



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATIVE industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING
Task n°: 3.5.2
Author(s): CCIAA DL

Contributors: All Partners

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: final

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... **4**
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

1. Overall data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborate and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs assisted	150 SMEs assisted totally	
Sector of reference	SME: mechanical, furniture, building CCIs: Communication design, Product design, Architecture	
Subject discussed (specify with the number)	<input type="checkbox"/> Patents <input type="checkbox"/> Trademarks <input type="checkbox"/> Invention	<input type="checkbox"/> Design <input type="checkbox"/> Utility models <input type="checkbox"/> Copyright

2. Brief consideration from all areas involved with the 1:1 assistance

The following lines summarizes the main aspects of the IPR assistance session provided with CO-CREATE project:

During the meetings addressed to SMEs in all project areas, were discussed the legal matters concerning the intellectual property rights (IP rights) from a general perspective. Elements for the commercialisation of IPR have been provided

In the initial part of the sessions, is firstly specified what the object of the protection is and what the reason for the protection is; then, is discussed the main characteristics of the traditional IP rights, underlying the need to carefully point out the correct strategy for each right in order to evaluate its full potentiality – being the mere innovative idea itself insufficient for the company to grow accordingly.

Specifically, the object of the IP rights can be either a commercial idea, or a technical innovation, or a literary and artistic creation. The reason why the legal systems protect these

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

rights is twofold: on the one hand, from an individual perspective, IP rights enable the owner to both implement his economic asset and be recognised as the creator of the invention by all the community; on the other hand, from a collective perspective, IP rights help the global economic and the general wealth to increase. In details, the trademarks law means to enable an entrepreneur to be visible and recognisable in the market, and thus preferable to potential clients, through the sign put on his products and services; the patents law means to protect industrial inventions which constitute an original solution to a technical problem existing in the society; the design and models law means to protect the aesthetic creations related to the appearance of a product; the copyright law protects the creations in a wide range of areas (for instance, literature, music, architecture, etc...); finally, the secrets are business, industrial and technical information whose secrecy is a competitive advantage on the market for its owner. In fact, implementing the best strategy for each single case, can enable the IP right's owner to hold a competitive advantage on the market, and also to monetize, to protect his investments, to obtain credits from financial institutions and tax advantages, and to participate to competition announcements. Unfortunately, there is a lack of awareness of the importance and of the potentiality of IP rights in the community, and this weakness makes even more difficult for the owners to opt for the best strategy to implement in their business activities.

In the final part of the sessions, are illustrated some peculiar cases where the inventions might be protected under different laws, according to the specific situation. The lack of awareness of the importance and of the potentiality of IP rights might lead to a misunderstanding of the specific circumstances and, as a consequence, to an ineffective use and protection of the rights.

Specifically, a software might be protected under the copyright law (but not the mere idea itself), or as a patent (but not computer programs "as such"), or as an industrial secret (if it is actually unknown and if its secrecy has a real economic value). Further, the design might be protected under the design and models' law (being its external aspect the main feature), the copyright law (if there is an element of creativity and artistic value) and as a trademark (as long as its form has got distinctiveness).

In order to better use the IP rights, it is crucial to opt for the best type of protection according to the case, to identify the main assets and the prior art owned, and then to implement the appropriate measures accordingly.

3. Annexes – 11 annexes:

Description of the intervention from all Project Areas



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATIVE industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°:	3 TESTING
Task n°:	3.5.2
Author(s):	CCIAA DL SECARTYS (Spain)
Contributors:	Geniffer Gutierrez Sandra del Cerro Juliana Restrepo
Type:	<R = Report, Document>;
Dissemination level:	<PU = public>,
Revision:	final
Due Date:	05/2018
Date of submission:	28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... **4**
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	Total assistants: 19	
N° of Creative Industries	8 SME 5 CCI 5 Public stakeholder, cluster managers 1 Freelance	
Sector of reference	Sustainable Construction	
Subject discussed (specify with the number)	<input checked="" type="checkbox"/> Patents (N°9) <input type="checkbox"/> Trademarks (N°...) <input type="checkbox"/> Invention (N°...) <input type="checkbox"/> Other (N°...)	<input checked="" type="checkbox"/> Design (N°2) <input checked="" type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N°...)

Agenda

Day 08/03/2018

Link to the agenda: http://www.secartys.org/es/jornada-y-seminario-co-create-hacia-la-innovaci%C3%B3n-en-el-sector-de-la-construcci%C3%B3n-sostenible_83052

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

Jornada de Patentes y Financiación dentro del sector Construcción Sostenible ([INSCRIPCIONES](#)) y taller de CoCreación ([INSCRIPCIONES](#)) dentro del sector Construcción Sostenible durante los días 8 y 9 de marzo en Granada. [Descargar programas](#)

Jornada de Patentes y Financiación dentro del sector Construcción Sostenible

FECHA	8 Marzo 2018
LUGAR	Agencia de Innovación y Desarrollo de Andalucía Gerencia Provincial de Granada Parque Tecnológico de Ciencias de la Salud Avda. de Innovación nº1, 18016 Armilla-Granada
INSCRIPCIONES	

DIRIGIDO A: Empresas, universidades, start ups, centros tecnológicos que busquen proteger y financiar nuevos proyectos o proyectos ya existentes.

OBJETIVOS:

- Conocer las posibilidades de proteger tu desarrollo o invención.
- Saber dónde puedes comercializar tu producto.
- Ayudar a identificar las nuevas tendencias tecnológicas.
- Identificar las diferentes oportunidades de financiación dentro de la región de Andalucía.

PROGRAMA:

10:00 H: Apertura de la Jornada.

10:30 H: Patentes

- ¿Cómo proteger un desarrollo/invención? Invenciones protegibles: • Novedad • Actividad Inventiva • Búsqueda de anterioridades.
- Extensión de protección de una patente a otros países. Timings y recomendaciones.
- Co-titularidad. • Generación de Propiedad Intelectual en un entorno de co-creación • Aspectos clave a tener en cuenta.
- Precauciones recomendables a adoptar. • Informes sobre libertad de acción • Posibilidad de otorgamiento de licencias cruzadas • Confidencialidad durante el proceso creativo etc.
- Licencia de un Derecho de Propiedad Industrial ¿A partir de qué momento?

- **Welcome session, introduction of the CO-CREATE project and its framework in charge of Sandra del Cerro, project manager.**
- **Presentation of our partner ELZABURU, experts in IPR management**

IPR presentation in charge of Juan Antonio Romero, IPR expert and member of ELZABURU

Content of the presentation:

- **R + D + i management**
- **Search of previous**
- **What is an Intellectual Property right?**
- **Requirements for patentability**
 - **Invention**
 - **New activity**
 - **Industrial application**
- **Practical cases**
- **Patent process abroad**
- **Why I must protect R+D+I?**
- **Key concepts**

Second part:

- **IPR individual assistance in charge of Juan Antonio Romero, member of ELZABURU**

Comments of the session:

During the first part of the session, we have introduced the CO-CREATE project and its output. In concrete, we highlighted the objectives of the CO-CREATE project which are:

Support cross-fertilization processes between creative industries and traditional clusters through contributing to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management.

Promote cooperation among partners using new methodologies and tools addressed to cluster managers, SMEs and policy makers.

The outputs of the project will be:

- Cross-fertilization toolkit as instrument to favor innovation of Clusters and SMEs.
- 380 SMEs supported on innovative projects
- The setting up of a transnational innovation network between traditional and creative industries
- Manifesto to promote cross fertilization and to enlarge the network
- Co-create will also contribute to the development of more competitive clusters at MED level, through the elaboration of a cross fertilization methodology and toolkit to support and manage cross-cluster initiatives.

The organization of the event was divided in two steps, first of all a general seminar regarding IPR issues with the enterprises interested with common and general questions, to then, have a personal/informal meeting with the provider, in this case, Juan Antonio Romero from Elzaburu.

This way to do the activity was successfully due to in the first part the enterprises could solve their main problems, the common concerns and in the second part they could solved their individual problems.

It is important to highlight that in order to solve some of their individual problems it was necessary to do a personal study of their cases. An IPR process with patents it's a long way and it is not done in 20 minutes of personal meetings. One of the enterprise that went to the event is still working with our provider.

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

We used the same provider than in Catalonia. The results were similar that what happened in Catalonia. In conclusion, all the SMEs in Spain face the same problem in the case of the IPR issues. It is necessary to do great efforts in order to complete their expectative.

Any strengths identified?

The assistants were very interested in the patent sector and their questions were focus in this area.

The assistants have some ideas in their own companies that would like to know if they can be patent or not.

The enterprises would like to do the IPR process by itself.

Any weaknesses identified?

The assistants did not have too much knowledge about the legal issues on the intangibles goods.

The assistants have problems to understand which the mechanism to do an IPR process is

The assistants don't have the enough responsibility to start an IPR process

Any other comments?

The activity was focus on the practical issues with theory like concepts, law, timing and the basic matters. The theory can provide to the assistants of practical information to take it to his job environment.

Any specific topic from the 1:1 assistance emerged?

The process of IPR is taught and slow. They have the common believe that it was quicker and easier.

Pictures of the event











Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATive industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING
Task n°: 3.5.2
Author(s): CCIAA DL
SECARTYS(Spain)

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: final

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... 4
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	5	
N° of Creative Industries	5	
Sector of reference	Sustainable Construction	
Subject discussed (specify with the number)	<input checked="" type="checkbox"/> Patents (N°2) <input type="checkbox"/> Trademarks (N°...) <input type="checkbox"/> Invention (N°...) <input type="checkbox"/> Other (N°...)	<input type="checkbox"/> Design (N°...) <input checked="" type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N°...)

Agenda

Day 19/02/2018

Link to the agenda: http://www.secartys.org/es/patentes-jornada-gratuita_81950

- Welcome session, introduction of the CO-CREATE project and its framework in charge of Sandra del Cerro, project manager.
- Presentation of our partner ELZABURU, experts in IPR management

IPR presentation in charge of Juan Antonio Romero, IPR expert and member of ELZABURU

Content of the presentation:

- R + D + i management
- Search of previous
- What is an Intellectual Property right?

- **Requirements for patentability**
 - **Invention**
 - **New activity**
 - **Industrial application**
- **Practical cases**
- **Patent process abroad**
- **Why I must protect R+D+I?**
- **Key concepts**

Second part:

- **IPR individual assistance in charge of Juan Antonio Romero y Pedro Barrera, members of ELZABURU**

During the first part of the session, we have introduced the CO-CREATE project and its output. In concrete, we highlighted the objectives of the CO-CREATE project which are:

Support cross-fertilization processes between creative industries and traditional clusters through contributing to test co-design and creative methods applied to entrepreneurs and clusters managers with the support of IPR instruments for their management.

Promote cooperation among partners using new methodologies and tools addressed to cluster managers, SMEs and policy makers.

The outputs of the project will be:

- Cross-fertilization toolkit as instrument to favor innovation of Clusters and SMEs.
- 380 SMEs supported on innovative projects
- The setting up of a transnational innovation network between traditional and creative industries
- Manifesto to promote cross fertilization and to enlarge the network
- Co-create will also contribute to the development of more competitive clusters at MED level, through the elaboration of a cross fertilization methodology and toolkit to support and manage cross-cluster initiatives.

Any strengths identified?

The assistants were very interested in the patent sector and their questions were focus in this area.

The assistants have some ideas in their own companies that would like to know if they can be patent or not.

The enterprises would like to do the IPR process by itself.

Any weaknesses identified?

The assistants did not have too much knowledge about the legal issues on the intangibles goods.

The assistants have problems to understand which the mechanism to do an IPR process is

The assistants don't have the enough responsibility to start an IPR process

Any other comments?

The activity was focus on the practical issues with theory like concepts, law, timing and the basic matters. The theory can provide to the assistants of practical information to take it to his job environment.

Any specific topic from the 1:1 assistance emerged?

The process of IPR is taught and slow. They have the common believe that it was quicker and easier.

Pictures of the event







Please find attached in the email the article of the event.



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATive industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING
Task n°: 3.5.2
Author(s): KIM(Spain)

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: DRAFT 01

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... **4**
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	5	
N° of Creative Industries	5	
Sector of reference	Medical, biotechnology and technology sector.	
Subject discussed (specify with the number)	<input type="checkbox"/> Patents (N°...) <input type="checkbox"/> Trademarks (N°...) <input type="checkbox"/> Invention (N°...) <input type="checkbox"/> Other (N°...)	<input type="checkbox"/> Design (N°...) <input type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N°...)

- Any strengths identified? The assistants were very interested in the patent sector and their questions were focus in this area. Also, some questions were related to Copyright issues.
- Any weaknesses identified? The assistants did not have too much knowledge about the legal issues on the intangibles goods.
- Any other comments? The activity was focus on the practical issues with theory like concepts, law, timing and the basic matters. The theory can provide to the assistants of practical information to take it to his job environment.
- Any specific topic from the 1:1 assistance emerged?



Project co-financed by the European
Regional Development Fund



Camera di Commercio
Venezia Rovigo Delta Lagunare

Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATive industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING

Task n°: 3.5.2

Author(s): ZICER(Crpatia)

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: DRAFT 01

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... 4
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	8	
N° of Creative Industries	14	
Sector of reference	Furniture manufacturer, design, IT, architecture, product design	
Subject discussed (specify with the number)	<input type="checkbox"/> Patents (N°22...) <input type="checkbox"/> Trademarks (N°22...) <input type="checkbox"/> Invention (N°22) <input type="checkbox"/> Other (N°...)	<input type="checkbox"/> Design (N°...22) <input type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N° 22)

- Any strengths identified?

Companies from CCI were very interested to cooperate with companies from traditional (wood) sector. Companies from both sectors wanted to have counseling about copyright, brands, licensing, patent all in purpose to protect themselves when opening to new cooperation and or market.

- Any weaknesses identified?

During counseling companies were advised how to manage IPR in their companies. Conclusion is that managing an enterprise's IP assets is more than just acquiring the formal IP rights through the national IP office. Patent or trademark rights are not worth much unless they are adequately exploited. Furthermore, part of a company's valuable IP may not require formal registration but may call for other measures of

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

protection like confidentiality agreements. Enterprises willing to extract full value from their know-how and creativity should take adequate steps to develop an IP strategy for their business and seek to integrate it within their overall business strategy.

- Any other comments? The companies were very pleased to receive free IPR counseling. Conclusion is that counseling has helped companies to better understand their position and rights, which has resulted that companies are now more open to each other and willing to cooperate
- Any specific topic from the 1:1 assistance emerged? No



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATIVE industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING
Task n°: 3.5.2
Author(s): Josef Stefan Institute(Slovenia)

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: final

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med Programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... 4
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	9	
N° of Creative Industries	7	
Sector of reference	Wood processing, Textile, IT, Robotics, Social impacts, BSO	
Subject discussed (specify with the number)	<input checked="" type="checkbox"/> Patents (N° 1) <input checked="" type="checkbox"/> Trademarks (N° 2) <input type="checkbox"/> Invention (N°...) <input checked="" type="checkbox"/> Other (N° 7)	<input checked="" type="checkbox"/> Design (N° 10) <input type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N°...)

- Any strengths identified?

Companies from the creative as well traditional sectors were well aware of the importance of design thinking and its importance for the process of business performance. They were not just thinking how to improve their processes in making better or more desired products or services in terms of design thinking, but also how to improve design thinking process among the employees in their organizations. Therefore, they were very much interested in the IPR, no matter the size of the company.

- Any weaknesses identified?

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

The main concern of the companies is where to turn for basic information about the IP protection and especially, because of their size and limited resources, how much will this cost them.

- Any specific topic from the 1:1 assistance emerged?

Companies from both sectors, creative and traditional, were delighted about the possibility of getting the information on IPR first-hand and for free of charge. They welcome such good projects and are willing to cooperate also in the future.



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATive industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING
Task n°: 3.5.2
Author(s): Kilkis Chamber of Commerce(Greece)

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: final

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... **4**
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	13	
N° of Creative Industries	3	
Sector of reference	Mechanics, Building, Furniture, Cosmetics, Foods and beverages	
Subject discussed (specify with the number)	<input checked="" type="checkbox"/> Patents (N°1) <input checked="" type="checkbox"/> Trademarks (N°13) <input type="checkbox"/> Invention (N°...) <input type="checkbox"/> Other (N°...)	<input checked="" type="checkbox"/> Design (N°4) <input type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N°...)

- Any strengths identified? **A step forward towards acquiring the know - how and bridging the gap in the innovation chain from idea to product / service prototyping. Raising awareness and deepen the knowledge on IP enforcement and infringement issues**
- Any weaknesses identified? -
- Any other comments? **Participants' needs have been covered by the delivery of the service and there is a positive reaction**
- Any specific topic from the 1:1 assistance emerged? -



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATive industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING

Task n°: 3.5.2

Author(s): READ (Greece)

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: final

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... **4**
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	4	
N° of Creative Industries	16	
Sector of reference	Brand Design, Graphic Design, Product Design, Design for All, Design Management, Fashion Design, Concept Design, Food Design	
Subject discussed (specify with the number)	<input type="checkbox"/> Patents (N°4) <input type="checkbox"/> Trademarks (N°16) <input type="checkbox"/> Invention (N°4) <input type="checkbox"/> Other (N°...)	<input type="checkbox"/> Design (N°20) <input type="checkbox"/> Utility models (N° 7) <input type="checkbox"/> Copyright (N°4)

- Any strengths identified?
 - The Hellenic Industrial Property Organization has organized in the past dedicated seminars in the two capital cities of South Aegean Region as part of a very big campaign that lasted for more than a decade so most of them have attended (only for the protection of Designs though).
 - All the participants are aware that there are different types of IPR (designs, trademarks, patents, inventions etc).
 - They have a higher educational level so they are able to go through the supplied material and also understand the practices and procedures leading to the right results.
 - Most of them know at least one case where IPR was vital for a company either for direct profit or for enhancing value.

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

- They understand that for an SME or a creative professional having at least one product that is IP protected or patented, adds to his overall value.
- Any weaknesses identified?
 - The majority of the participants have not included IPR handling in their product mix.
 - Custom product retailers or low volume sales SMEs which is the average profile of the customers of the creative professionals tend to avoid messing with IPR.
 - Some of the participants and especially their customers believe that just announcing a design in public is an effective way to protect it.
 - Many of the participants have adopted the Creative Commons system but are not fully aware of its limitations.
 - The fact that Greece is a small market, protecting or patenting in their country (which is the obvious first step) does not give any realistic benefit.
 - Working in rather remote and even secluded areas of the country, adds to the difficulty of communicating and cooperating with the Property Protection authorities.
 - Republic of China's lack of respect for protected designs or patents has altered the common perspective about IPR.
- Any other comments?
 - Working in groups and/or clusters seems to be struggled by poor knowledge and bad practices about IPR.
 - Clients find it difficult to open up to the creative professionals but the later have not prepare suitable material or even a campaign to alter this but just rely on their personal trust.
- Any specific topic from the 1:1 assistance emerged?
 - The material supplied by Co-Create was highly appreciated and most of the participants were looking forward to reading it.
 - Apart from normal designs and inventions, participants were interested in learning about the opportunities of protecting food products, activities, educational procedures and many more.
 - Many participants weren't prepared to deal with all their IPR issues during the 1:1 meeting and came back for at least one more contact with the expert for practical assistance during the program after going through the supplied material.



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATIVE industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING

Task n°: 3.5.2

Author(s): CCIAA DL

Contributors: CCIAA DL

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: DRAFT 01

Due Date: 05/2018

Date of submission: Here the effective date of finalisation (with the quality approval)

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... 4
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

2. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	3 -Bermatt – sport product -By LMS – fashion tech -CAUE – architecture development	
N° of Creative Industries	2 - Designer Agency Julien Favaro - RETNING PRODUCTION- Ux Design	
Sector of reference	Sport Product / Fashion / Architecture / Design	
Subject discussed (specify with the number)	<input checked="" type="checkbox"/> Patents (N°...) <input checked="" type="checkbox"/> Trademarks (N°...) <input type="checkbox"/> Invention (N°...) <input checked="" type="checkbox"/> Other (N°...)	<input type="checkbox"/> Design (N°...) <input type="checkbox"/> Utility models (N°...) <input type="checkbox"/> Copyright (N°...)



Project co-financed by the European
Regional Development Fund



Project Acronym: CO-CREATE

**Project title: Setting up a network of Competitive Clusters with the
contribution of CREATIVE industriEs**

Grant Agreement number: 1MED15_1.1_M23_113

D.3.5.2

1:1 practical assistance on IPR issues

WP n°: 3 TESTING

Task n°: 3.5.2

Author(s): CCIAA DL

Contributors: All Partners

Type: <R = Report, Document>;

Dissemination level: <PU = public>,

Revision: final

Due Date: 05/2018

Date of submission: 28/10/2018

Executive Summary

This document is the deliverable “1:1 practical assistance on IPR issues” of the 3.5.2 task of the Co-Create project, financed under the Interreg Med programme.

It presents the collection of the results of this deliverable for each Partner of the Co-Create Project.

The Objectives of this activity, which is based on the collection and analysis of issues, is to support the project’s future activities.

Contents

1. Introduction..... 4
2. Data concerning the 1:1 IPR assistance..... Errore. Il segnalibro non è definito.

1. Introduction

The CO-CREATE project aims to foster cross-fertilization and innovation between creative industries and traditional clusters contributing to test co-design and creative methods applied to entrepreneurs and clusters managers. The project will promote the cooperation with methodologies and tools addressed to clusters managers, SMEs and policy makers.

The work package n°3 is the “Testing” part of the project that will identify new paths to foster innovation in traditional clusters by strengthening the cooperation with Creative Industries. That will be done using a defined common methodology and a Co-Create toolset to elaborate Pilot actions to test services and compared their results. The aim is to integrate strategies and outputs developed by several pasted European projects to then implement them in the 3 pilot actions for Clusters (improving skills); SMEs (generate ideas) and Local Regional Authorities.

SMEs (traditional and creative), professionals, creatives will be involved in the creative camps. A specific call to present creative projects/ideas on a topic identify by the organizer will be published and promote on the PPs website and in the project website. A commission will select for each creative camp the 10 best project ideas to be developed. The project ideas selected will be published and SMEs, university and other local stakeholder can decide to participate at the elaboration of the project.

The Pilot actions addressed to SMEs consist on two main activities: the organization of 18 Creative Camps and the practical assistance on IPR issues. mainly linked to the relationship between SMEs and creative sector (copyright, brands, licencing, ecc). The support will consists on 1:1 assistance on IPR issues to support SMEs to protect themselves and their assets when opening to new cooperation and or market.

The 3.5.2 activity aim at support the cooperation between SMEs and creative sector by 1:1 assistance on IPR issues especially the use of these instruments (patents, design,) and the right way to exploit them (copyright, brand, licencing,..)

1. Data concerning the 1:1 IPR assistance

This part presents how to collect the work done with the Co-Create partnership to elaborated and define the Co-Create data of 1:1 practical assistance on IPR issues.

We invite each Project Partner to fill out the table below with the collect data:

N° of SMEs	13	
N° of Creative Industries	14	
Sector of reference	SME: mechanical, furniture, building CCIs: Communication design, Product design, Architecture	
Subject discussed (specify with the number)	X <input type="checkbox"/> Patents (N°3) X <input type="checkbox"/> Trademarks (N°1) <input type="checkbox"/> Invention (N°...) X <input type="checkbox"/> Other (N°1)	<input type="checkbox"/> Design (N°...) X <input type="checkbox"/> Utility models (N°1) X <input type="checkbox"/> Copyright (N°1)

NB. In our pilot region (LOMBARDIA – Italy) in accordance with the IPR expert involved we run a collective IPR seminar attended by 27 companies. Only 6 of them accepted and requested a dedicated IPR 1:1 assistance.

The following lines summarise the main aspects of the IPR assistance session:

FINAL REPORT - IPR Assistance CREATIVE CAMP Lombardia – POLIMI

During the meeting, were discussed the legal matters concerning the intellectual property rights (IP rights) from a general perspective.

In the initial part of the session, is firstly specified what the object of the protection is and what the reason for the protection is; then, is discussed the main characteristics of the traditional IP rights, underlying the need to carefully point out the correct strategy for each

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

right in order to evaluate its full potentiality – being the mere innovative idea itself insufficient for the company to grow accordingly.

Specifically, the object of the IP rights can be either a commercial idea, or a technical innovation, or a literary and artistic creation. The reason why the legal systems protect these rights is twofold: on the one hand, from an individual perspective, IP rights enable the owner to both implement his economic asset and be recognised as the creator of the invention by all the community; on the other hand, from a collective perspective, IP rights help the global economic and the general wealth to increase. In details, the trademarks law means to enable an entrepreneur to be visible and recognisable in the market, and thus preferable to potential clients, through the sign put on his products and services; the patents law means to protect industrial inventions which constitute an original solution to a technical problem existing in the society; the design and models law means to protect the aesthetic creations related to the appearance of a product; the copyright law protects the creations in a wide range of areas (for instance, literature, music, architecture, etc...); finally, the secrets are business, industrial and technical information whose secrecy is a competitive advantage on the market for its owner. In fact, implementing the best strategy for each single case, can enable the IP right's owner to hold a competitive advantage on the market, and also to monetize, to protect his investments, to obtain credits from financial institutions and tax advantages, and to participate to competition announcements. Unfortunately, there is a lack of awareness of the importance and of the potentiality of IP rights in the community, and this weakness makes even more difficult for the owners to opt for the best strategy to implement in their business activities.

In the final part of the session, are illustrated some peculiar cases where the inventions might be protected under different laws, according to the specific situation. The lack of awareness of the importance and of the potentiality of IP rights might lead to a misunderstanding of the specific circumstances and, as a consequence, to an ineffective use and protection of the rights.

Specifically, a software might be protected under the copyright law (but not the mere idea itself), or as a patent (but not computer programs “as such”), or as an industrial secret (if it is actually unknown and if its secrecy has a real economic value). Further, the design might be protected under the design and models law (being its external aspect the main feature), the copyright law (if there is an element of creativity and artistic value) and as a trademark (as long as its form has got distinctiveness).

CO-CREATE – D.3.5.2 (1:1 Practical assistance on IPR issues)

In order to better use the IP rights, it is crucial to opt for the best type of protection according to the case, to identify the main assets and the prior art owned, and then to implement the appropriate measures accordingly.