

Newsletter Nr. 8 - December 2018

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VIP4SME project - newsletter n° 9 - December 2018



Dear Partners,

In this newsletter you will find:

- 1) What did we achieve? Focus on Events & activities;
- 2) Trainings
- 3) Communication.

We hope you enjoy reading it!

What did we achieve?

Focus on: EVENTS & ACTIVITIES

VIP4SME's project partners are working hard to spread knowledge on the importance of IP protection and exploitation of IP Tools among Small and medium enterprises throughout Europe.

Here are some selected initiatives carried out during 2018:

Fraunhofer is a panel member of Patente_Kongress in Munich, responsible for the annual IP management award. This year a special issue on digital IP strategies has been introduced. Digital SME's and start-ups are key players in the digital transformation process of European economy. During the Congress Fraunhofer invited three SMEs to share their best practices on IP management: IDnow GmbH for Digital Transactions, ID QUANTIQUE SA for Security and Tacterion GmmbH for Advanced HMI.

This was the occasion to promote VIP4SME's services (by distributing leaflets) and offer of IP toolbox and meetings with several SMEs of interest.





Norwegian industrial property office (NIPO) collaborated with Norway's largest business bank DNB for their annual event DNB NEXT which took place in September during Oslo Innovation Week.

The DNB NEXT is well-known as a great meeting place for investors and entrepreneurs and was visited by more than 1000 participants.

NIPO contributed to DNB NEXT with an IPR Helpdesk that offered visitors free guidance on how to use a variety of IP tools and answered questions about patents, trademarks and design specifically related to the visitor's needs.



Hellenic Industrial Property Organisation (OBI) coordinated various Infodays and workshops events in Greece to present IP toolkit for SMEs, illustrate hacks and common pitfalls, IP commercialisation, creating strategic business advantages from IP, SME case study, filing IP request at the EPO, Understanding and analyzing patent claims the Enterprise Europe Network and its services, Benefits of Unitary Patent, VIP4SME's project and more.

Many other news from 3rd Steering Committee in Bordeaux coming...

Focus on: TRAININGS

VIP4SME trainings- status quo and future outlooks

Trainings and tools are vital parts of VIP4SME project as they constantly support partners and intermediaries in their effort to deliver 1-1 actions and other IPR support services.

In May 2018 TDC Lab with Fraunhofer carried out **survey and analysis** among the partners to better understand how partners choose to use the Toolbox and what are the most important needs for trainings.

According to the survey, the partners were satisfied with most of the content of the Toolbox.

They most often used tools as ESPACENET guide and IP Score material provided by EPO and different tools provided by Scottish Enterprise, IP Prediagnosis and IP Prediagnosis Light by French Patent Office. Other tools were used rarely.

Most often partners are using 1:1 personal trainings and descriptive files for trainings. Most wanted training carriers are videos and case-studies.

Trainings and training materials most needed for the tools were for IP Prediagnostic Light and IP Prediagnosis tools, also Scottish Enterprise tools (5 different tools in a common set) and trainings related to trade secrets and IP evaluation.

Trainings and training materials most needed for the tools were for IP Prediagnostic Light and IP Prediagnosis tools, also Scottish Enterprise tools (5 different tools in a common set) and trainings related to trade secrets and IP valuation. Taking into account the partners' needs WP1 has decided to develop further trainings materials on trade secrets and renew the materials for IP Prediagnostic Light and Scottish Enterprise tools.

Furthermore, hand-on auditorium trainings will be carried out after the Steering Committee no 3, on 29.11.18 in Bordeaux.

Topics covered will be the following:

- IP Prediagnostic Light and IP Prediagnosis Tool
- Semantic Search
- Intellectual Assets Audit and Intellectual Assets Register and Risk Register
- IP Valuation using ISO 10668 and DIN 77100 Standards

All VIP4SME partners and interested third parties are welcome to register in the following address

<https://umfrage.iao.fraunhofer.de/index.php/136838?lang=en>

Focus on: COMMUNICATION

1) Website www.innovaccess.eu :

The website is constantly updated with news of events and initiatives from partners

2) Social media channels:

A new video was added to the VIP4SME'S Youtube channel:

1:1 IPR actions carried out during German Patent and Trademark Office promotional week got on Television SWR

<https://www.youtube.com/channel/UCi2W5die4EYdOTvpCNvVnDQ>

More info on the event on our Twitter Account

<https://twitter.com/VIP4SMEproject>

And on our Innovaccess portal: <http://www.innovaccess.eu/vip4smeproject-promoted-german-tv-swr-fernsehen>

3) A special request to the partners

1. Please **do not forget to upload news and events** (especially WP2 events!) **on our website** <http://www.innovaccess.eu/>
2. We would like to kindly invite you to **share (at least by a „like“ by you and/or your institution) the VIP4SME social networks profile / or post news:**

<https://www.facebook.com/VIP4SMEproject>

<https://twitter.com/VIP4SMEproject>



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Dear Partners, you are receiving this mail because you are part of the VIP4SME Project

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