



Centre de Recherche Public
HENRI TUDOR

WIPO forum on IP and SMEs
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LIIP

Linking Innovation and Intellectual Property

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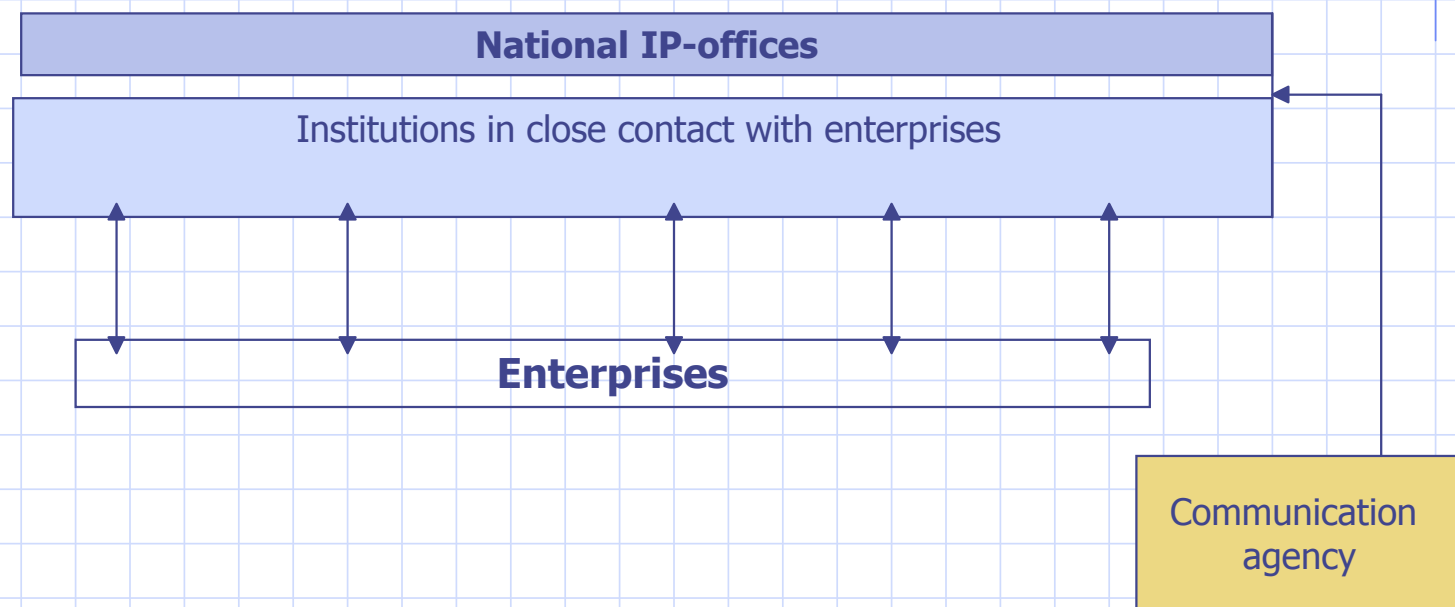


Project in the fifth framework program of the European Commission, as part of the Innovation and SMEs programme



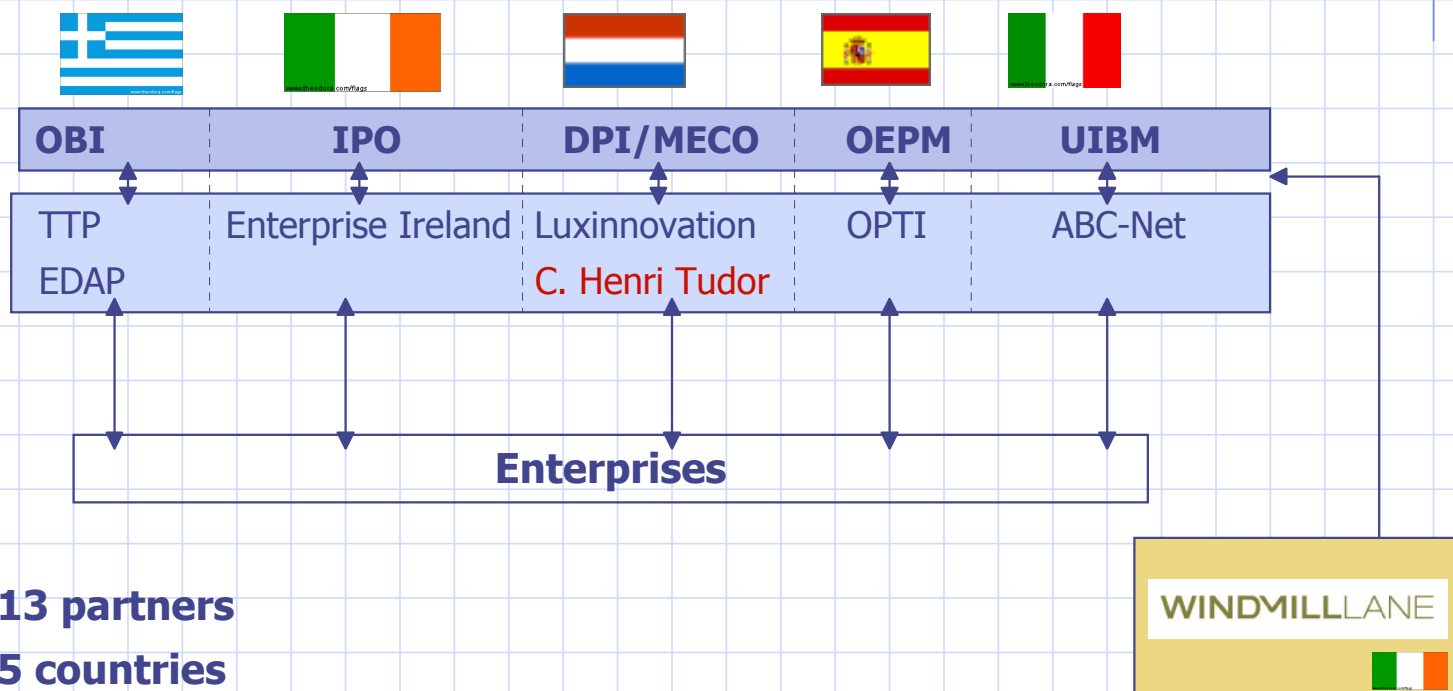
- ◆ Create awareness in SMEs about the importance of a better use of IP-rights
- ◆ Objectives of the program:
 - Develop tools and make activities with SMEs
 - Reinforce assistance for SMEs and innovation actors
 - Reinforce link between national IP-offices and actors in close contact with SMEs
 - Exchange of experience and good practice between countries

LIIP-partnership



LIIP-partnership

- ◆ Initiative: 5 national offices



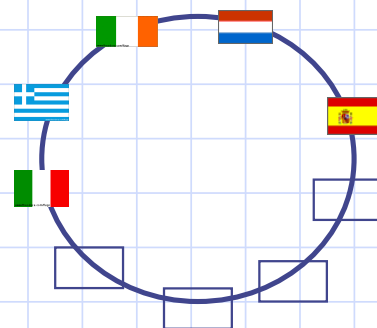
Activities of the project

1. Develop tools:






- Good practice guide
 - 10 concrete recommendations
 - Case studies of SMEs
- IP-multimediatoolbox
 - Evaluation of IP-practices
 - County specific information
 - E-version of the GPG, linked with the audit-tool, case studies

2. Activities with SMEs:

- **Network** of national assistance platforms for IP-questions
- Local contact points for IP-questions:
 - Exchange of activities
 - Exchange of experience



Good practice guide

- ◆ Objectives:
 - Help with the integration of ip-aspects into innovation projects
 - Help with the recognition of the importance :
 - To protect intangible assets
 - To use IP-information
 - To valorise IP-rights
- ◆ 5 languages:
 - English 
 - French 
 - Spanish 
 - Italian 
 - geek 
- 10 recommendations:
 - Be aware of your intellectual capital !
 - Know what IP is !
 - Protect your intangible assets
 - Choose the best protection for your intellectual assets
 - Obtain protection
 - Integrate IP in your strategy
 - Use ip information
 - Create value with ip rights
 - Enforce your IP rights
 - Consult experts
- 5 case studies showing:
 - Benefits from the use of IP
 - What can happen in case of ignorance of IP

IP-multimediatoolbox

- ◆ Multilingual CD-ROM
- ◆ 3 parts:
 - Good-practice guide with 10 recommendations in electronic version and 19 case studies
 - Specific information about the ip-systems in the countries participating in the project
- Tool for the evaluation of ip-practices in a company
 - Helps to identify strong and weak points in a company with respect to their:
 - knowledge of IP-system
 - awareness about the importance of IP
 - Linked to the recommendations of the good practice guide

National assistance platforms-NAP

- ◆ Aim: Help local innovation actors with a better integration of ip in innovation activities or a company's strategy
- ◆ Activities:
 - Create awareness
 - Assist in integration of ip issues in innovation projects
 - Services: IP-information search, technology watch ...
 - Link with local professionals
- ◆ Exchange of practices:
 - Inventory of activities existing in countries participating in the project (published on the Internet)
- ◆ Quality guide: Defines functional framework of NAPs:
 - Resources
 - Competencies
 - Activities
- ◆ Pilot actions with SMEs