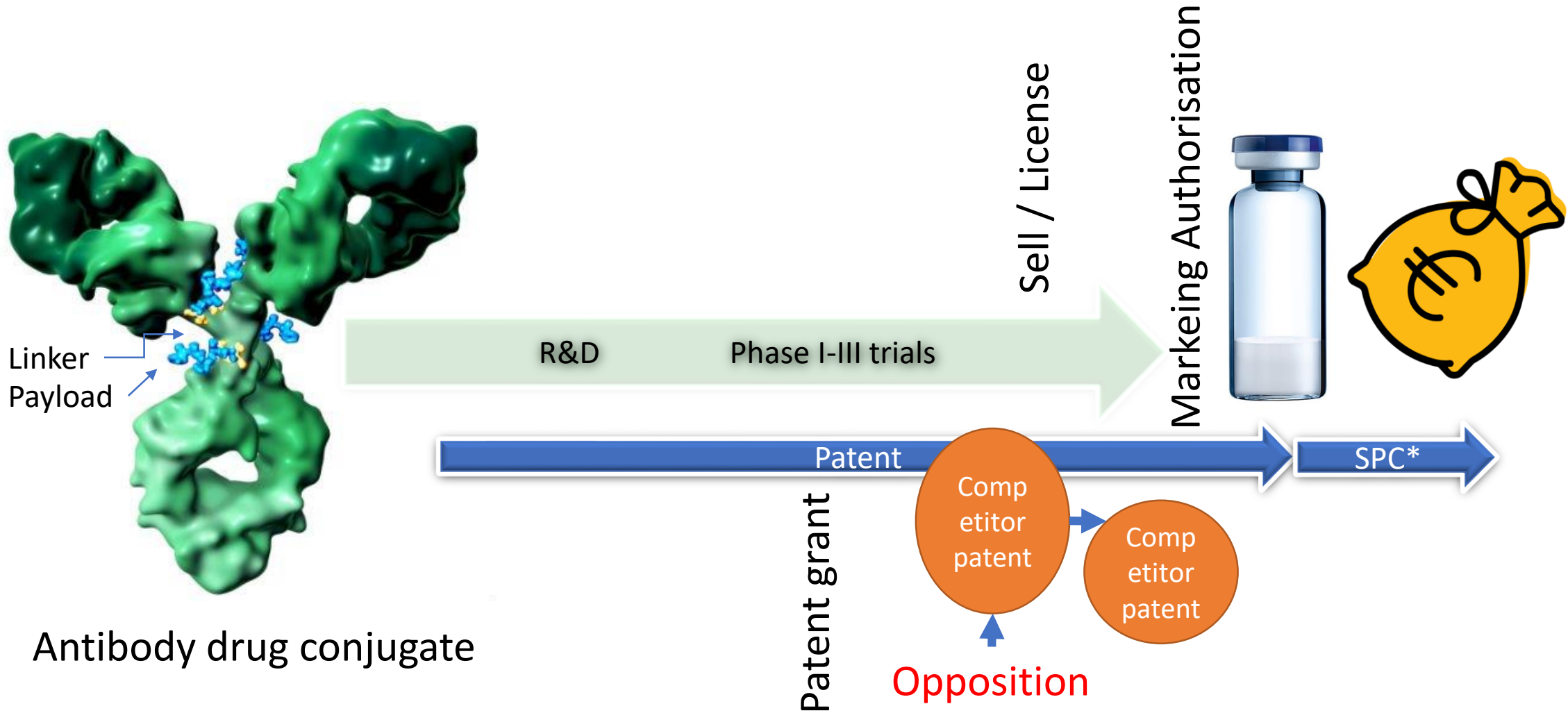


3 billion years of sugars and Glykos





We patent to prevent future copying (licensing; if €€€) and oppose other's patents if needed



*Supplementary protection certificate = Date of grant of Marketing Authorisation - Pat.Appl. Filing date – 5 years ≤ 5 years

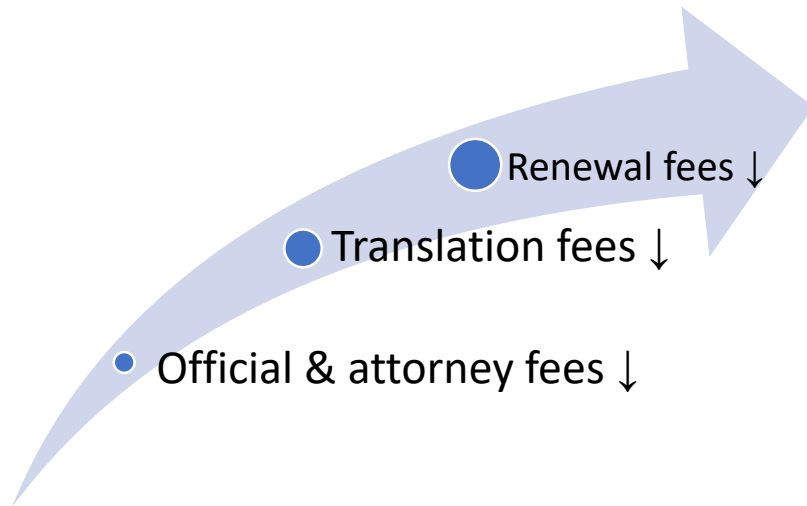
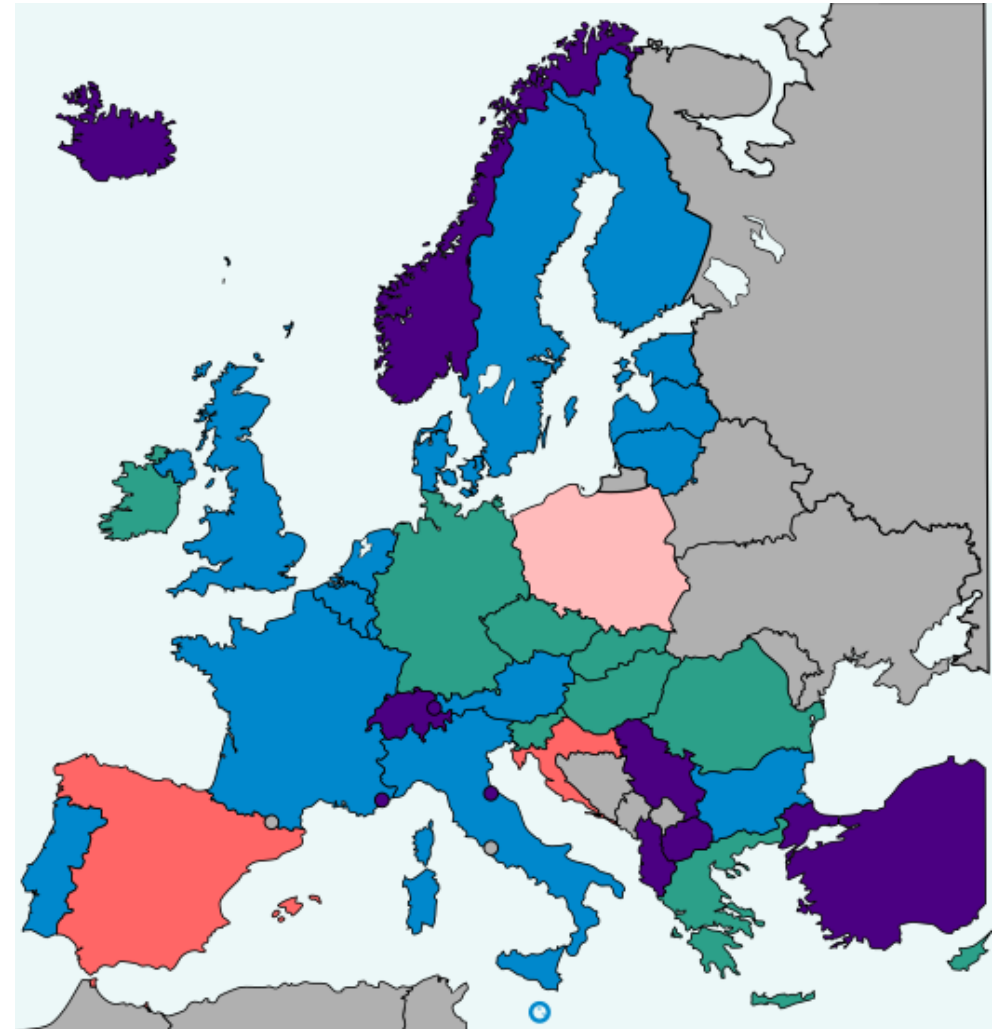
Unified Patent Court and Unitary Patent – I had a dream (on green and blue countries)!



More patents

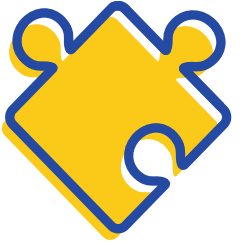


Cost savings



Unitary Patent

DREAMS



- Unified Patent Court & Unitary Patent → Cost savings
Patents ↑
almost EU wide patent court
- Unitary SPC → Harmonised SPC grants
- European Patent Office → High-quality patents



Jukka Hiltunen, Ph.D. MBA

Glykos Finland Ltd

Viikinkaari 6

FI-00790 Helsinki

Finland

Email: jukka.hiltunen@glykos.fi

<https://glykos.fi/>

Finding your way to IP advice



Wawrzyniec Perschke – DG Grow



David Lossignol – INTA



Hughes Dereme – Benelux
Office for Intellectual Property



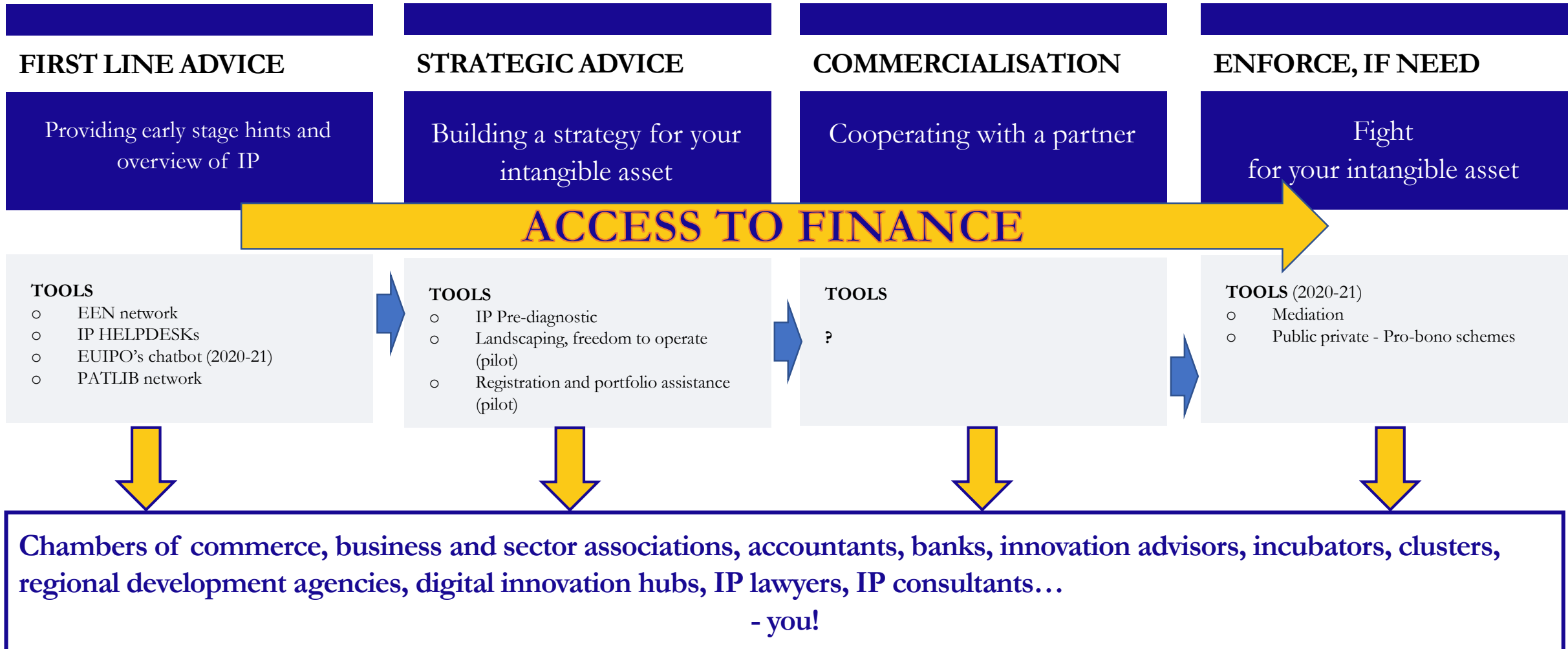
Justyna Ciegotura – Poznan
Technology Transfer Office, Poland



Alessandro Fazio – JRC,
European Commission



IP advice value chain: overview at EU level



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14 November 2019

Justyna Ciegotura

Poznan Technology Transfer Office, Poland



Finding your way to IP advice in Poznan, PL



- Poznan Science and Technology Park – as an example of a „one stop shop” hub for SMEs, academia, inventors and entrepreneurs
- Centrally located in the ecosystem, open to all, not biased

What we offer:

- Consultants and advisors being a „first aid” in IP needs, then facilitating further services if needed
- First tier service is free of charge; EEN IPR Contact Point, Regional Contact Point for H2020 and other
- Preliminary study of market potential, freedom to operate and patent landscape
- Training to all!
- Subscription to Orbit Intelligence

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Who comes to us for advice or service?

- SMEs – not always aware of their IP needs...
- Academia – because market perspective is something new to them...
- Inventors and entrepreneurs – because they rationalize their wallets...
- Local administration, universities, other incubators and BICs – because they need a constant training of their staff, clients, stakeholders

Finding your way to IP advice in Poznan, PL



Who sends them our way?

- „the word of mouth”!
- Local TTO’s and BIC partnering with us
- Local administration: city and region level, both for service and training
- Training for Staff and clients, raising awareness
- Various programs and initiatives:
 - Innovation vouchers from the regional government
 - Fast track – national grant for companies implementing new technologies/products
 - SME Instrument – European impact, IP component, FTO

Innovative, Collaborative, Regional:
**Smart Intellectual
Property for a
competitive Europe**
14 November 2019

Panel Session: ***Finding your way to IP advice***

Presentation by: David Lossignol – President,
International Trademark Association (INTA)

INTA

®



International Trademark Association



INTA is a global association of brand owners and professionals dedicated to supporting trademarks and related IP to foster consumer trust, economic growth, and innovation



Issues covered by the presentation



- **Why Support SMEs?**
- **INTA's Focus on SMEs**
- **2018 INTA Presidential Task Force on SMEs**
- **INTA's Pro Bono Trademark Clearinghouse**
- **Practical recommendations**