



Final Event

Capacity building: Developing a Network of national IP Offices' Helpdesks

Hubert Rothe, German Patent and Trademark Office
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IPeuropAware



competitiveness and innovation
framework programme
2007-2013



German Patent
and Trade Mark Office

IPeuropAware tools for SMEs and multipliers: How you can exploit them



**Developing a Network of
national IP Offices' Helpdesks,
an efficient tool
to answer IP queries**



Which national Intellectual Property Offices are involved?

- Austria
- Bulgaria
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Italy
- Luxembourg
- Malta
- Poland
- Portugal
- Romania
- Spain
- Sweden
- Turkey
- United Kingdom



Network of Helpdesks - IMPACT

Improvements

1. Harmonisation of helpdesk services throughout Europe
2. Quantitative & qualitative improvement of the service offer within national IP Offices
3. Co-operation & Networking between IP Offices' Helpdesks



Network of Helpdesks - IMPACT

Capacity
building actions

1. Agreed Common Set of standard helpdesk services
2. Training for helpdesk staff
3. FAQ Database on enforcement issues
4. Signposting Directory
5. Network of IP Offices' Helpdesks



Network of Helpdesks - IMPACT

Harmonisation of helpdesk services throughout Europe I

- Assessment of the Status quo (SWOT analysis)
- Common targets: „Common set of standard services“
- Service implementation plan
- Gap analysis considering existing IP helpdesk services for SMEs and the demand side for SME support services.
- Agreed standards for each type and level of IP helpdesk service based on existing models of good practice in the field of IP for SMEs.
- Each Office has a “road map” for implementing agreed IP helpdesk standards.



Network of Helpdesks - IMPACT

Harmonisation of helpdesk services throughout Europe II

Common targets:
**„Common set
of standard
IP helpdesk
Services“**

- Provision of services related to various IP rights
- Information on IP examination and registration procedures
- Responding to enquiries with information such as fact sheets
- Providing access to databases, including the IP register
- Guidance in using databases and e-services
- Signposting to other service providers and specialists in IPR issues
- Information on enforcement issues
- Making customers aware of informal intellectual property (IP) protection options.



Network of Helpdesks - IMPACT

Quantitative & qualitative improvement of the service offer within national IP Offices I

Training for
helpdesk staff

- Skills development and enhancement of professionalism for helpdesk staff
- Risen awareness for the enforcement issue at national helpdesks
- “Enforcement Ambassadors” established in 12 national IP Offices
- Knowledge transfer and best practice exchange among national helpdesks



Network of Helpdesks - IMPACT

Quantitative & qualitative improvement of the service offer within national IP Offices II

Creation of an Enforcement FAQ

- User friendly
- SME perspective
- No legal advice

- Enhanced the capacity of helpdesks for information on enforcement of IP for SMEs
- Ensured that helpdesk staff has the right and up to date information on basic enforcement issues for European SMEs in a homogeneous and standardised manner
- Facilitates replies to questions related to foreign procedures



Network of Helpdesks - IMPACT

Co-operation & Networking between IP Offices' Helpdesks I

Enforcement FAQ

- Identification and selection of FAQ structure with assistance of the Enforcement Expert Group
- Joint development of the basic version of the FAQ
- Joint approach to update and expand the enforcement FAQ
- Works as a expanded knowledge base for national helpdesks



Network of Helpdesks - IMPACT

Co-operation & Networking between IP Offices' Helpdesks II

Signposting

- More and improved linking to other national IP Offices' helpdesks
- Facilitates
 - replies to questions related to foreign procedures and
 - the forwarding of questions to the appropriate foreign national IP helpdesk
- Enhances the capacity of helpdesks to network efficiently
- Works as a expanded knowledge base for national helpdesks



Network of Helpdesks - IMPACT

Co-operation & Networking between IP Offices' Helpdesks III

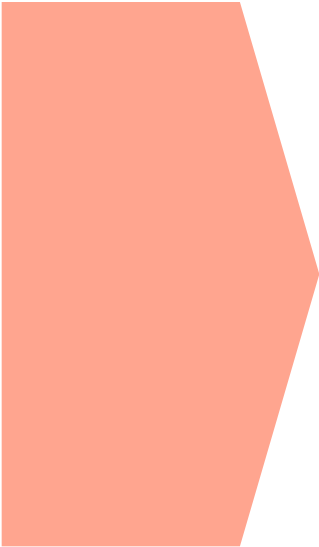
Identified
co-operation
fields
for the future

1. Exchange of experience, good practices and information
2. Enhance knowledge management systems
3. Joint trainings for helpdesk staff
4. Harmonisation of helpdesk services
5. Monitoring of SMEs' needs concerning IPR helpdesk services
6. Collaboration with national and local intermediaries
7. Joint promotion and marketing



Network of Helpdesks - Summary

With the network of national IP Offices' helpdesks we are able:

- 
- To better meet SMEs demands in the field of IPR**
 - To enhance the quality of national IP offices' helpdesks**
 - To exchange good practices and learn from each other**
 - To create synergy effects where possible**



innovation/creativity
co-operation



For more information,
please contact:

ipeuropaware@ua.es

And visit our website

www.ipeuropaware.eu

Thank you for your attention!



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