



Rigorous empirical
research on
intellectual property

4iP Council's experience in supporting IP Teaching

12th Anniversary **EIPTN** Conference 2020

Axel Ferrazzini
Managing Director



Overview

- Empirical third party research on IPR & innovation
- Represents leading inventors & innovators in Europe
- Research is multi-industry and cross sector
- Works with academia, policy makers and regulators to facilitate deeper understanding
- Commissions robust empirical independent research on topics related to intellectual property



4iP Council [Network](#) & [Advisory Committee](#)

Intellectual property is everywhere

Are **students** knowledgeable enough in intellectual property rights (IPRs)?

Are **entrepreneurs** ready to leverage IPRs to yield positive results?

Are existing **SMEs** understanding the benefits of IPRs?

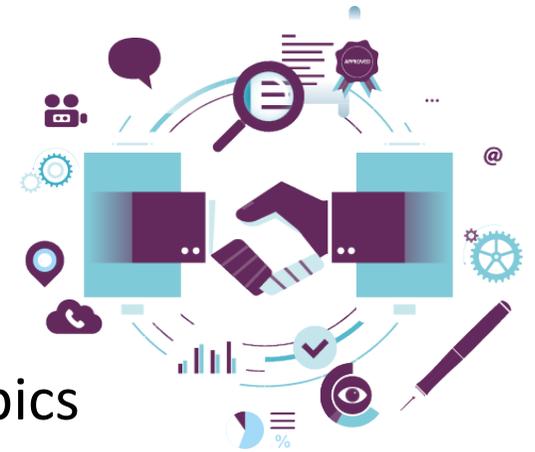
Are **Professors** fully equipped to raise awareness on IPRs?

- **Everybody** should be able to leverage intellectual property rights
- **All sectors and industries** are subject to intellectual property rights
- **Everybody** talks about innovation, new technologies, disruptive services/products

4iP Council creates a diverse set of tools to help everybody to understand and choose the use of IPRs to bear fruit

How to pick the right information?

- **No need** to reinvent the wheel
- **Strong collaboration** with key stakeholders
- **4iP commissions research papers** proactively to renowned academics to enrich teaching materials
- Organization of **monthly webinars** to continuously cover new topics
- To be as concrete as possible, **4iP collaborates with:**
 - **Universities and Professors** and industry representatives to explain the roles of IPRs to students
 - **Key stakeholders** of the IP ecosystem to bring the most comprehensive content to entrepreneurs, start-ups and SMEs
 - **Teachers** to present IP business case studies
 - **Events organisers** to explain the what, why, how of IPRs



Using colourful graphics, infographics, case studies

Yearly 4iP Research Award open to LL.M and PhD students



What is intellectual property and which types do I need?



Why should I care about intellectual property?



How do I use intellectual property to grow my business?



- PATENTS
- COPYRIGHTS
- DESIGNS
- TRADEMARKS
- TRADE SECRETS

Interactive guides to simplify complex topics

4 REASONS TO PATENT

- 1 - MARKET ACCESS
- 2 - NEGOTIATING
- 3 - FUNDING
- 4 - STRATEGIC VALUE

Explore how patents add value with our **interactive guide**.

4 REASONS 4 COPYRIGHT

- 1 - COMPETITIVE EDGE
- 2 - REPUTATION
- 3 - COLLABORATION
- 4 - FUNDING

Explore the benefits of copyright with our **interactive guide**.



1 - MARKET ACCESS

Leverage and develop results

2 - NEGOTIATING

Sit at standards development table; enable price negotiation and further protection

3 - FUNDING

Manage firm to operate, reduce the of infringing the rights of others

Patents are can enable joint-develop the creation companies adjust any balance of

4 - STRATEGIC VALUE

Build an in-house innovation mindset with recognition and reward for inventors and make your company attractive for top talents

Improve your competitive edge

Capture the value of strategic R&D investments

Become a valuable partner to important actors in setting up collaborative R&D and technology development efforts

1 - COMPETITIVE EDGE

Enjoy I
Decide
works
broadi
to aut
captur
and eff

2 - REPUTATION

Enhance
creativ
on the
value o
copyri

3 - COLLABORATION

The lon
copyri
for the
works a

4 - FUNDING

Enhance company value to investors

Attract venture capital

Secure credit for business development

Gain access to public funds and support schemes for innovative SMEs

Interactive guides to simplify complex topics

4 REASONS 4 DESIGN RIGHTS



- 1 - EXCLUSIVITY
- 2 - COMMERCIALISATION
- 3 - REPUTATION
- 4 - VALUE

Explore the benefits of design rights with our [interactive guide](#).

4 REASONS 4 TRADEMARKS



- 1 - DIFFERENTIATION
- 2 - PROTECTION
- 3 - REPUTATION
- 4 - REVENUE

Explore the benefits of trademarks with our [interactive guide](#).



1 - EXCLUSIVITY

2 - COMMERCIALISATION

3 - REPUTATION

4 - VALUE

- Increase possibilities for return-on-investment
- Lower investment risk by leveraging the exclusivity of protected designs
- Enhance company value to investors
- Attract venture capital
- Secure credit for business development
- Gain access to public funds and support schemes for innovative SMEs



1 - DIFFERENTIATION

2 - PROTECTION

3 - REPUTATION

4 - REVENUE

- Leverage trademarks as a basis for successful business partnerships and collaboration such as franchise agreements
- Generate revenue by licensing your trademark/s to business partners
- Increase your growth by capitalising a good trademark registration strategy
- Attract investors based on a strong and reliable brand image



Attract & exemplify: case studies & illustrations

	PATENTS	COPYRIGHTS	DESIGNS*	TRADEMARKS	TRADE SECRETS
What do they protect?	An invention: a new and innovative way of doing something, or solving a technical problem See also: Here Here Here	A work: an original intellectual creation See also: Here Here Here	A new and original visual appearance of a product See also: Here Here Here	Distinctive signs that identify brands of products/services	Any type of useful information for business that is secret and kept confidential See also: Here Here
Examples of what is protected	Inventive products and processes in all lines of business For examples of successful inventions by SMEs see Here	Audio-visual works, pictures, graphics, architecture, databases, software, designs, literature, novels, poems, plays, music and video, dramatic works	Packages, containers, furnishings, graphic symbols, computer icons, type, graphical user interface and maps More on designs Here	Words, personal names, designs, letters, numerals, colours.	Any confidential information: business methods, customer
How are my rights protected?	Prevents unauthorised making, using or selling of the patented invention	Prevents the work being (without authorisation) copied, published, distributed or made available online Protects the integrity and attribution of the work Related rights: Public performance and display of the © work See also Here	Prevents unauthorised an identical or similar appearance for the sale of goods or services See also Here		

For students, entrepreneurs, Incubators, SMEs...

	PATENTS	COPYRIGHTS	DESIGNS*	TRADEMARKS	TRADE SECRETS
How long is my innovation protected?	Up to 20 years	Lifetime of the author +50 to 70 years after death (depending on the country)	Up to 25 years for registered designs	Indefinitely, subject to use in commerce and renewals	Indefinitely, provided it is not revealed
Do I have to register it?	Yes, filing an application to a patent office is required More on patent applications in: EPO EPO DPMA (DE) INPI (FR) UK IPO (UK)	No, copyright protection arises automatically with its creation See also Here	No, but it is highly advisable: Unregistered designs are protected only from unauthorised copying and they have shorter term of protection (up to 3 years versus up to 25) More info in: EU IPR Helpdesk EUIPO	Yes. Three routes to registration: National protection: GERMANY FRANCE UK EU-wide protection: EUIPO International protection: WIPO Madrid System	No
How long does it take?	3 to 5 years	n/a	3 to 12 months, depending on the country	3 to 24 months, depending on the country	n/a
How much does it cost?	Medium to high (from 6000€)	If registered: low (from 15€)	Low to medium (500€)	Medium (1000€)	Nothing
How do I start?	IPR Guide in Europe Patent Basics	IPR Guide in Europe Understanding Copyright and Related Rights	Design Basics Designs	Trademark Protection in the EU Trademarks Basics	Trade Secrets in the EU How to manage confidential business information

A broad diversity of IPRs strategies



Each leaf comes with:

- Illustrations
- Case studies
- Examples

The [online interactive guide](#) gives case scenarios and further details for each leaf

Join our *growing number* of
Ecosystem Partners to help
support IP teaching even better!

<https://www.4ipcouncil.com/network/ecosystem-partners>

To receive the latest information, [subscribe here](#)

Thank you!

axel@4ipcouncil.com



@4iPCouncil



4iPCouncil