



Opening remarks

IPeuropAware final event

9th February 2011 Brussels

Agnieszka Turynska, University of Alicante

IPeuropAware – some facts

- “IPeuropAware” is financed by the CIP Programme, DG Enterprise and Industry of the EC
- Duration November 2007 – February 2011
- Coordinator: University of Alicante
- 28 partners of which 19 are national intellectual property offices
- One of the main objectives was to encourage SMEs to integrate IP in their business planning, improve their IP protection, their enforcement of IPR and their ability to fight counterfeiting
- The main target groups -innovative SMEs and their intermediaries



Challenges (1)



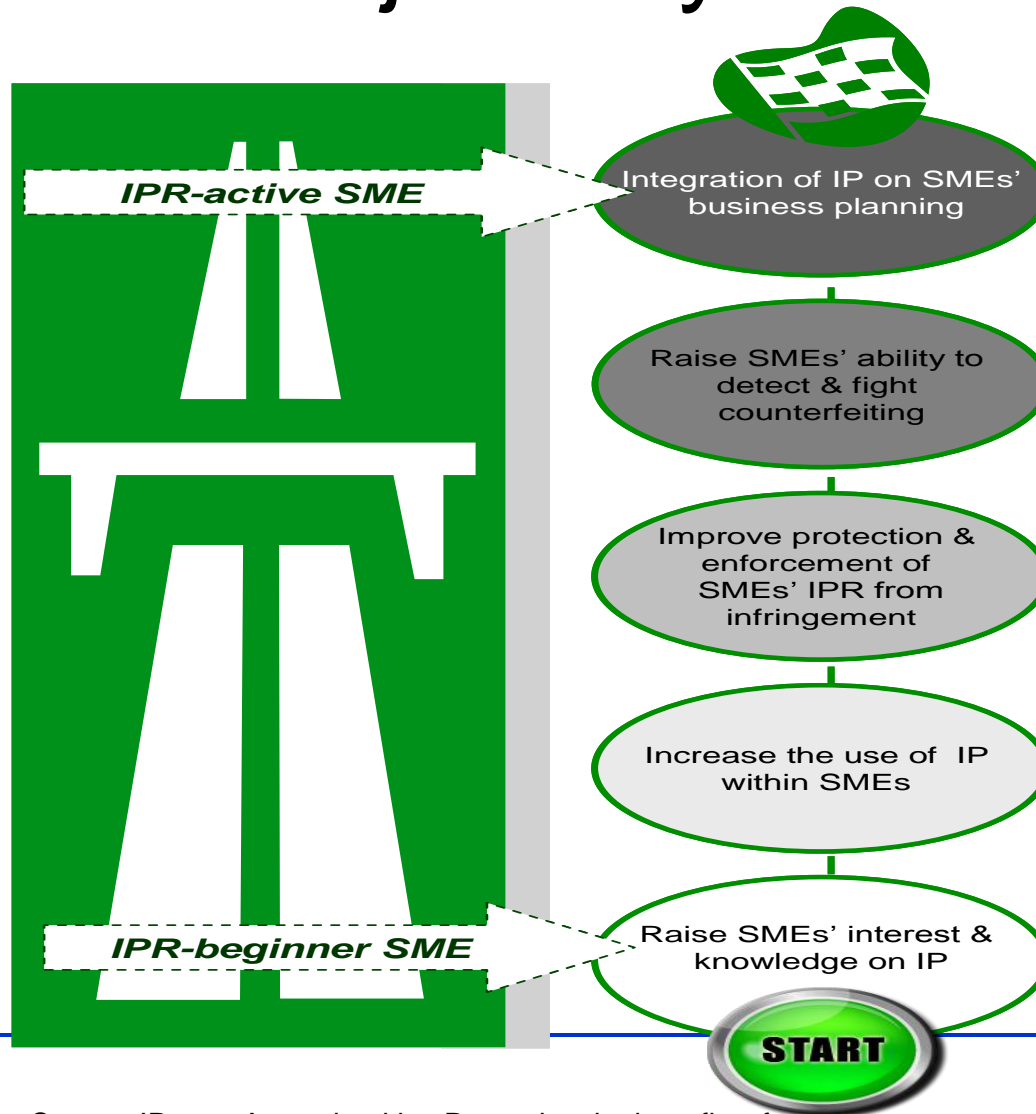
Main issues/problems	Areas of improvement
Lack of information for SMEs on IP issues / low awareness of IP	<ul style="list-style-type: none">- <u>At policy level</u>: national strategies for SME awareness and support on IP rights usage and enforcement at EU and local levels- <u>At operational level</u>: user-friendly, centralized and easily-accessible information and assistance about IP should be made available to SMEs.
Lack of a « standardized » IPR helpdesk service throughout Europe	A network of national contact points (helpdesks) for European SMEs and their advisors providing first-line support in IP and enforcement issues in a homogeneous and standardized manner

Challenges (2)



Main issues/problems	Areas of improvement
Disperse information on IP service providers	Increased cooperation between national IP offices and SMEs intermediaries
Limited knowledge/ skills of intermediaries on IPR issues	Develop policy actions aimed at ensuring that intermediaries are well trained and have the right knowledge/information

The journey of IP



Project Conclusion Paper



IP Awareness and Enforcement: Modular Based Actions for SMEs

Promoting the benefits of greater
knowledge and effective management
of IP in European SMEs & Intermediaries



The IPeuropAware project is managed by the European Commission's Executive Agency for Competitiveness and Innovation (EACI) in close cooperation with the European Commission's Enterprise & Industry Directorate-General

"Promoting the benefits of greater knowledge and effective management of IP in European SMEs & intermediaries" - IPeuropAware's conclusion paper

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IPeuropAware: IP Awareness and Enforcement Project:

Module Based Actions For SMEs Support for Innovation,
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Introduction to the IPR sectoral Guides

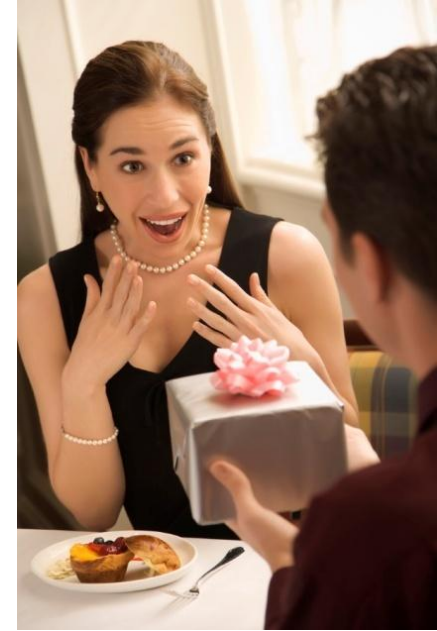
for Textiles and Clothing, Leather, Footwear
and Furniture Industries

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IPR Sectoral Guides

- 4 Guides – Textiles and Cloting, Footwear, Leather and Furnitnure Industry
- For the use of enterprises, particularly SMEs
- Covering countries like Bulgaria, the Czech Republic, France, Germany, Greece, Hungary, Lithuania, Italy, Poland, Portugal, Romania, Spain and the United Kingdom, but also USA, India, China and Russia
- Available in 13 languages free of charge



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Subcontractors :

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- 3) CITEVE – Technological Centre for the Textile and Clothing Industries of Portugal
- 4) Subcontracted experts: Mrs. Vilma Misiukoniene and Dr. Roya Ghafele

Main activities performed

- Analysis of the needs and bottlenecks
- Development of the Guides backbone
- Analysis of the usefulness of the Guides with the proposed backbone
- Guides drafting and revision
- Translation and Printing
- Dissemination through awareness-raising seminars





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And visit our website

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Thank you for your attention!!