“Intellectual Property & Horizon 2020: How to deal with your intellectual Assets”

Introduction to Intellectual Property

Odysseas Spyroglou
IPR, Legal & Financial Issues Expert

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What is Intellectual Property?

“Intellectual property (IP) refers to creations of the mind, such as:

- inventions;
- literary and artistic works;
- designs;
- symbols, names and images used in commerce.”

*According to WIPO, World Intellectual Property Organisation*
Categories of Intellectual Property?

- **Industrial property**: inventions (patents), trademarks, industrial designs
- **Artistic work protected by copyright**: original literary and artistic works, music, television broadcasting, software, databases, architectural designs, advertising creations and multimedia
- **Commercial strategies**: trade secrets, know-how, confidentiality agreements.. *

*According to European Union (europa.eu)*
How IP is created?

- Research
- Experimentation
- Creativity

- EXAMPLES:
  - Scientific Invention: electronics, drug, etc.
  - Product of Creativity: Movie, song, book, article, slogan, name, drawing, design etc.
Why IP is important?

• Your ideas
• Your work
• Your business advantage
• A valuable **asset** that must be protected (it can be traded)
But what are IP Rights (IPR)?

“IP Rights (IPR) are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.”

e.g. Patents, Copyrights, Trade marks …

*According to WTO, World Trade Organisation*
Types of IP Rights

• Copyrights
• Patents
• Trademarks
• (Trade secrets)

!! Protection still in national level rather than EU*
• Apply to European Patent Office but European patent needs to be validated by the national patent office in each country where protection is required.
Copyrights

- Providing protection to creators (writers, artists, music composers, etc.) on their creations. ("works")
- Does **NOT** extend to ideas, only to expression of thoughts.
- No need for registration (some countries have a system)
- Types of rights:
  - Moral: attribution / recognition, fame, right to object to changes, adaptations
- Protection: companies or organisations of creators
- Duration: usually 50 years after a creators death
Trademarks

• Sign used to identify certain goods and services by someone (person or enterprise)
• Can consist of a word, combination, abbreviations, names, drawings (logos), 3D shapes, colors, even music.
• Must be **distinctive**
• Types of trademarks (in addition to commercial):
  • Collective: members of an organization, union
  • Certification: comply with a set of standards
• Protection: Registration in country Trade offices
• Duration: usually 10 years, renewed indefinitely
Industrial Designs

- Ornamental or aesthetic aspect of an article: 3D features, shape, patterns, lines or color (instruments, watches, jewelry, houseware, electrical appliances, vehicles, architectural structures, textile designs, etc.)
- Must “appeal the eye” (aesthetic)
- Protection: Registration in country authorised agencies/trade offices
  - Prevent unauthorised copying or imitation
  - License or authorize others to use
- Duration: usually 5 years, renewed up to 15
Patents

• Exclusive right granted in respect of an invention

• Types of Inventions:
  • New or novel
  • Non-obvious
  • Useful or capable
  • “patentable subject matter”

• Rights:
  • Exclusivity of use in a territory
  • Permission to license it to others

• Protection: National Patent Offices, EPO

• Duration: 20 years
Trade Secrets

- Confidential Business Information
- Provides a competitive edge for the company
- Not registered but **Kept Secret**
- Protection:
  - Through legal binding agreements: Non disclosure, confidentiality, etc.
- Duration: indefinitely
Sources and more reading

- **European IPR Helpdesk**: [https://www.iprhelpdesk.eu](https://www.iprhelpdesk.eu)
  - Guide to IPR (EU Helpdesk)
  - Fact Sheets on IPR in Proposal Stage
- **THE EU SINGLE MARKET**: [Intellectual Property](http://www.eup.org)
- **WIPO**: [http://www.wipo.int](http://www.wipo.int)
  - [WIPO Academy](http://www.wipo.int/academy/en/)
- **WTO**: Trade-related aspects of IPR
  - [https://www.wto.org/english/tratop_e/tratop_e/trips_e/trips_e.htm](https://www.wto.org/english/tratop_e/tratop_e/trips_e/trips_e.htm)
- **EPO**: [https://www.epo.org/](https://www.epo.org/)
- **TURKEY Specific**:
  - **International Chamber of Commerce**: Promoting and Protecting IP in Turkey
Contact:

Office Address
Turkey in Horizon 2020 Project
No: 6/2 Mustafa Kemal Mah. 2119. Sok.
06520 Çankaya/Ankara, Turkey
Tel: +90 312 219 69 80
http://www.turkeyinh2020.eu/

Aleksander Bakowski
a.bakowski@idi.ie

Thies Wittig
t.wittig@idi.ie

Odysseas Spyroglou
o.spyroglou@idi.ie

Peter Parsons
p.parsons@idi.ie
Thank you!

Teşekkür ederim!
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