



Јакнење на капацитетите и механизмите за поддршка
на реформскиот процес на Поглавје 20
YESNetwork+

Part 2: Design of Innovation policy for SMEs and IPR



Проектот е финансиран од
Европската Унија

Проектот е имплементиран од:



Part 2:

Design of Innovation policy for SMEs and IPR

Content:

- Recent trends in EU innovation policies (regulations, directives and related strategies)
- SME position in innovation policy (characteristics, barriers, promotions, opportunities)
- *CSOs position in innovation policy*
- Connecting IPR to innovation policies
- Key issues for IPR policy in connection with innovation policy for SME's (types and benefits of IPR protection)

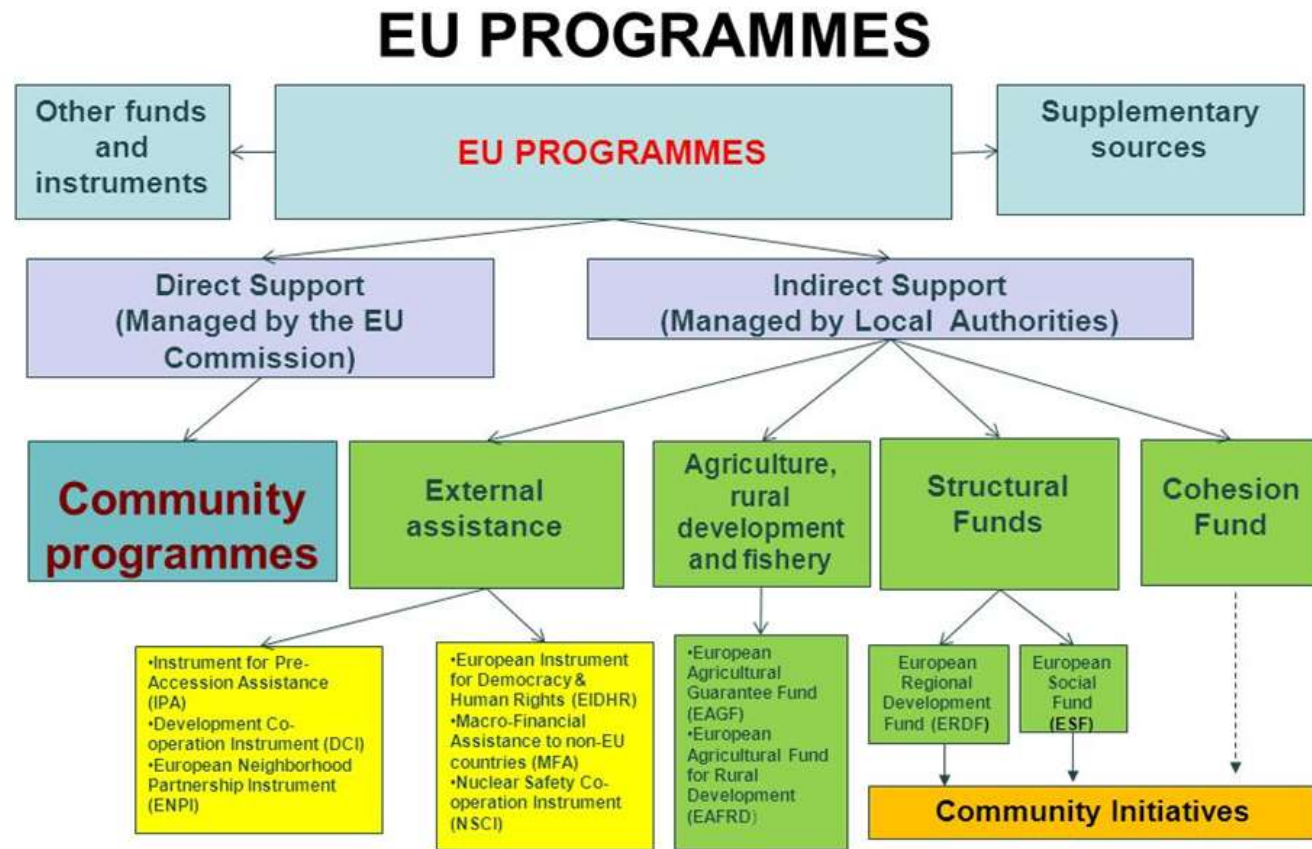


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Recent trends...

Structure of EU
programmes



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Recent trends...

Structure of EU
programmes

Financial Instruments in MMF 2014-2020



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Recent trends...

Macedonian position in H2020:

499 applications,

404 eligible

46 retained

Some statistics on H2020:

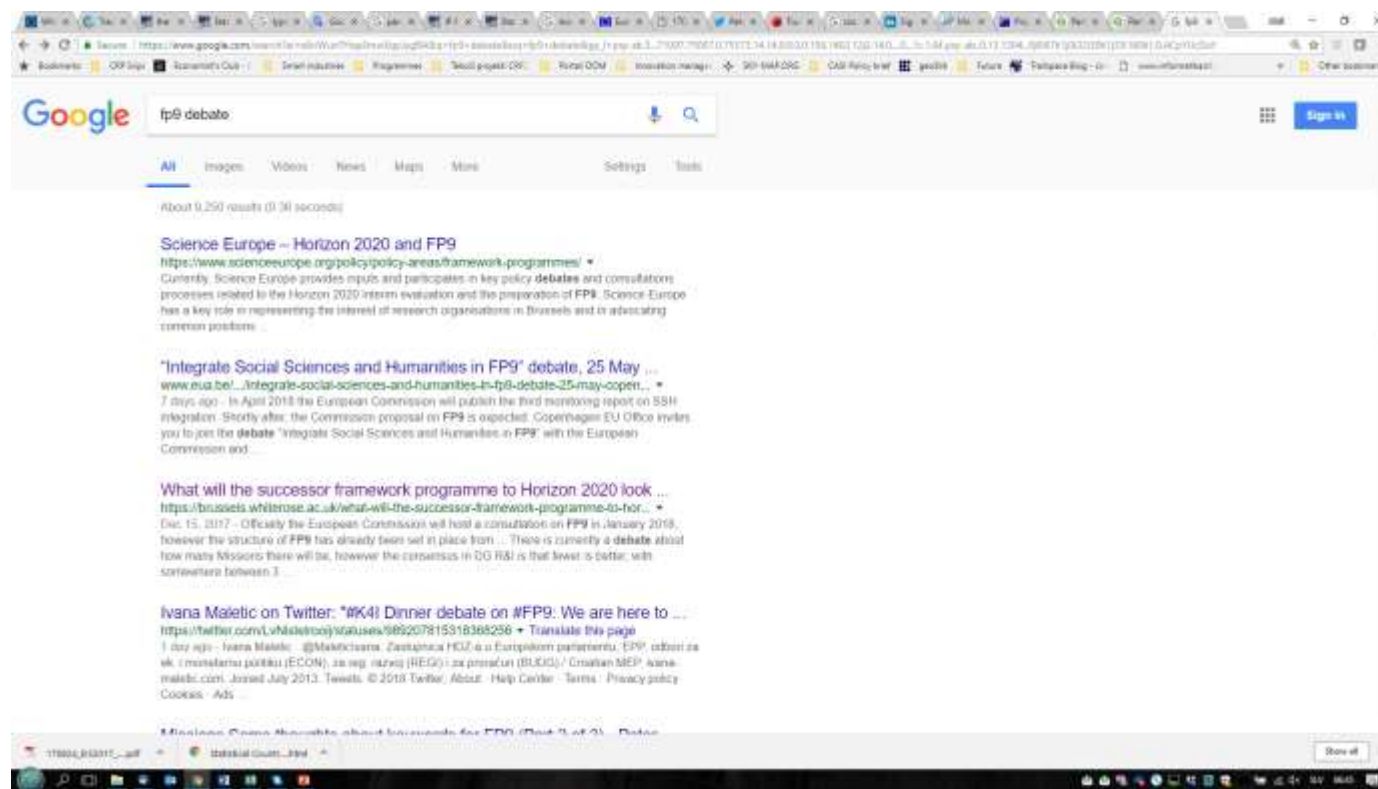
http://ec.europa.eu/research/participants/portal/desktop/en/project_results/index.html



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Recent trends... FP9 debate



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SME position in innovation policy (characteristics, barriers, promotions, opportunities)

SME represent majority of companies, but they have their particular characteristics and limitations:



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SME represent majority of companies, but they have their particular characteristics and limitations (1/3):

SMEs, especially on the continent, depend to a large extent on debt financing, but an increasing number complains that on the one hand banks are less and less able or willing **to finance riskier projects**, such as innovation and start-ups, with credits and loans and on the other, the market does not provide sufficient equity finance at all and especially not below 2 Million Euro, which would be needed by most of the SMEs.

European financial support instruments are not accessible for SMEs or not adjusted to their needs.



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SME represent majority of companies, but they have their particular characteristics and limitations (2/3)

Even highly innovative SMEs refrain from protecting their intellectual property rights, because of the current IPR regime in Europe, which is complex, costly and does not meet the needs of smaller innovators.

The main barriers as regards **access to existing technologies** are high information costs for SMEs and the expensive and complicate patent systems. Furthermore, the results of publicly sponsored research are not always made available at reasonable costs.

SMEs report shortage of **qualified personnel** they need and do not have the resources to qualify their staff themselves.



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SME represent majority of companies, but they have their particular characteristics and limitations (3/3)

SME owners often have difficulties to **design innovation projects** and/or **to handle innovation processes**, especially if bigger changes in technologies and production process are involved, and would need adequate support services.

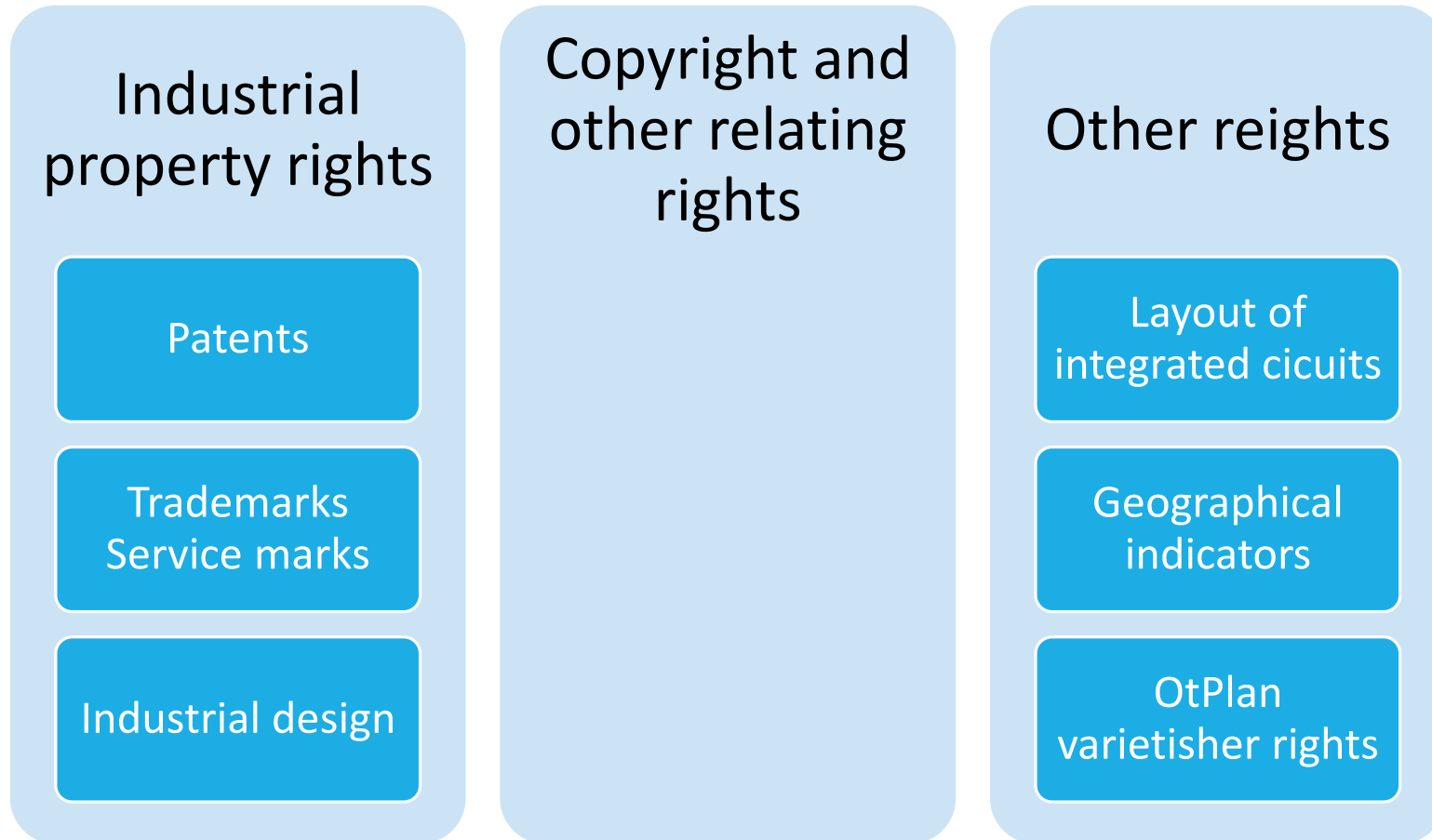
SMEs have **difficulties to cooperate**, especially at cross national level but also at national level, because they often do not have the **necessary internal resources**.

SMEs, especially those from new Member States, report deficits as regards the availability, the quality and the accessibility of **SME support services** and as regards the **quality of administration** and the stability of the regulatory framework. Both discourage SMEs to invest in innovation and long term and risky projects.



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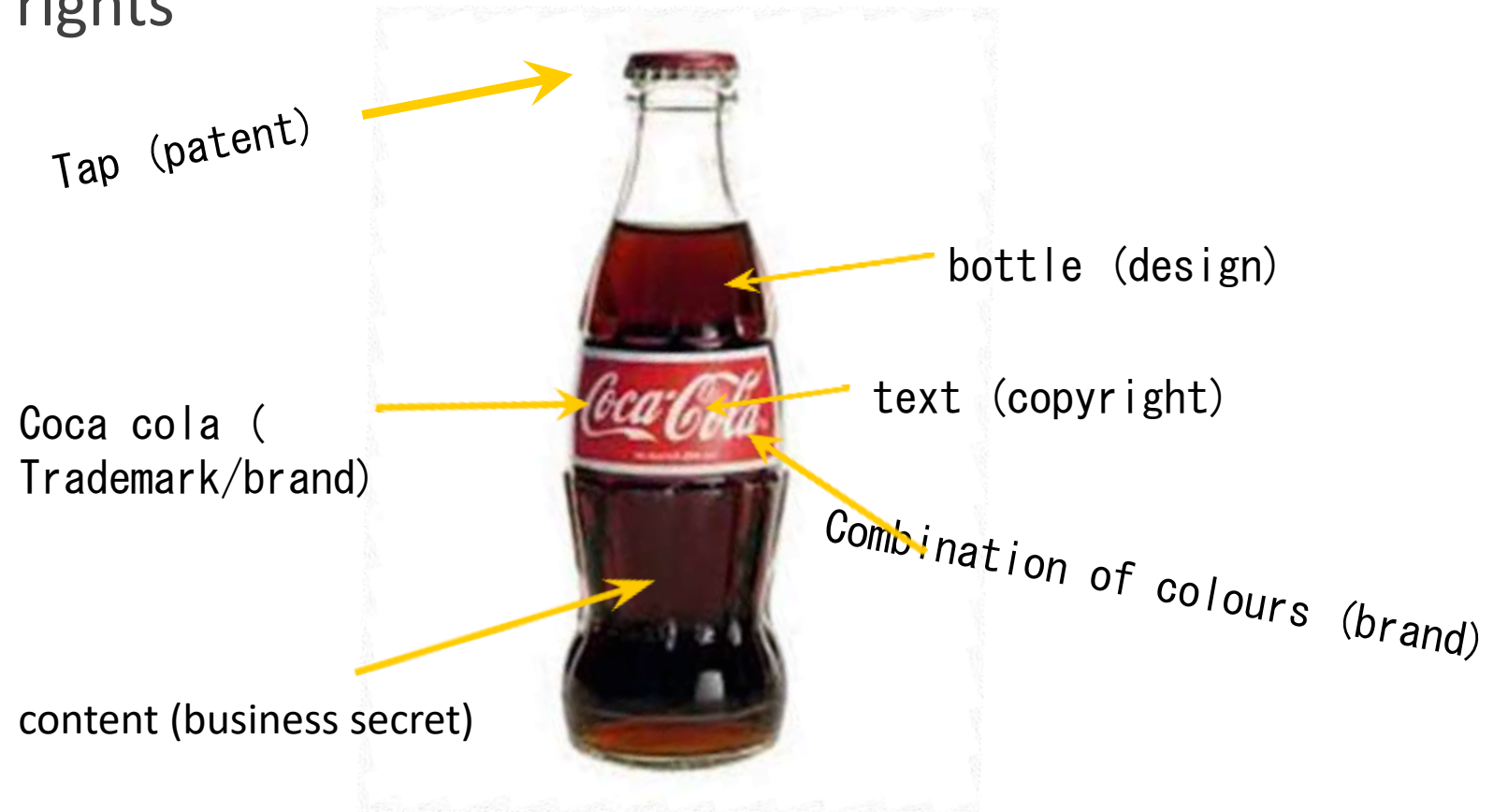


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Intellectual property rights

(IPR) In practice:



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TRADEMARK/BRAND



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Brand is a mark or combination of marks, which assure **differentiation** of products or services of one company from the products or services of another company. Visual identity is possible.



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Why brands are important?

- ☐ visibility of the product
- ☐ central role in advertising and marketing strategies
- ☐ public image and reputation of the company
- ☐ business assets (Coca-Cola exceeds \$ 70 billions)
- ☐ benefit from the acquisition of financial resources
- ☐ can be licensed - income to the company



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Word marks:

Adidas Starbucks Whirlpool Nestlé Volkswagen

Sony Harley Davidson Philips Just Do It Orange

Siemens Lays Red Bull Java Vodafone JVC

Gatorade Coca Cola Shell Ford Apple Levis

Rolex Microsoft PepsiCo RayBan Zippo Bic

MGM Petronor Herbalife EMI Sellotape Pfizer



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Logos (Figurative marks)



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Articles (3D Marks)



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Combinations of colours



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How to protect brand?

- ☐ With registration (or use- very known brands)
- ☐ Application, formal and content examination, publication, dispute, registration
- ☐ Unlimited validity- have to be renewed every 10 years
- ☐ Cost 250 € (national)



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Database of already registered brands – **TMview** -
www.tmview.europa.eu



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Registration on EU level:

- ✓ Regional path
- ✓ EUIPO – community brand (850 EUR)



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Design: The right of a protected appearance of the product



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Types of design:

Two-dimensional (patterns, colours, lines)

Three-dimensional (form, surface)



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Types of design:

Apple vs Samsung august
2012

Apple iPhone 3GS



Galaxy S i9000



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Protection of design:

- Procedure: application (formal, publishing, dispute, registration)

- Database of protected design

Designview www.tmdn.org/tmdsview-web/welcome

- Duration of protection (5-25 years- renewed every 5 years)

- Cost 350€ for community brand

- Haag system – WIPO – fees calculator
www.wipo.int/hague/en/fees/calculator.jsp



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Patent:



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Exclusive right for the discover with three conditions:

- ☐ Novelty
 - ☐ Innovative level
 - ☐ Industrial use
-
- ☐ It gives protection to inventor, for exclusive right for producing and licencing inventions



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Patent:

- ☐ Individual achievement of technical nature
- ☐ The result can be a completely new device or a new process, but it can only be an improvement to already existing devices or processes



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Patent:

☐ NOVELTY

It is not encompassed with the state of the art

The criterion is global and absolute

☐ INVENTIVITY

The solution is not obvious to a technical expert

☐ INDUSTRIAL USE

The invention may be produced or used in an economic activity



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Patent, process of application:

- ☐ formal, substantive examination, publication, opposition, registration
- ☐ Duration: 20 years (renewable every 5 years)
- ☐ Process of registration ~ 18 months
 - ☐ National
 - ☐ EPO patent
 - ☐ PCT-WIPO



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Patent database:

esp@cenet

http://si.espacenet.com/search97cgi/s97_cgi.exe?Action=FormGen&Template=si/SI/home.hts



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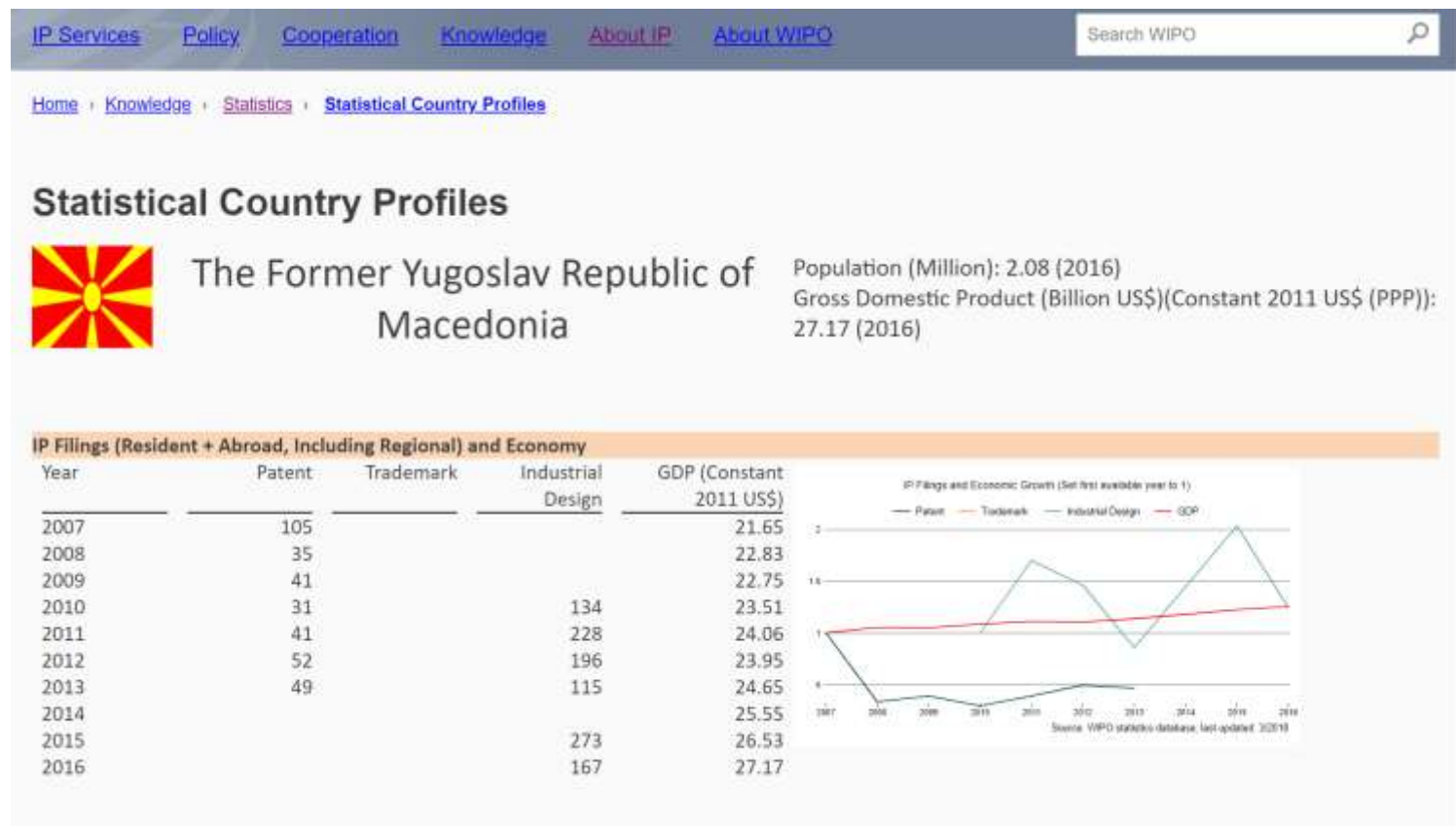
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Business secret



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More about IPR:

✓ European patent organization (EPO)

- ✓ Online training <http://www.epo.org/learning-events/e-learning/modules.html?topic=0002>

✓ IPR Helpdesk

- ✓ Educational clips: <http://www.iprhelppdesk.eu/training/clips>
- ✓ Webinars: <http://www.iprhelppdesk.eu/training/webinar>

✓ World Intellectual Property organization (WIPO)

- ✓ Distance learning: http://www.wipo.int/academy/en/courses/distance_learning/index.html#methodology
- ✓ IP PANORAMA: <http://www.wipo.int/sme/en/multimedia>

✓ EUIPO

- ✓ E-learning for SMEs: <https://euiipo.europa.eu/knowledge/course/view.php?id=1507&lngcdd=true&la=en>



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Why IPR in EU programmes is important?

Three reasons:

- Background
- Foreground
- Sideground



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