



# IPeuropAware tools for SMEs and Multipliers

## The case of Luxembourg

# What have we done ?

- Main actors : Centre Henri Tudor and Luxinnovation
- Diagnostics in pairs (12 SMEs visited)
- AIDA positioning and recommendations
- Use of the toolbox to improve the practices of I.P. in SMEs (2 practical cases – next slides)
- Evidential results in Luxembourg
- Sustainability of the project ?



# Practical case 1

- Manufacture of floor wooding
- AIDA diagnosis on August 2009 :
  - 1 patent registered (floor fixing system)
  - no trademark registered
  - project to develop a new fixing system
- New contact on June 2010 for the registration of a new patent
- Use of the flyers developed in the framework of the project
- Since AIDA diagnosis, name of the company was registered as a trademark. A new IP attorney was designated and a better follow-up of IP rights was initiated



# Practical case 2

- Manufacture of glass furniture, acquired by new shareholders at that time
- AIDA diagnosis on June 2009 :
  - no awareness on I.P. practices
  - no trademark registered
  - innovative designs for its products
  - a major know-how has been developed
  - project to create a new line of glass furniture
- Use of the flyers developed in the framework of the project
- Action since our visit :
  - an I.P. strategy has been implemented
  - corporate trademark + new trademark registered
  - in the future, designs will be also registered
  - collaborators are now aware to this topic



# Sustainability of the project

- The two previous practical cases illustrate the results of the project obtained with SMEs
- Luxinnovation implements, with the support of Centre Henri Tudor, the IP diagnosis based on the AIDA approach in its global personalised support to SMEs
- Wider deployment of project outcomes :
  - online light diagnosis
  - marketing of IP diagnosis with a stronger involvement of Luxembourg professional Chambers
  - if necessary, adaptation/development of new tools dedicated to the needs of Luxembourg companies



Thank you for your attention

Questions ?

Luxinnovation

Dr. Frédéric Melchior

 : frederic.melchior@luxinnovation.lu