

## VIP4SME helps companies to find a right way for their IP business

Small and medium-sized enterprises (SMEs) are facing barriers in leveraging their economic strength based on intellectual property (IP) by investment in new technologies and innovative products. In order to choose the most effective protection strategy for their intellectual assets companies need to have a good level of knowledge regarding the ways of protecting their innovations, benefits deriving from it and necessary processes. Lack of information and scarcity of support measures related to IP management is a break on SMEs contribution to technology lead growth.

This is why the main goal of the new HORIZON2020 project „Value Intellectual Property for SMEs“ (VIP4SME) funded by the European Commission is to sustainably support SMEs in their intellectually based business. VIP4SME helps companies to recognize the value of the intellectual property they create and own. Objective is to assist SMEs to define strategies and management practices allowing them to better use and commercialise intellectual assets. From a general point of view the project contributes to European tentatives to increase innovation capacity in SMEs and thus consequently boost their competitiveness.

The project brings valuable practical outputs for enhancing companies' expertise in intellectual property. The IP ToolBox as a set of various practical tools brings solutions for better management and exploitation of innovative capital. By the practical implementation of high value trainings and services companies gain unique skills and abilities in IP practice. The dissemination of information on the business use of intellectual assets, national and local events addressed to SMEs, specific publications helps companies to learn more on intellectual property. For information-spreading purposes a very known European portal "[www.innovaccess.eu](http://www.innovaccess.eu)" is used, originally developed as an European network of National Intellectual Property Offices which today serves as a VIP4SME project website. VIP4SME thus continues the European tradition of building an IP-conscious environment.

### CONTACTS

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## NOTES TO EDITORS

1. **Project VIP4SME** – Value Intellectual Property for SMEs – is a Programme HORIZON2020 Innovation action project. Its main goal is to sustainably enhance Intellectual Property support services to SMEs in order to allow them to understand the value of their intellectual capital and to help them to better turn this asset into commercial values and competitiveness. Project coordinator: Fraunhofer-Gesellschaft (Germany). Project consortium: Institutions dealing with IP and business support from 30 countries of the EU, Asia and Africa. Project's duration: 12/2015 – 12/2019 (48 months). Project website: [www.innovaccess.eu](http://www.innovaccess.eu)
2. **HORIZON2020** – The EU Framework Programme for Research and Innovation. H2020 is the financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation. Programme website: [ec.europa.eu/programmes/horizon2020](http://ec.europa.eu/programmes/horizon2020)

