



IPeuropAware recommendations for the future

Towards improved IP Support Services for European SMEs

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Challenges & Achievements (1)

Challenges	Achievements
Lack of information for SMEs on IP issues / low awareness of IP	<ul style="list-style-type: none">• InnovAccess website• IP Toolbox, containing more than 60 tools (brochures, links to databases, manuals, training material, etc) for SMEs and intermediaries• Approximately 300 awareness actions involving more than 3000 participants

Challenges & Achievements (2)

Challenges	Achievements
<p>Lack of a « standardized » IPR helpdesk service throughout Europe</p>	<ul style="list-style-type: none">• A common set of standard services for national IP office helpdesks• Quantitative & qualitative improvements:<ul style="list-style-type: none">– 74 new services have been implemented.– An analysis reveals that 50% of the national IP office partners improved their services related to enforcement issues.• Strengthened relations and increased networking among national IP offices

Challenges & Achievements (3)

Challenge	Achievements
Disperse information on IP service providers	<ul style="list-style-type: none">• New national collaboration schemes with intermediaries have been developed• 40 seminars jointly organised by national IP offices and intermediaries.• Increased role of national IP offices in enforcement issues<ul style="list-style-type: none">– 250 staff trained in 12 countries



Challenges & Achievements (4)

Challenge	Achievements
Limited knowledge/ skills of intermediaries on IPR issues	Improvement of the knowledge and skills of intermediaries through; <ul data-bbox="832 729 1213 943" style="list-style-type: none">• publications• training• pilot actions



Recommendations (1)

Main issue	Topic
Provision of information for SMEs on IP / low awareness of IP	<ul style="list-style-type: none">• InnovAccess website to be more focused on business development with attractive graphic style• IP Toolbox should be more actively promoted to intermediaries and new tools should be added.



Recommendations(2)

Main issue	Topic
IPR helpdesk service throughout Europe, involving national IP offices	<ul style="list-style-type: none">• An expanded common set of standard services for national IP office helpdesks to be accompanied by a joint training of staff• Expand the Enforcement FAQ• Develop improved SME support services, also within the area of enforcement.• Develop support services in collaboration with key players in IP and intermediaries.• Stronger relations between the national IP helpdesks.• Devise national action plans on service development to ensure that EU wide targets are met





Recommendations(3)

Main issue	Topic
Disperse information on IP service providers	<ul style="list-style-type: none">• Collaboration with the most important key players in IP in Europe; EPO, OHIM, WIPO, IPR Helpdesk, IPR SME China Helpdesk• Collaboration with the most important intermediaries targeting innovative SMEs in Europe; Enterprise Europe Network, European Chamber of Commerce, European Business & Innovation Centre Network



Recommendations(4)

Main issue	Topic
Links with IPR enforcement agencies	<ul style="list-style-type: none">• NPOs should play an important role as service provider• NPOs should encourage zero tolerance to countefeiting and piracy• Establish cooperation fora with public and private actors• Define boundaries with other actors • Conduct peer reviews of NPO services for SMEs• Joint training between NPOs to ensure common understanding of IPR enforcement service development• Encourage cooperation with enforcement agencies on practical level through enforcement FAQ and organisation of joint seminars/conferences.• An Enforcement Expert Group should continue as advisory board• Update guides and expand geography to all EU countries• Promote guides among enforcement agencies



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Thank you for your attention!!

