



**IDEAS
MATTER.**

SCIENCE | BUSINESS

SMALL COMPANIES, BIG IDEAS:

How intellectual property helps SMEs grow



In early 2014, Science | Business interviewed some of Europe's hottest tech start-ups about their experience with IP management. We analysed the results on 4 March at the European Parliament.

This project was made possible by Ideas Matter, a consortium of organisations that promotes awareness of the value of innovation to society and to the economy, and the role that IP plays to realise that value.

A dinner discussion was hosted by Member of the European Parliament, Maria da Graça Carvalho, at the European Parliament on the 4th of March, 2014. The views expressed are entirely those of the individuals quoted, and do not necessarily reflect those of the sponsors or of Science|Business. Further comment is welcome at: www.sciencebusiness.net

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Small companies, big ideas

Dynamic small companies are a key to driving economic growth; that much we all know. But what helps those companies grow? For a technology-based company, one answer is obvious: The ideas on which they found the company. In short, their intellectual property.

To better understand what contributes to the development and success of young entrepreneurial technology companies in Europe, Science|Business, in collaboration with the Ideas Matter consortium carried out a survey of some of Europe's hottest tech start-ups. This is a special group – leading candidates for our annual award for hottest university spin-outs in Europe, the Academic Enterprise Awards (ACES). We then organised a discussion of the results on 4 March in the European Parliament.

The ACES is a pan-European competition among companies spun out from universities – to recognise the best academic entrepreneurs from across all technology disciplines. To date, ACES has helped to put the spot-light on 70 of Europe's most promising technology spin-outs. The winners are individuals who created companies based on cutting-edge research. As such, this is not a representative group of all SMEs; it's a sample, selected by the ACES jurors over the years, of those companies deemed most promising: Leaders in Europe's future in technology.

Yet, technology breakthroughs are no guarantee of success for spin-outs. While the challenges may be somewhat different for university based researchers when compared to those in other sectors, there remain some fundamental aspects such as a solid business model and market savvy that help to underpin success. Even though there is no one-size-fits-all approach that Europe can deploy to better ensure the commercial success of its entrepreneurs, impetus should be given to raising awareness and understanding about the early stage essentials.

In a survey carried out by the Science|Business Innovation Board in 2013 on 147 technology transfer office (TTOs) around Europe, 51 per cent of TTO managers responded that their researchers lost the possibility of patent protection on a regular basis due to premature public disclosure. When placed in the context of the recent findings of a report carried out by the European Commission Office for Harmonisation in the Internal Market (OHIM) and the European Patent Office (EPO) stating that approximately 35 per cent of all employment in the EU stems from IPR-intensive industries, it is easy to see how this is a loss for all. At a time when Europe is making its biggest push yet for SMEs, these findings provide new possibilities to tackle the problems.

This document reflects an ongoing effort to encourage public debate and raise more awareness about the role of IP for successful business in Europe.



Thomas Tindermans
Managing Director, Ideas Matter

Ideas matter: IP training needed to secure economic fruits of research

More training in the generation, management and protection of intellectual property (IP) is needed to nurture Europe's investment in university start-ups, and deliver on their potential to create jobs and boost economic growth.

That's one conclusion of our survey of tech winners. Almost three quarters of the companies responding to our survey said IP is playing a significant role in the growth of their companies, attracting investment, protecting against competitors, making them stand out from the crowd and increasing credibility. However, protecting IP is both expensive and laborious, and more than half of respondents said they were unprepared to deal with the complexities of IP at the point they started their companies.

Given this experience, 71 per cent of respondents said there is a need for more IP training for would-be entrepreneurs and graduate students.

In short, to promote successful university spin-outs there needs to be better IP training. "IP helps innovation and creativity," said Thomas Tindermans, Managing Director, Ideas Matter. "Once you understand the importance of IP you need to know how to deal with it," he told the meeting.

A complex issue for academics and SMEs

Innovative SMEs represent one of the chief routes to get Europe back on a growth path, said Danuta Hübner, MEP, speaking at a 4 March dinner in the European Parliament to discuss the survey results. Amongst all policy initiatives the European Commission is putting in place to support small companies, IP "presents one the most important challenges," she said.

The hostess of the dinner, MEP Maria da Graça Carvalho believes that currently there is not enough training for researchers on this critical subject. "We should keep in mind, we need intellectual property to extract the value from research; scientists need to know about IP, to blend that research with commercial objectives," she said.

One difficulty in attempting to increase the level of IP training is the shortage of IP specialists. "There are very few degrees in areas related to IP and the knowledge doesn't flow," Carvalho noted. "I want to see schools and universities spreading knowledge and teaching about IP."

The question of how SMEs can be helped with innovation has been at the centre of recent debates in the European Parliament, noted Salvador Sedó i Alabart MEP. One significant advance is the creation of the single European patent. "This is something that will help SMEs," Sedó said.

Massimo Corsi, an official of the European Patent Office, agreed with this assessment. Although the fee for registering a single patent is yet to be set, Corsi said, "I really think it will bring down costs." SMEs will be particularly helped by the new language regime for the unitary patent where in the future no translation will be required. SMEs will also benefit from a compensation scheme to reduce the translations costs in the transition period during which one translation will still be necessary, Corsi said.



Danuta Hübner, MEP



Maria da Graça Carvalho, MEP

Patent fit



Salvador Sedó i Alabart, MEP

Smart IP management involves more than learning how to deal with patent offices, believes Quentin Pankhurst, founder and consultant of Endomagnetics Ltd, an ACES-winning company that is developing magnetic nanoparticles as the basis of a new diagnostic system for assessing the stage of development of breast cancers.

In the early years of the company all the focus was on the technology and getting into the clinic, with business development limited to the sole activity of raising money. “I thought that when business people asked me about IP, regulatory pathways and reimbursement they were putting up trick questions, designed to trip me up. But now I know that I should have been asking myself exactly those questions, right from the start,” Pankhurst said.

While Endomagnetics did file two or three patents in the early days, these were “catch-alls” written to encompass as many potential applications of magnetic nanoparticles as possible. This turned out to be a problem in building a specific market Pankhurst said. “There’s a big difference between a business patent and university nice-to-have patents.”



Massimo Corsi, European Parliament expert, European Patent Office

Alexander Wulff, CMO and co-founder of Abeo, which is commercialising a new, flexible system for casting concrete for buildings, agreed that how patents are written is one of the single most important issues for a research-based start-up. “When you are inventing a technology at a university you don’t know what the end product will be, so when you write the patent you don’t know what to protect. This definitely calls for better training in IP,” he said.

Patents are extremely important to commercialisation in the field of regenerative medicine, said Daniela Couto, founder and CEO of Cell2B, an ACES winning company that is developing a treatment for graft-versus-host disease, a condition in which transplanted bone marrow rejects the recipient. “We need patents: if we don’t have them, we don’t have product,” Couto said.

Cell2B’s technology arises from research carried out by Couto and her co-founders at MIT and the Technical University of Lisbon. The company has secured licenses from both institutions. Couto noted that MIT’s system of charging milestone payments pushes companies to implement technologies because, if they don’t, patent rights can be withdrawn. Both universities agreed a schedule of payments and royalties. “It was less costly to license IP out of a European university, but I think we will get more value in the long run from the MIT licenses,” Couto said.



Daria Golebiowska-Tataj, member of the EIT governing board

IP advances commercialisation

The central role of IP in advancing the commercialisation of research and the need to ensure more training in this area has been put at the heart of the European Institute of Technology and Innovation (EIT), as Daria Golebiowska-Tataj, member of the EIT governing board described. With so many different types of institutions and companies, from so many countries, forming the Knowledge and Innovation Communities (KICs), through which EIT operates, it was initially very difficult to agree on an IP policy.

“Our thinking was that rather than being prescriptive, we should create a framework and let each KIC develop an IP strategy – each one came up with a different model, and they are evolving,” Golebiowska-Tataj said.

Given the evident need for IP training, as expressed by ACES winners, there is the question of how and when this should take place. Some universities are hesitant. It can be difficult for universities to train people in start-ups, since this may be perceived as a subsidy to a commercial company.

Mario Campolargo, a director in the European Commission’s DG CONNECT, noted that there are many local initiatives around university generated IP and IP training across the EU. “We need to learn lessons from places where things work well,” he said.

“A new Commission initiative, Startup Europe, aims to link innovation ecosystems, pulling in venture capitalists, accelerators, crowd-funding bodies and start-ups, to make links and learn from each other,” Campolargo said.



Mario Campolargo, Director of the Net Futures Department, DG CONNECT, European Commission

Case studies of successful entrepreneurs

Abeo A/S

“One of the most important factors for a start-up is the people in it, so setting the right team is paramount. I strongly believe that the best strategy is to have a combination of different experts from different fields, e.g. matching engineers with business people.”



abeo[®]

Alexander Wulff, Co-Founder and CMO of Abeo

Abeo A/S was founded in June 2010 in cooperation between the Technical University of Denmark (DTU), the venture capital fund SEED Capital and a group of entrepreneurs comprised of an inventor from DTU and three business students from the Copenhagen Business School. The name of the company is inspired by the Latin word *abeo*, which means “to change” or “to transform”. These entrepreneurs seek to transform the construction industry based on what they call ‘one of the biggest innovations in the concrete industry during the last 50 years’.

The incubator at the Copenhagen Business School initially provided the young entrepreneurs with office space in a dynamic office community with other entrepreneurs, which they feel has contributed to the company’s initial success. The interaction with other start-ups and SMEs helped them in building their human capital, keeping up motivation as well as improving their abilities through knowledge-sharing.

The underlying technology was developed and patented at DTU and further developed and refined by Abeo. Its first product “SL-Deck” is a prefabricated concrete floor, which combines the strength of reinforced concrete with the low weight of light-aggregate concrete. The optimised deck design of the SL-Deck makes it capable of coping with a wide range of problems that traditional floor systems, which were originally developed back in the 1950s, struggle with.

Besides lower weight and up to 75 per cent longer spans, a great benefit of the SL-Deck is its high degree of flexibility, which means that it can easily be adjusted according to project specific requirements. In this way the SL-Deck gives architects completely new possibilities and more freedom, but most importantly it gives significant cost savings due to a reduction of processes on site.

Furthermore, the SL-Deck sound insulates twice as good as traditional concrete floors and is four times more fire resistant. In Abeo’s words, the product is a game changer, which can perhaps best be compared to the way smartphones revolutionised the mobile industry. Abeo’s technology and product are novel and patented worldwide. The entrepreneurs undertook the patenting process entirely with a specialised IP agency, without specific support received from the university or other organisations. Needless to say this was an extremely expensive process, but it is seen as an important investment by the company, and the patents are assets that helped Abeo secure venture capital.



Cell2B

"It is good to be a little bit naïve and not overestimate experience. If knowing everything about the challenges that they will face along the way, most of the entrepreneurs would not start the process."



Daniela Couto, Co-Founder and CEO of Cell2B

Cell2B was founded in Portugal in 2011 by four young entrepreneurs who had been science students in the Technical University of Lisbon (UTL) and in the Massachusetts Institute of Technology (MIT). The company develops cell therapies to treat immune and inflammatory diseases. Such diseases affect more than 20 million patients worldwide, of whom three million patients with the most severe grade of acute graft-versus-host disease (AGvHD) die each year without treatment. The company's focus is processing cell therapies to treat unmet clinical needs from immune or inflammatory origin.

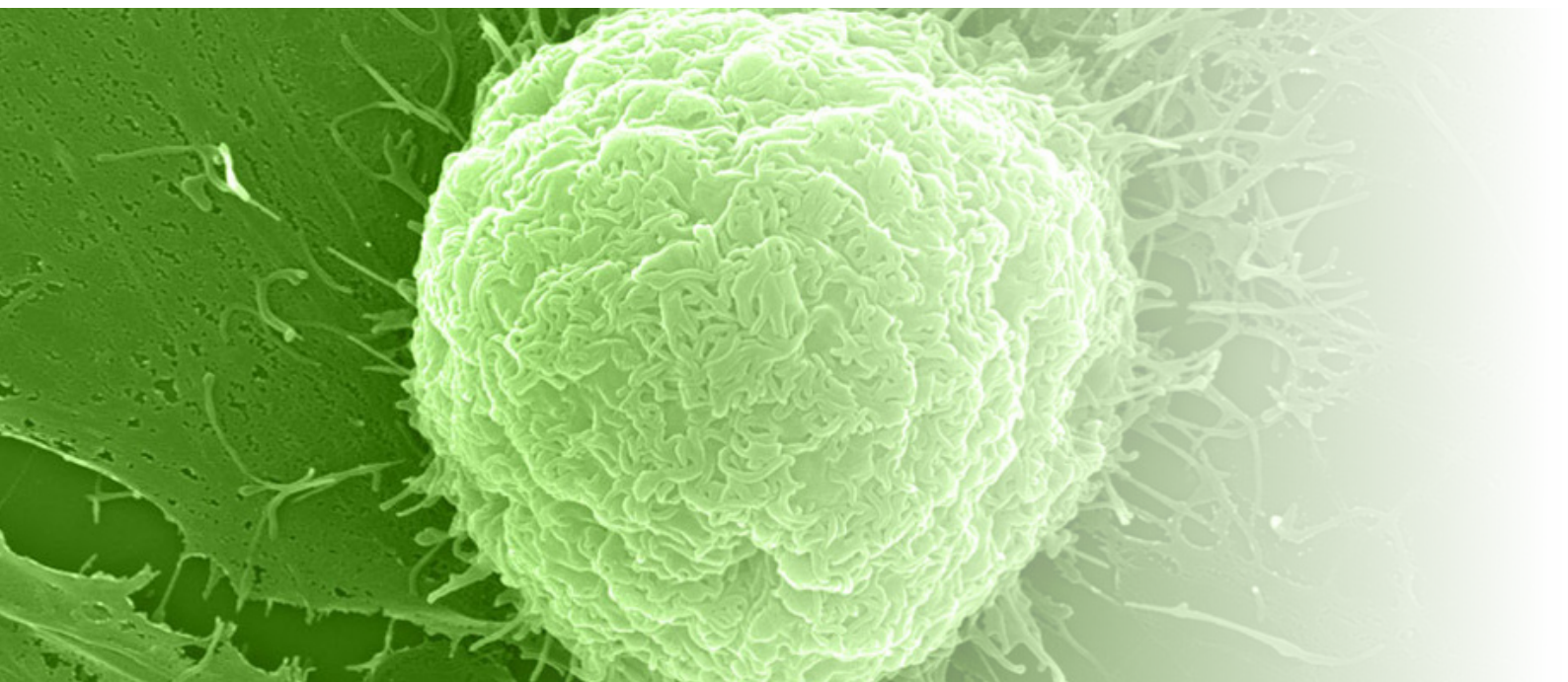
As an academic project between 2007 and 2009 these PhD students were treating patients suffering from the most severe grade of AGvHD. The impressive survival results motivated the students to continue treating patients, while founding an enterprise that could finance the further stages of development. The startup firm, now a team of nine, has undergone a long regulatory approval

process and is now ready to start clinical trials in Europe by the end of 2014 or early 2015.

ImmuneSafe® and CordSafe®, the technologies developed by Cell2B, are patented both in Europe and the US. These patents helped attract investors, enabling the group to obtain financing to start and build their business.

The founders received significant support from both universities throughout the process of starting their company, from physical space to business skills training to contacts with venture capitalists. During the first year they attended innovation and intellectual property courses given by experts from Portugal and the US, so while developing their scientific work, they were already aware of the requirements and the basics in terms of IP rights. On a broader level, the students found MIT particularly good at encouraging researchers to become entrepreneurs and market their ideas as they start doing lab work.

The universities' specialised technology licensing offices also made it significantly easier to file patent applications, especially given the need to find the right legal as well as technical expert to assist with the specialised technology involved. Managing their intellectual assets remains a key business priority for Cell2B to grow their business and develop additional innovative cell therapies.



Endomagnetics

“It is never too soon to be thinking long and hard about who is going to use your technology and why. Talk to the people, go to the area of use, make sure you understand who controls what happens in that area and that what you are offering is what people actually want to use. If you don’t understand who is going to buy, don’t expect to sell.”



ENDOMAGNETICS

Quentin Pankhurst, Co-Founder of Endomagnetics and Physics Director, Institute of Biomedical Engineering, University College London

Endomagnetics is a life-sciences startup company from the UK that makes advanced technologies for use in the fight against cancer. The company’s first technology, SentiMag®, is an ultrasensitive hand-held probe for detecting nanoscalemagnetic materials in the human body. Using this, surgeons can be much more precise and less invasive in their efforts to identify and excise a “sentinel lymph node” to determine whether cancer has spread.

By improving the standard of care and reducing costs, Endomagnetics’ technology has clear benefits for patients, surgeons and hospitals. The current standard of care in most countries today involves a ‘sentinel lymph node biopsy’ (SLNB) to determine the stage of the cancer. Of more than 500,000 patients in the West that could benefit from the procedure, only around 75 per cent have access to SLNB. This figure drops to 5% in China, and is minimal in most of the rest of the world. Endomagnetics’ products provide a more affordable alternative that can increase the availability of life-saving procedures.

The founders of Endomagnetics started their research in 2003 in response to a research call by the UK Department of Trade and Industry (DTI) and the Rice University in Houston. The company filed its first patent for SentiMag® in 2007, and incorporated in the same year. The company currently has a management team of seven, selling products across Europe, the Middle East and Africa. It is seeking marketing authorisation in other countries to deliver its technology to global markets.

The universities’ technology transfer offices invested funds throughout the years into the company, and also offered a business development manager to help developing a business plan. To manage their intellectual property, the founders did not work through the universities but wrote the patent application themselves, and found legal assistance to file with the patent office. Though in the early days it was difficult to figure out the best way to do it, by the time they had a company set up and running, they had a product portfolio and a clear idea of their business objectives, the IP process became relatively straight forward and easier.

This is especially important since early patents were absolutely needed to encourage investment. Endomagnetics from an early stage would not have gotten where it is now without the patents, which by means of attracting investment enabled them also to hold clinical trials, and ultimately transform an idea into a product in the market. Once the company was up and running, they started to file more patents. Now they have filed eight patent families for original design, formulations and improvements to design.





The Survey

The survey, on ‘The role of IP in Europe’s Technology Start-ups’, was carried out by Science|Business in collaboration with Ideas Matters, a consortium of companies and trade bodies that exists to promote awareness of the importance and benefits of IP. As finalists in the Science|Business Academic Enterprise Awards (ACES) for university start-ups, the entrepreneurs who took part in the survey represent some of Europe’s leading lights in translating and commercialising publicly-funded research. Upon its conclusion, the survey received responses from a total of 35 ACES candidates from 14 EU countries plus Norway and Israel. These are, deliberately, not a representative group of all SMEs in Europe. They are among Europe’s rarest, and most precious, start-ups: The future technology leaders.

Complexities of academic research

With the launch of the Horizon 2020 package, Europe has recently renewed its focus on entrepreneurship and has increased its investment of resources to spur innovation and to promote the commercialisation of stocks of scientific knowledge housed in universities and public laboratories. There have been a whole host of financial instruments, organisation, committees and programmes created to assist entrepreneurs and SMEs. While this certainly holds the promise of increasing the pace of commercialised innovations in Europe, there still remain a number of basic challenges.

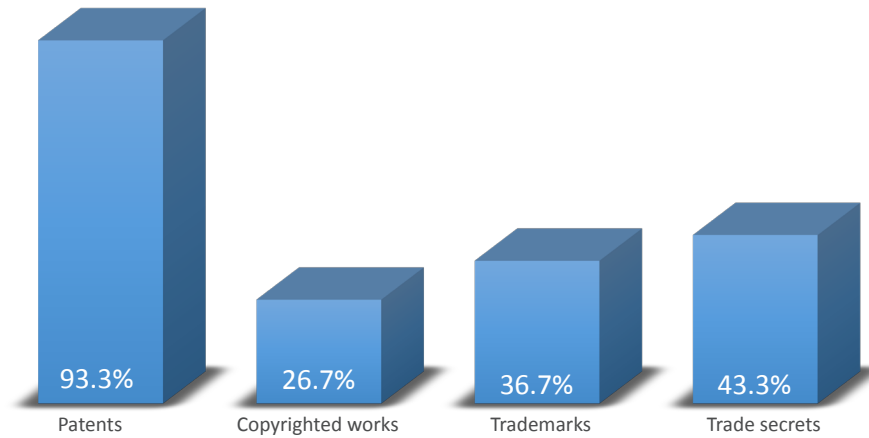
Science entrepreneurs can broadly be categorised into business and academic (i.e. non-business) backgrounds. Science-based enterprises bridge two dissimilar worlds: the world of academia and the world of commerce. This is often problematic, because these worlds operate according to distinct and often conflicting institutional logic.

On one hand, society rewards university researchers for publishing their discoveries in scientific journals, conferences and other places. Doing so advances science, and careers, as publication record is a standard criterion of academic success. On the other hand, society increasingly expects them and their institutions to make money from their discoveries, by patenting. Doing so advances the economy, and permits others to invest without fear of intellectual theft.

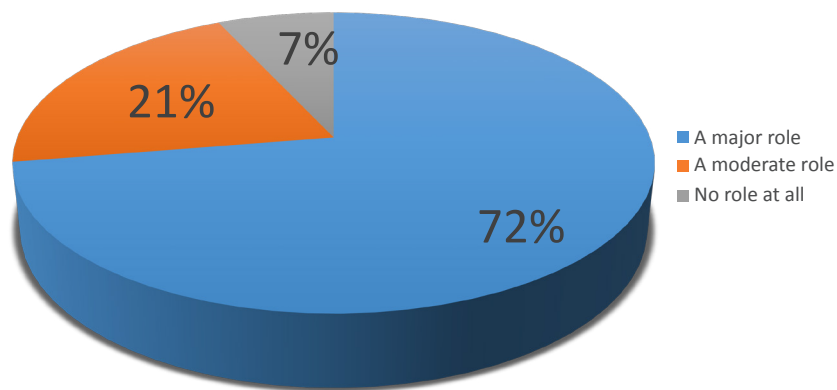
What is the value of IP?

The value of patents in protecting the underlying science of new innovations and discoveries is recognised globally, and the volume of new patent filings continues to increase in Europe, the US and elsewhere. The importance of having one’s technology protected was recognised by our research respondents, and for a variety of reasons.

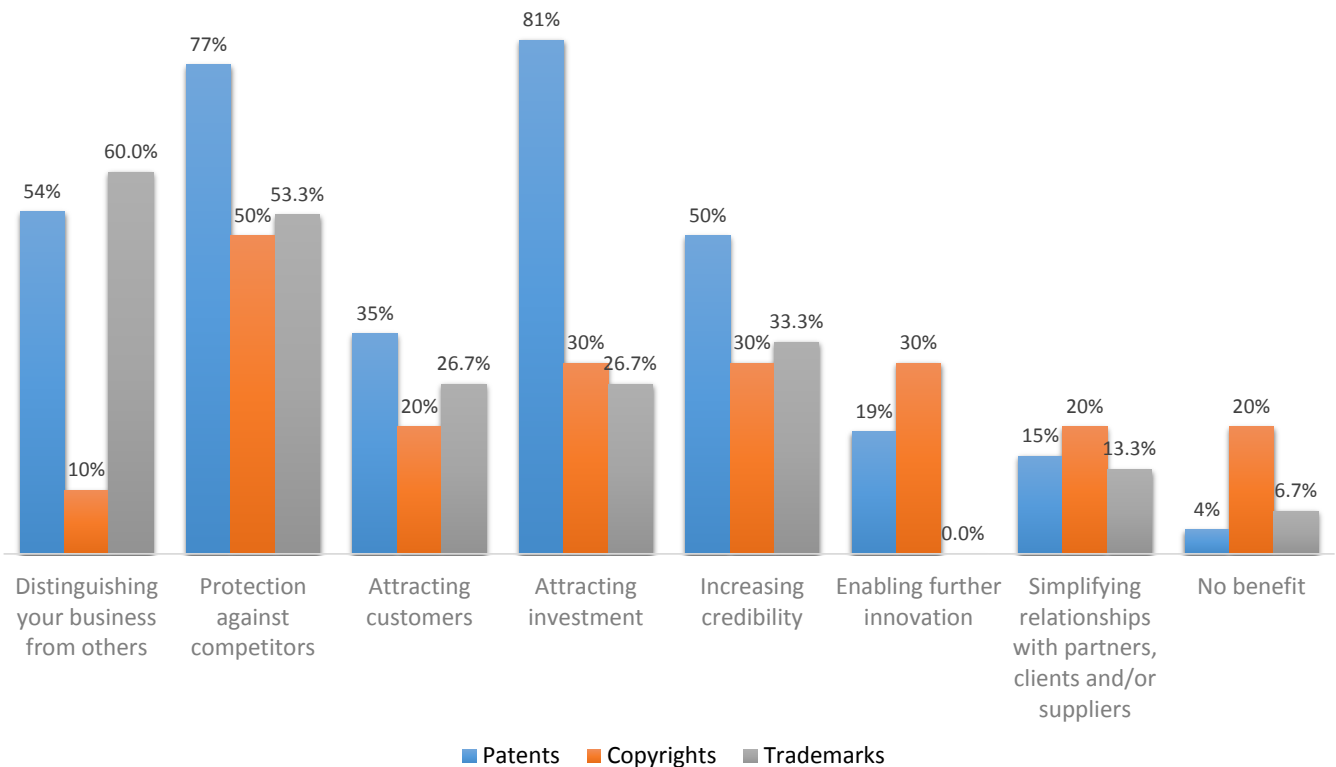
What types of IP do you create and own?



How important a role has IP played in the growth of your company?



If you have patents, copyrights, and trademarks what in your opinion has been their greatest benefit?



Difficulties in acquiring IP

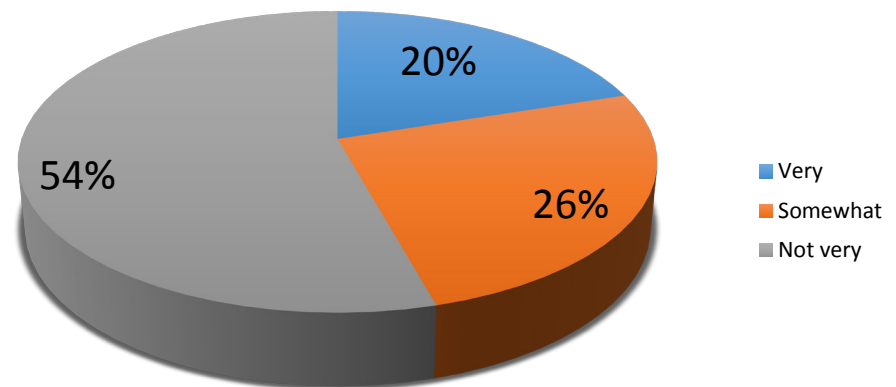
In a previous study carried out by the Valeria Maag, INSEAD Centre for Entrepreneurship on behalf of the Science|Business Innovation Board, there was a notable impression among participants that universities are not effective in providing assistance with the development of sound patents.

One entrepreneur interviewed for the study said that universities typically file for the initial intellectual property, yet, “don’t look at what’s out there [and] they don’t want to look at what’s out there because then it gets very expensive to figure out what to file.”

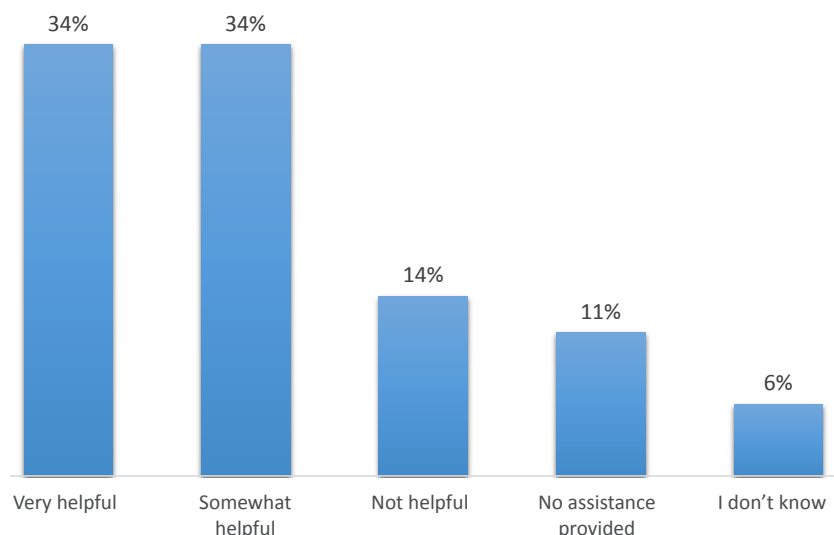
Yet as one TTO manager from a European university explained to Science|Business, the problem can sometimes be a combination of things. She said, “A university of our size has over 7,000 researchers actively producing papers and going to conferences. It is simply unrealistic to imagine that you can preview papers before they are disclosed. It is possible in industry because you have a system in place where you publish less, people know what is going on and they also know that their success depends on it. They can live within that system. In academia, it could never function comprehensively.”

This notion of a lack of training and assistance provided by the university was evident in response to the question was highlighted in the following questions of the survey.

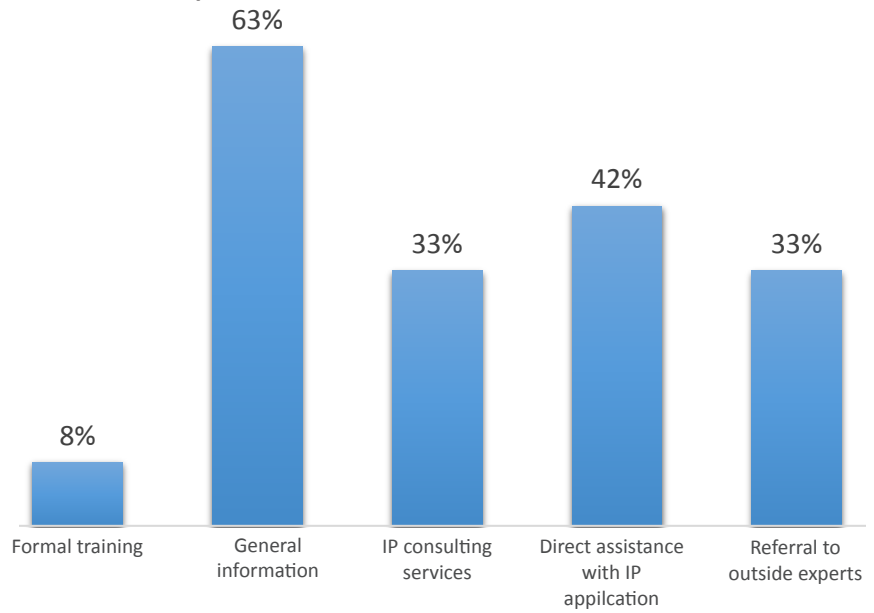
When you started your company, how experienced were you with IP matters?



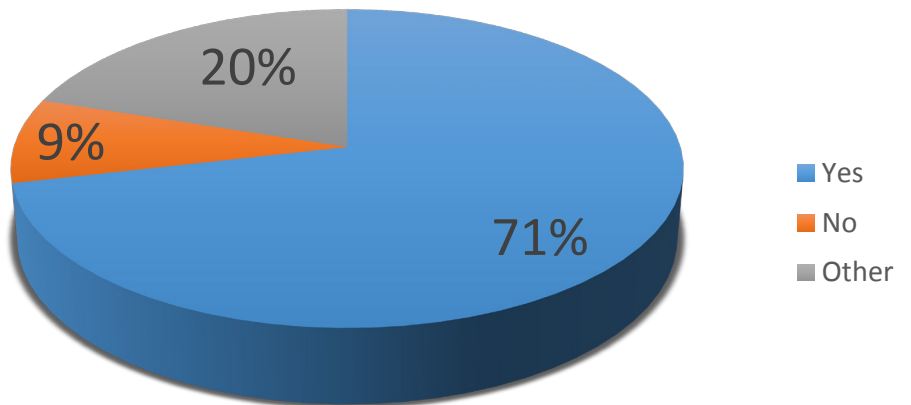
How helpful was your university or technology transfer office in understanding, preparing or obtaining IP protection?



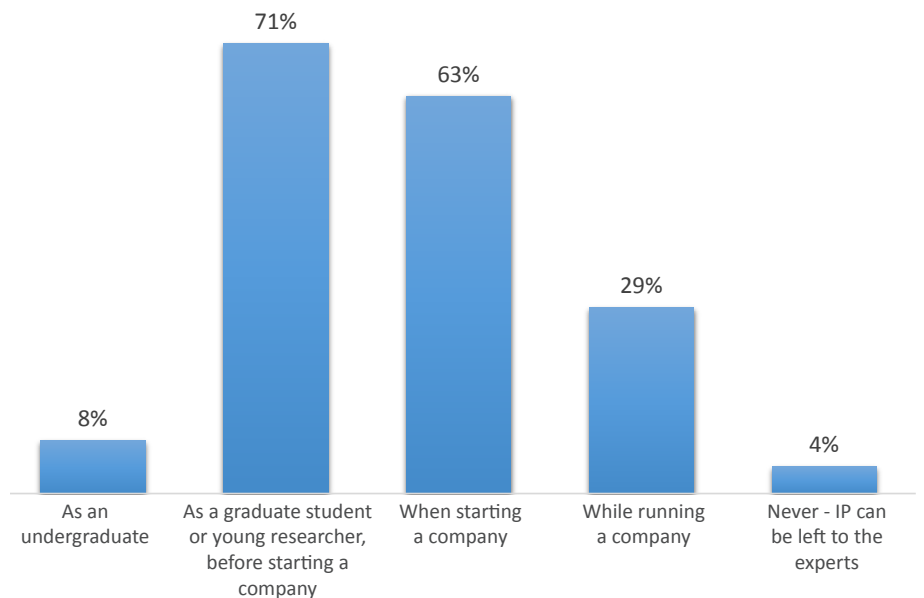
What kind of assistance with IP did your university or technology transfer office provide?



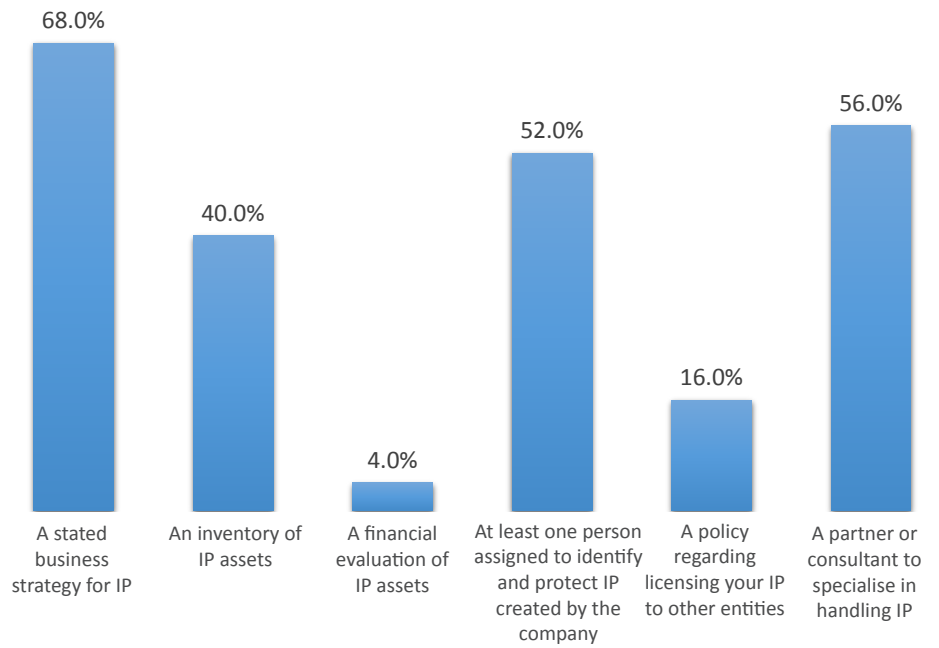
Do you see a need for more IP training for spin-out entrepreneurs?



At what stage of the entrepreneur's career would IP training be most useful?



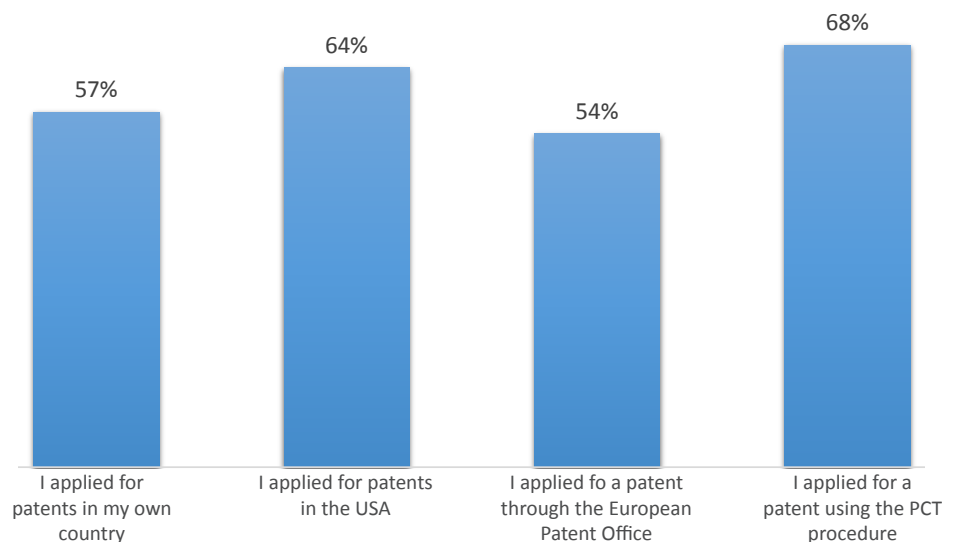
To manage your IP, does your company have:



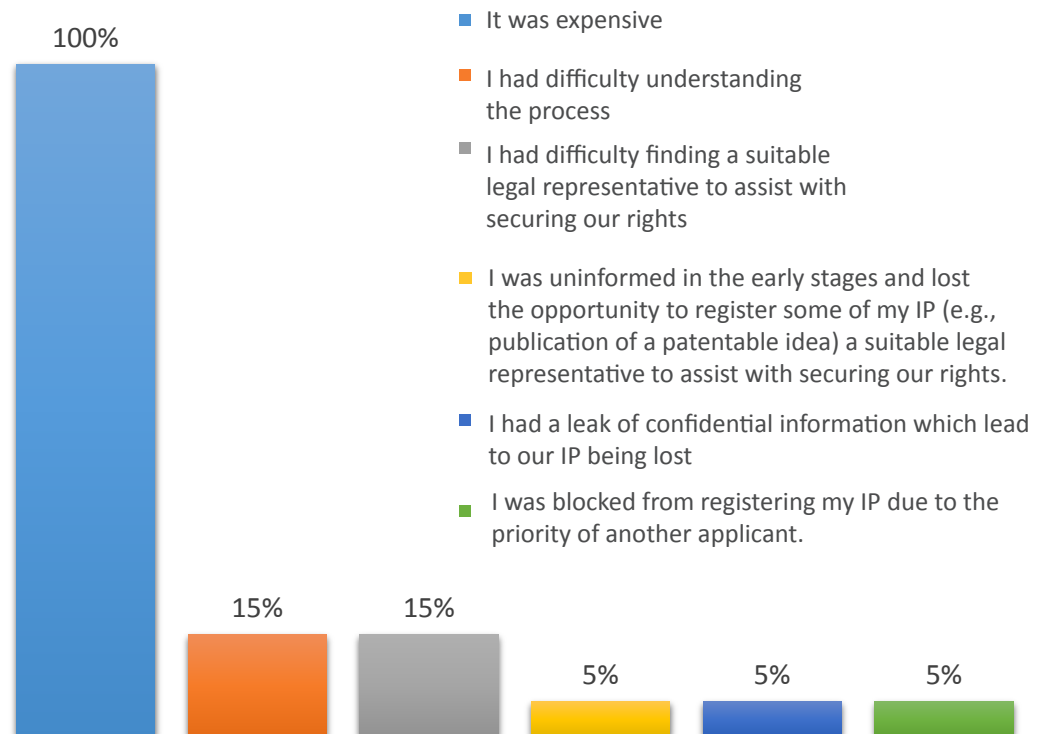
But even with the knowledge provided by IP training, there are still a number of barriers and considerations to be made by entrepreneurs when applying for IP.

When asked what difficulties they incurred while applying for IP, 100 per cent of respondents said that it was expensive. But Daniela’s experience has shown that the expense is not the determining factor for where entrepreneurs choose to submit their IP applications. In a previous study by the Science|Business Innovation Board on IP, Kirk Haselton, a licensing manager at ipal, an IP management company responsible for patents and licenses at Berlin’s technical universities noted that, “there are many reasons for doing a US priority application as opposed to a German or EPO priority application”. The main reason is market size, he says. Second, the US market for patents is more robust than the European market. The third reason would be the grace period. Finally, drafting the patent application directly for the US market reduces examination costs at the USPTO. As the survey indicates, perhaps for some of the reasons above, respondents were just as likely to submit in the US and they were in their home country.

If you have a patent, where did you apply?



When you decided to apply for IP protection, did you have any of the following difficulties trying to secure your IP through registration with an appropriate authority (like the European Patent Office, OHIM, or a national-level intellectual property office)?



In conclusion...

Maria Da Graça Carvalho succinctly summarised the discussion by noting that, “IP is really a very complex issue for academics and SMEs. The more you discuss it, the more complex it seems.” Yet, as the Europe continues to gain understating of just how important entrepreneurs and SMEs are to growing the economy, further public debate such as this meeting will shed additional light on obstacles to be removed and best practices to be promoted.

Further to that, universities need to start playing a more pro-active role in preparing their researcher for the realities of starting a business with their ideas. As Brian More, Director of IP Services at Coventry University said, IP training should start at least at undergraduate level. “You’ve got to teach people early; IP is really important to company growth. Companies survive longer when people are trained in IP”.

In addition to university training and policy initiatives, entrepreneurs should also be made aware of the wealth of resources available online that provides basic information and general training to help entrepreneurs at all levels. The following pages contain a listing of some of the best sources currently available to researchers and entrepreneurs alike.

Top online tools to help Start-ups and SMEs manage their intellectual assets



European Patent Academy by the European Patent Office

- Open-access modules, online courses, virtual classrooms, tutorials, onsite trainings in 38 member states of the EPC, conferences
- Free access to more than 80 million patent documents worldwide, containing information about inventions and technical developments from 1836 to today (espacenet)
- Patent translate – translation service for patent documents
- **Inventors' Handbook**: Basic guidance on the key stages of turning an invention into a commercial product
- Great platform to search different patent-related IP content and patent-related IP publications
- General EPO site: <http://www.epo.org/learning-events.html>



SME Guides and Manuals by the World Intellectual Property Organization (WIPO)

- Eleven guides, handbooks, studies and training manuals
- General site: <http://www.wipo.int/sme/en/documents/guides/>
- **Looking good** focuses on the role of external appearance in helping companies to differentiate their products from those of competitors
- **Making a Mark** a guide devoted to trademarks, seeks to explain trademarks from a business perspective
- **Inventing the Future** focuses on patents
- **Creative Expression** would help SMEs to understand their rights to the works that they create and avoid violating the copyright or related right of others
- Practical business perspective, with examples, pictures, explanations and cases



European IPR Helpdesk by the European Commission

- www.iprhelpdesk.eu
- Free of charge, first-line support on IPR matters
- Users can get in touch with lawyers and get a qualified answer or examination of personal IP issues
- For entrepreneurs the **IP SME corner** is the most relevant part of the site
 - information related to research and innovation activities
 - doing business and managing intellectual property rights
 - recent news related to intellectual property
 - affordable training events
- Other training events, case studies, useful links etc. can be found on the main page
- Network of EU IPR Helpdesk **Ambassadors** at regional level all over Europe, in cooperation with Enterprise Europe Network
- The **European IPR Helpdesk** provides regime-specific advice with **ASEAN** and **China IPR Helpdesk** and the **TransAtlantic IPR Portal** to help European entrepreneurs trade internationally



INNOVACCESS
A European Network of National
Intellectual Property Offices

INNOVACCESS

A European Network of National Intellectual Property Offices

- The European Network of National Intellectual Property Offices currently brings together **IP offices from 30 European countries**
- Aim: to streamline IP services for SMEs that are provided by the individual national offices
- Making SMEs recognize the importance of IP and enabling them to manage and safeguard their intellectual assets
- It lists the most important contact details and information on a national level for most of the countries in the European Economic Area
- General site: www.innovaccess.eu
- The **ToolBox** contains several guides in various languages
- Subpages of INNOVACCESS dedicated to the different IP rights:

[Patent](#)

[Trademark](#)

[Registered design](#)

[Copyright](#)



FONDEN FOR ENTREPRENØRSKAB
YOUNG ENTERPRISE DANMARK

Boost Your Idea

by The Danish Foundation for Entrepreneurship –Young Enterprise, and the Danish Patent and Trademark Office

- “You have an idea. This is how you proceed.”
- <http://www.boostyouridea.org>
- How to strengthen ideas via patents, trademarks and designs
- The site is available in Danish and English
- Plenty of case studies illustrating experiences of young entrepreneurs
- Links to the most important European and global sites



OFFICE FOR HARMONIZATION
IN THE INTERNAL MARKET
(TRADE MARKS AND DESIGNS)

OHIM Academy

by the Office for Harmonization in the Internal Market

Especially for **Trademarks** and **Designs**. For further information on IPR in the EU also take a look at the site of the EU Observatory. www.oami.europa.eu/knowledge



INTELLECTUAL
PROPERTY OFFICE

IPO –Intellectual Property Office UK

IP for Business Tools

- www.ipo.gov.uk
- IP Equip**—An interactive e-learning tool to help businesses identify assets that may be protected by IP rights
- IP Master Class**—To develop a detailed understanding of intellectual property and its relationship with business, as well as practical skill applicable to a business environment
- IP Basics**—The business owner’s guide to understanding your IP

Trademark Basics: A Guide for Business

by the International Trademark Associations (INTA)

- www.inta.org/TrademarkBasics



Good Practice Guide
by the National IP Assistance Platform

- www.liip.org
- National IP Assistance Platforms are national or regional contact-points helping local innovators to address IP issues. They are joint collaborations between the respective National Patent Offices and at least one other partner organisation working directly with SMEs in the fields of innovation, technology transfer, enterprise development and intellectual property.



ip4inno
by the European Commission

- www.ip4inno.eu
- Training modules, case studies and articles in a number of languages, aimed primarily at helping small and medium-sized enterprises (SMEs) enhance their understanding and use of intellectual property rights with a view to promoting innovation and competitiveness.



Own-It
by the University of the Arts London

- www.own-it.org
- IP advice for students in the creative sector. Free legal advice, in person events, contract samples, podcasts, videos, factsheets, case studies, etc.



A word about Ideas Matter

Ideas Matter is a consortium of organisations that promotes awareness of the value of innovation to society and to the economy. Such benefits for society depend not only on the talents of creators to develop their ideas, but also on their skills to manage businesses that spread those ideas in the market and create jobs.

As Europe promotes entrepreneurship, particularly to foster the creation and spread of innovation, a great deal of effort is devoted to the skills training of entrepreneurs – which includes general business skills as well as specialised technical skills in different sectors. Among those business skills is management of intellectual property. In some fields, particularly those involving the most far-reaching technological advances, intellectual property is the key asset of a company, and success or failure of an enterprise can depend on how well that asset is managed.

To encourage better understanding and management of IP, Ideas Matter promotes communications about success stories and supports dissemination of the existing wealth of information and training resources, like those listed above, from organisations which understand that good management of IP by entrepreneurs can not only help individual businesses, but also benefit society more broadly.

For more information, visit us at www.ideasmatter.com and follow us on Twitter @IP_IdeasMatter

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