



European IP Helpdesk

Stay ahead of the innovation game.

Services and experiences

Claire Fritz (Senior Project Manager)

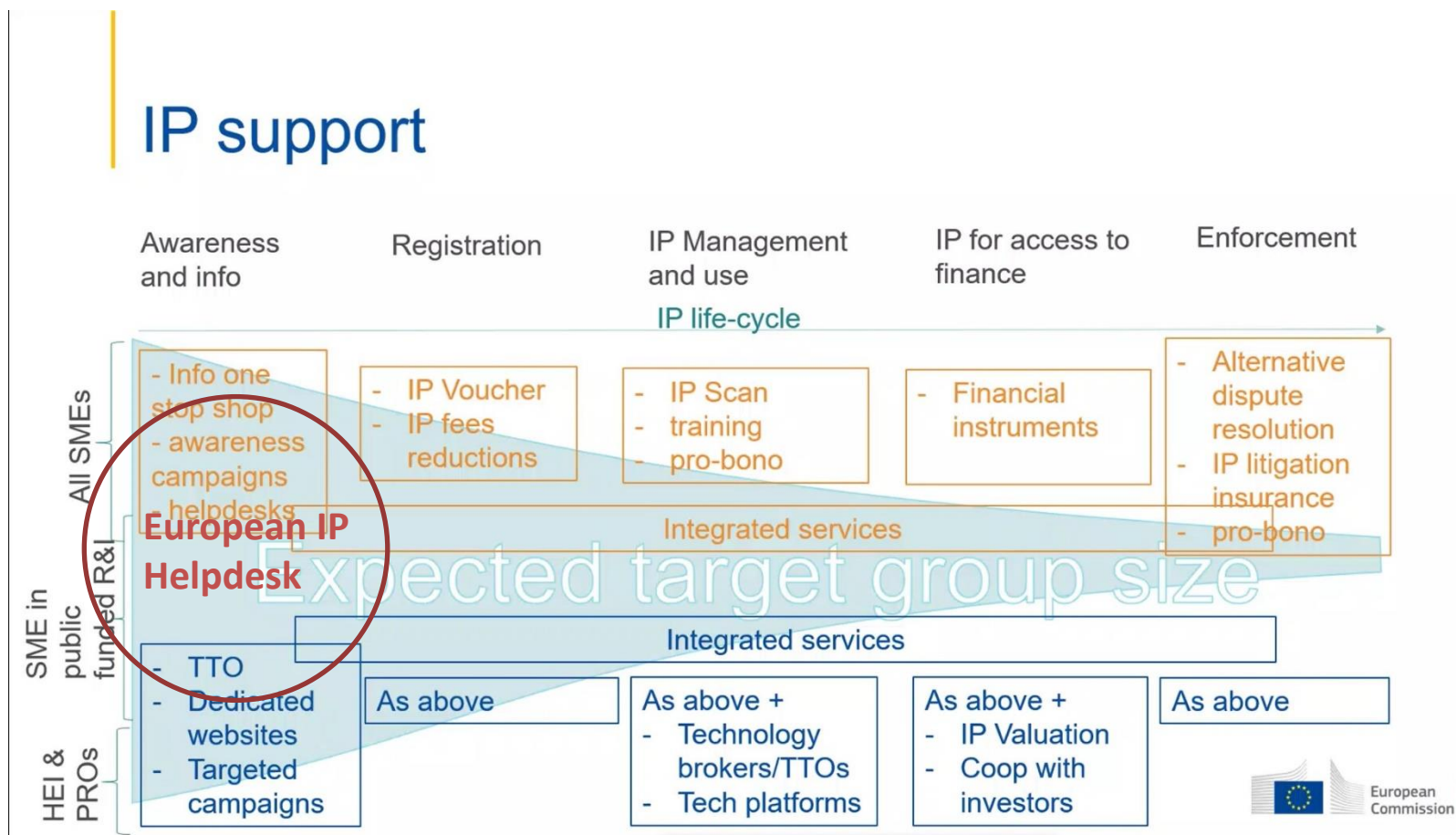
Dr. Alexander Uspenskiy, Director of the Republican Centre for
Technology Transfer (RCTT) & #IPAmbassador

02nd of March 2021





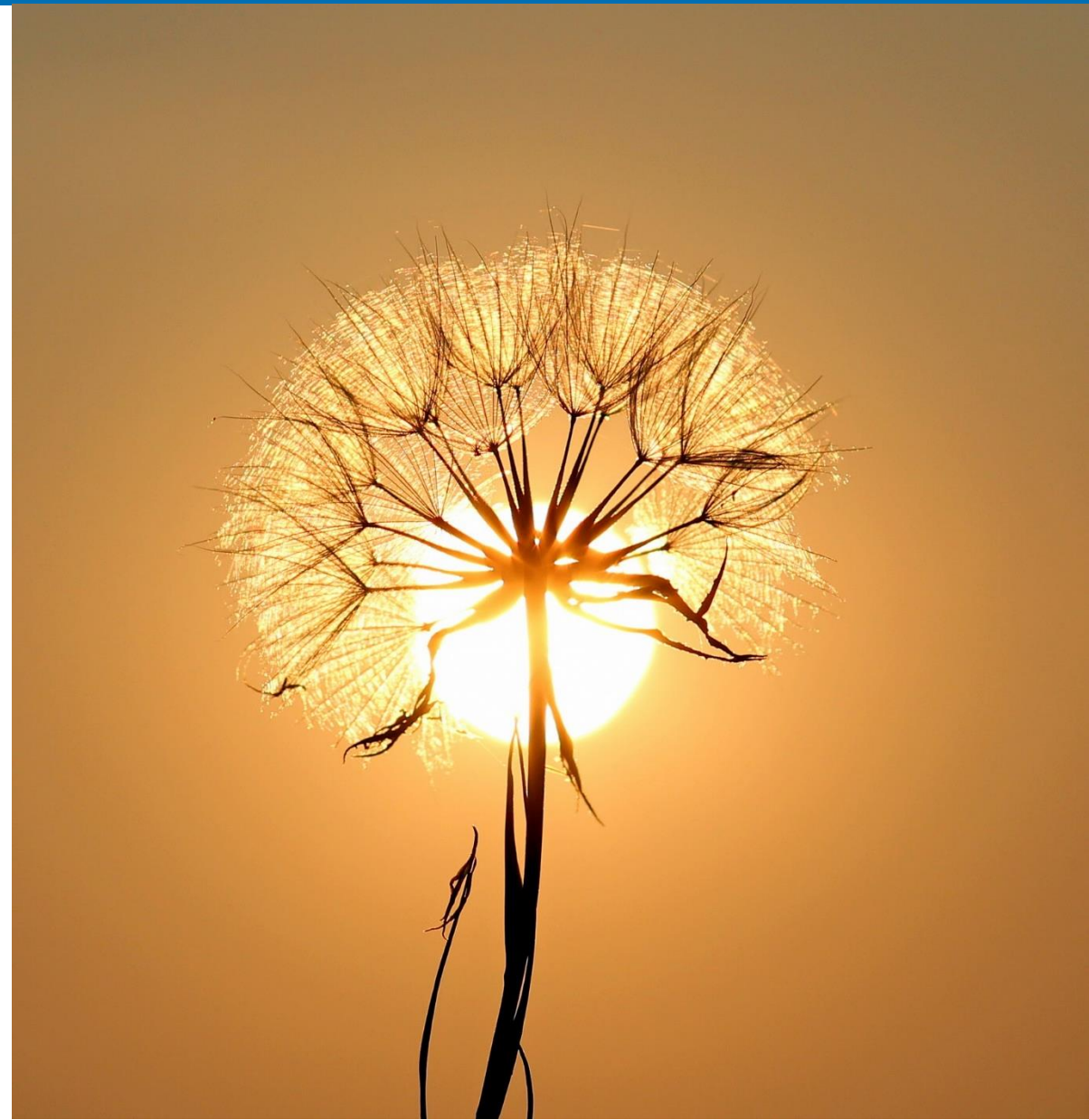
IP support initiatives landscape





What we do

- The scope encompasses all forms of IPR
- Providing efficient first-line IP support
- Raising awareness amongst the beneficiaries of EU-funded projects & EU SMEs about the importance of IP management
- Supporting SMEs on IPR issues in cross-border business activities





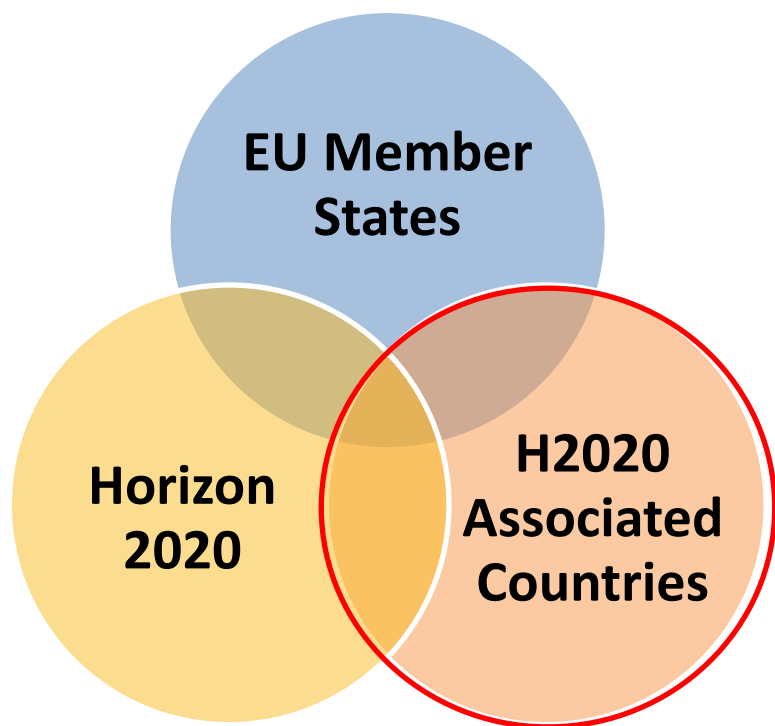
Who can benefit from our services?

- Beneficiaries of EU funded research, especially H2020
- EU SMEs (including micro-enterprises) engaged in cross-border business activities
- Intermediaries providing innovation support services for SMEs and researchers





Geographical Coverage





Training

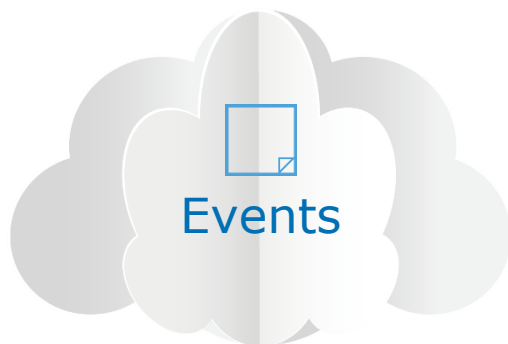


Website



Ambassadors

Services



Events



Helpline



Publications



Website

- Central information hub
- Regular updates on European IP Helpdesk news, events, publications
- Online registration for helpline, free webinars, newsletter, contact forms



IP Helpdesk

[Home](#) [Services](#) [Regional helpdesks](#) [IP management and resources](#) [News & Events](#) [About](#)

[European Commission](#) > [IP Helpdesk](#) > [Regional helpdesks](#) > [European IP Helpdesk](#)

European IP Helpdesk

A first-line intellectual property (IP) service providing free-of-charge support to help European SMEs and beneficiaries of EU-funded research projects manage their IP in the context of transnational business or EU research and innovation programmes.

The European IP Helpdesk supports European SMEs and research teams involved in cross-border business and/or EU-funded research activities manage, disseminate and valorise their IP. Offering a broad range of informative material, a Helpline service for direct IP support as well as on-site and online training, our main goal is to support IP capacity building along the full scale of IP practices: from awareness to strategic use and successful exploitation.

About us

Meet our team, learn more about our partners and take a look at frequently asked questions (FAQ).

[Meet the team](#)

[Partners](#)

[FAQs](#)



Communication Formats & Outreach Tools

Website



About the European IP Helpdesk

We believe that knowing how to manage your IP effectively can help you promote your business or maximise the impact of your research & innovation project – make sure you stay ahead of the innovation game.

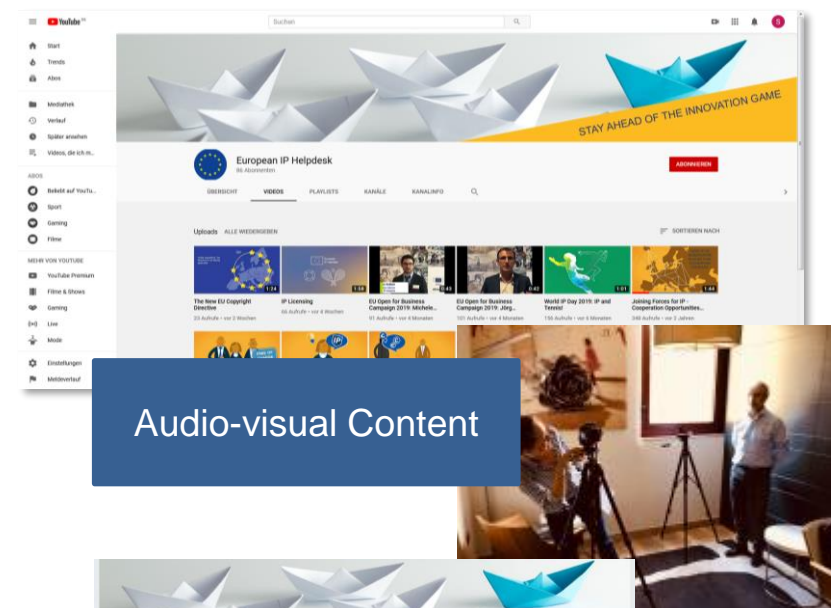
Training



Publications



Audio-visual Content



Social Media





Helpline

- Free of charge first-line IP support
- Personal and “to the point”
- Answer within 3 working days
- Email, phone and web
- Confidential





FAQs

- Who owns the results created during a Horizon 2020 project? Who owns the project concept? Can partners have rights to use results that they do not develop?
- How to manage joint ownership in transnational cooperation contracts? Is it possible to contractually ensure freedom of commercial exploitation for joint owners right now, to avoid possible issues or blockages later on?





Training

- Online and on-site (post pandemic)
- Focus: Practical aspects of IP use and management
- Enabling: helping our target audiences build their own capacities
- Involving: collaboration with external experts and stakeholders





Upcoming Webinars

Date	Topic
21.01.2021	Introduction to IP – see the recording
29.01.2021	IP Assessment - recording
03.02.2021	IP in Biotechnology - recording
08.02.2021	Consortium Agreements - recording
10.02.2021	Technology Transfer – recording
17.02.2021	Impact and Innovation in EU funded projects - recording
18.02.2021	IP in H2020 - recording
24.02.2021	Geographical Indications - recording
03.03.2021	IP and Artificial Intelligence
09.03.2021	Plant variety protection in the European Union: an introduction
10.03.2021	IP Commercialisation and Licensing
17.03.2021	Effective IP and outreach strategies to help increase the impact of research and innovation
25.03.2021	Maximizing the impact of Horizon 2020 project results
26.03.2021	SPECIAL Webinar! IP and Health - Pharmaceutical IP in Times of COVID-19



2021



Stakeholder Cooperation

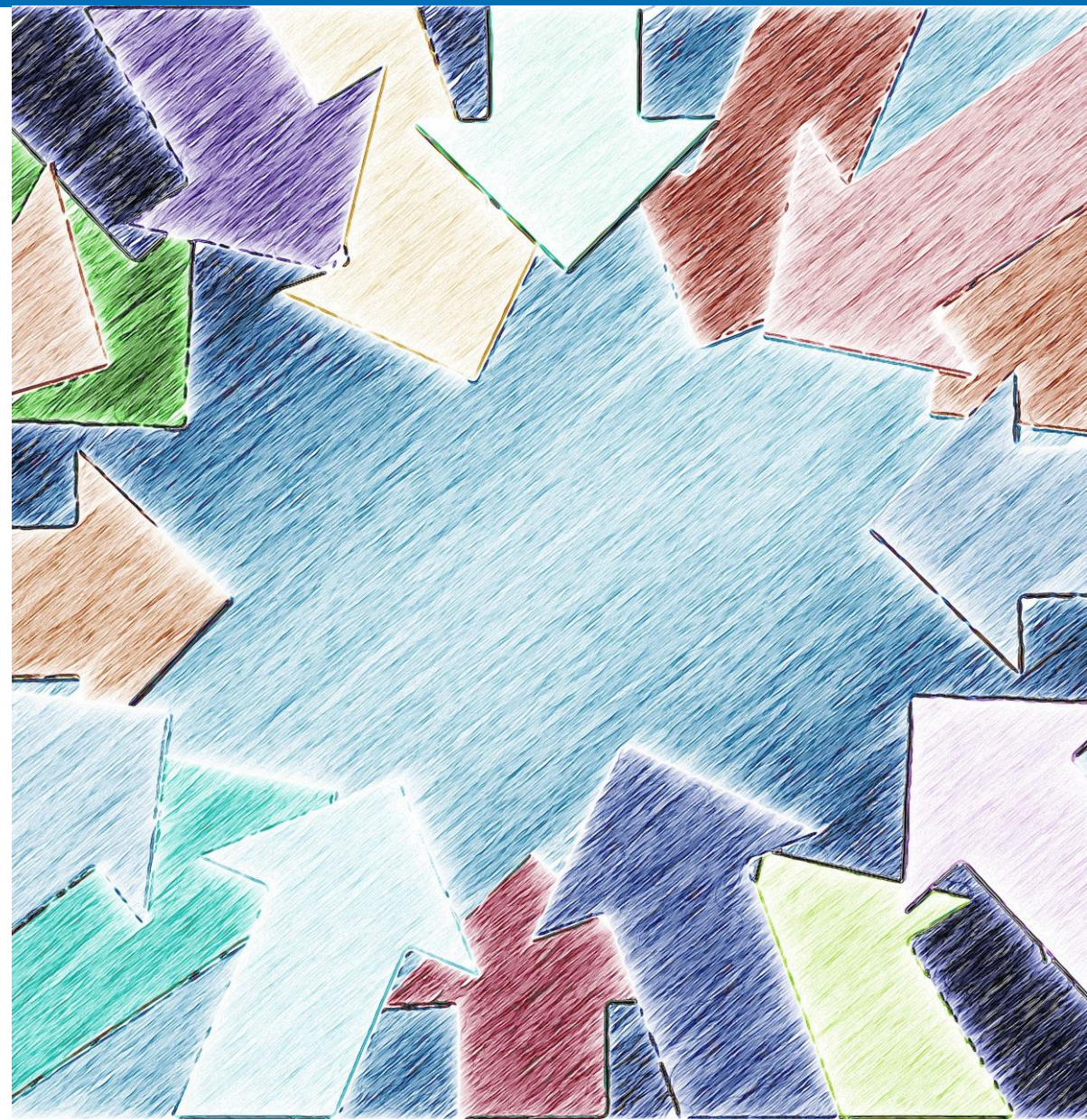
- Fostering synergies with organisations involved in IP and innovation throughout Europe
- Liaising with European business and research stakeholders / initiatives / associations
- Networking via LinkedIn and Twitter





Highlights

- Community of 11.000 regular users
- 1.200 questions at the Helpline
- 44% SMEs
- 150 IP training and awareness raising events
- 23+ regular IP training modules available
- 10.000 people trained





Other innovation support initiatives

International IP SME Helpdesks



INDIA
IP SME HELPDESK





Ambassador Scheme

- **Cooperation scheme** with the Enterprise Europe Network (EEN): 48 ambassadors – 28 countries
- **Building IP capacities** among European SMEs
- **Overcoming language barriers**
- Making the topic **more accessible**
- Exchange and feedback from ambassadors on **needs of SMEs**
- Local **awareness** and **training events**

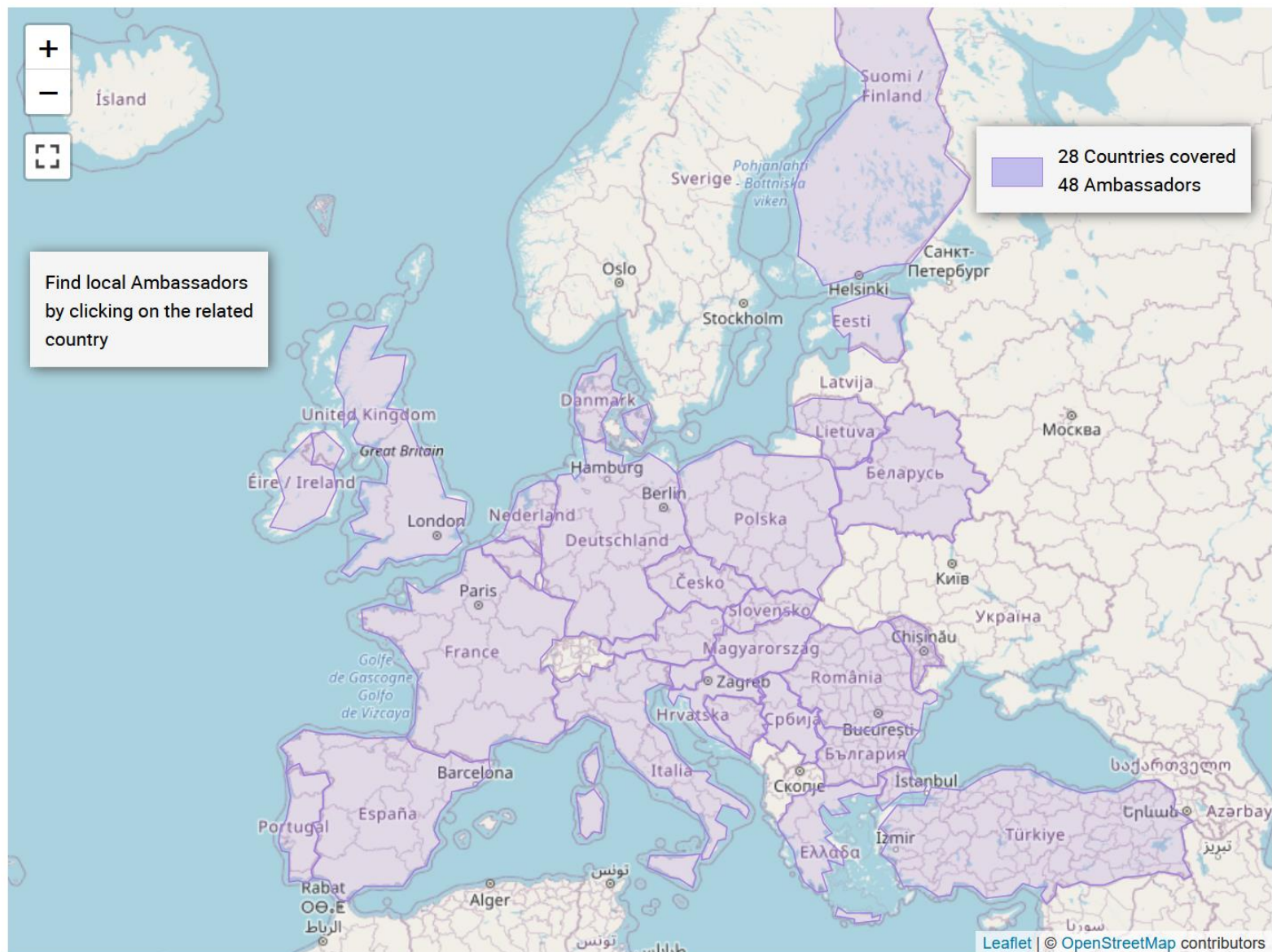
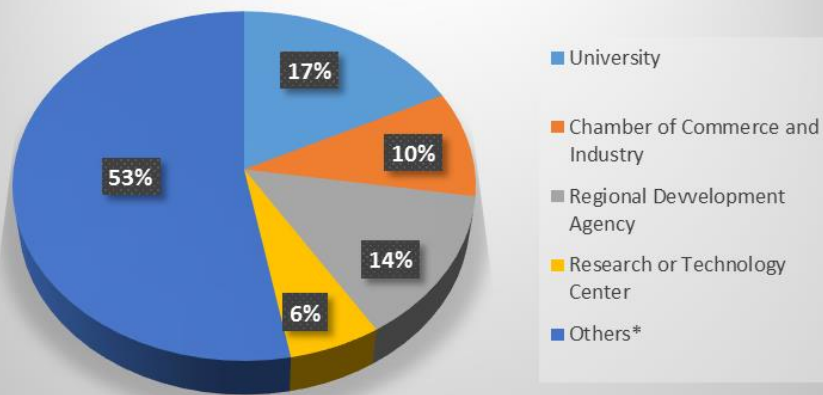




Ambassadors network

48 Ambassadors
28 countries

Type of Organization





Our Ambassadors here today!

Belarus



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Moldova



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The Role of the #IPAmbassadors

- **Promotion** of the European IP Helpdesk services at local awareness-raising events
- Provision of **basic IP training events** and advice at **local level** using European IP Helpdesk training materials and publications
- Permission to use, translate and adapt training, publications and informative material provided by the Helpdesk



The Role of the #IPAmbassadors

- Participation in training and networking events for the European IP Helpdesk Ambassadors
- Promotion of the European IP Helpdesk services and activities on respective **Enterprise Europe Network** members' websites and via additional communication means (e.g. newsletters)
- **Assessment of local SMEs' needs** with regard to IP and provision of feedback to the Helpdesk team



Belarus

- Find us on the RCTT's website!
<https://ictt.by/eng/> and
<https://ictt.by/rus/> with links to additional information concerning appointment the Ambassador in Belarus, roles and privileges of the European IP Helpdesk Ambassadors.
- Follow the RCTT on Twitter, Facebook or get the newsletter

The screenshot displays the website of the Republican Centre for Technology Transfer (RCTT) in Belarus. The header includes the RCTT logo, the text 'Republican Centre for Technology Transfer', a language selection dropdown set to 'Выбрать язык', and social media icons for Telegram, Twitter, Facebook, YouTube, and a Russian flag icon. The navigation menu contains links for 'About', 'Services', 'Marketplace', 'Useful resources', 'Manuals', 'Contact', 'News & Events', 'Mission and history', and 'Our Partners'. A 'Login' button is located on the right. The main content area features a news article titled 'Dr. Alexander Uspenskiy, Director of the RCTT approved by EASME as the European IP Helpdesk Ambassador in Belarus' dated 2020-05-26. The article includes a photo of a hand holding a badge that reads 'European IPR Helpdesk Ambassador' and 'enterprise europe network'. To the right of the article is a sidebar with the 'European IP Helpdesk' logo and a list of recent news items, including a webinar on IP in EU-funded projects and two news items from the 'enterprise europe network.BY' dated 2021-02-11 and 2021-02-05.

RCTT BELARUS Republican Centre for Technology Transfer

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Login

Dr. Alexander Uspenskiy, Director of the RCTT approved by EASME as the European IP Helpdesk Ambassador in Belarus

2020-05-26

European IPR Helpdesk Ambassador

enterprise europe network

European IP Helpdesk

2021-02-16

Webinar: IP in EU-funded Projects/Horizon 2020 (18.02.2021)

enterprise europe network.BY

2021-02-11

German company seeks subcontracting partner for metallic filter components in Eastern Europe or the Baltic States

enterprise europe network.BY

2021-02-05

A Russian company is looking for a technology for the production of solid

21.05.2020 Dr. Alexander Uspenskiy, Director of the RCTT approved by the Executive Agency for Small and Medium Enterprises (EASME) as the European IP Helpdesk Ambassador in Belarus.




Belarus

- Find information about the latest webinars and IP training events
- Reach out to organise IP Training with our #IPAmbassadors!
- Reach out to receive translated IP training content or informative material → more to come in 2021 in Russian!

**Republican Centre for
Technology Transfer**

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Webinar: IP in EU-funded Projects/Horizon 2020 (18.02.2021)

2021-02-16



RCTT invites all interested to participate in the webinar "IP in EU-funded Projects/Horizon 2020". This webinar will make you familiar with key questions and aspects related to technology transfer.

This webinar aims to give you a basic understanding of how to properly deal with intellectual property issues and learn about common pitfalls and IP challenges in EU-funded research and innovation initiatives (at the moment mainly Horizon 2020 - So far we couldn't gather much info on Horizon Europe so this version will still focus on H2020 and we hope to be able to provide more HEU insights in June 2021 - when this webinar is going to be repeated).

After the training, participants should be able to answer the following main questions:

- What are the key characteristics of an EU-funded project and the different participating partners?
- Which IP aspects have to be considered in collaborative research projects?
- At which stages of the project does IP matter?
- What rules exist within Horizon 2020 and what requirements have to be met?
- What terminology is used?
- How do I define relevant background for my project?
- How do I define ownership of results?
- How do I set up a regime for granting access rights?
- What are basic IP aspects to be considered under Horizon 2020? (Please note that additional webinars specifically addressing exploitation issues under Horizon 2020 will be offered separately)

**European
IP Helpdesk**

2021-02-16

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Any Questions?





Thank you!

- www.iprhelpdesk.eu
- helpline@iprhelpdesk.eu
- training@iprhelpdesk.eu
- Twitter [@iprhelpdesk](https://twitter.com/iprhelpdesk)
- LinkedIn [/european-ipr-helpdesk](https://www.linkedin.com/company/european-ipr-helpdesk)





Thank you !

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