



Good practices for making SMEs aware about the increasing importance of IP and enforcement of IPR

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Plan



1. What does Awareness and Good-practice mean in the context of IP ?
2. The IPeuropAWARE approach to develop IP-support
3. Awareness on counterfeiting and enforcement of IP Rights
 - First results from IP-MBA-project



Conclusion

- What are critical success factors for IP-support services

1. Awareness and Good-practice



0 → **Aware** **IP-Practices:** Protect, Manage, Make money, Enforce ... **Perfect**



- EU, Int. organ.
- IPOs (nat. transnat.)
- Intermediaries
- Private consultants
- ...



1. Awareness and Good-practice



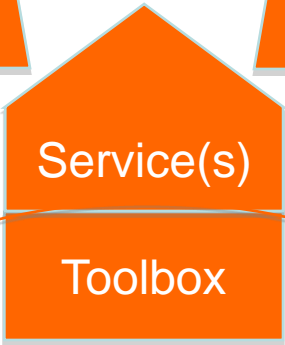
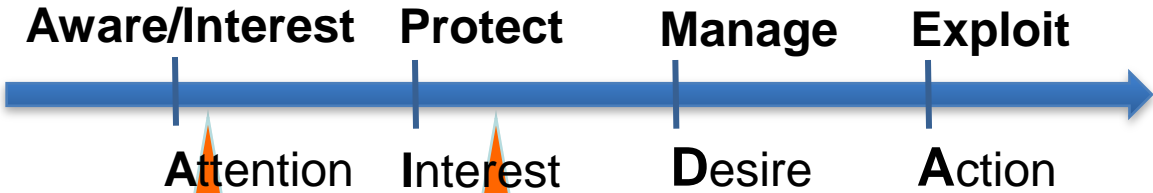
- Good-practice:
 - Quality
 - Objectives/targets
 - Proven efficiency
 - Clear visibility for the users
 - Coordination/Integration with other services (local, EU)



2. The IPeuropAWARE approach



IP-Practices



Other actors

NPOs

Local intermediaries

EEN



2. The IPeuropAWARE approach



- Collaboration with intermediaries :
 - Common promotion activities
 - Transfer of tools from the toolbox
 - Signposting directory



3. Counterfeiting and enforcement



- Conferences on “Counterfeiting and enforcement of IP-rights”
 - Objectives/Expected outcomes:
 - 12 events in Europe
 - Knowledge and experience in organising events on this topic: Plan/”Business-model” → Sustainable action
 - Results:
 - 7 seminars in the first project-year: BG, UK, SE, D, CZ, HU, LU
 - 8 seminars planned in first semester 2009: EE, FI, E, GR, IT, DK, CZ2, MT,
 - 2 other seminars foreseen in 2009/10: RO, A



3. Counterfeiting and enforcement



- Support provided by the IPeuropAWARE project:
 - Orientation for the definition of content
 - Networking/coordination with local EEN-partners
 - Networking/coordination with China IPR Helpdesk
 - Visual identity / Promotion
 - Exchange of expertise (e.g. speakers) and experience:
 - Capitalisation of information
 - Meeting dedicated to exchange between partners after first round of seminars



Conclusions



What are Critical Success Factors for ensuring efficiency in IP-support :

- Coordination and Networking between actors (Local)
- Coordination of services and tools (Local + transnational)
- Quality of services





Thank you for your attention

