



Europäisches
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Office européen
des brevets

Learning catalogue for businesses

European Patent Academy

2021



Preface

The European Patent Academy provides training at a variety of levels for companies, including SMEs and high-growth technology businesses.

For many of these companies, their intellectual assets are an essential component of their business model. Intellectual property (IP) facilitates the transfer of technology and helps to avoid gaps in the exploitation of valuable research results. Patent information, which may be found in databases for instance, is a valuable resource for gaining technical and commercial advantage. Companies also need to ensure that they have freedom to operate for their products and services so that they are not infringing any third-party IP rights which might otherwise hinder them.

The European Patent Academy mainly reaches out to the decision-makers and the IP professionals from across the business spectrum as well as to their stakeholders through intermediaries, including the potential sources of advice to which a business might turn. A number of these intermediaries have co-operated in the development of content for the present catalogue and include the Licensing Executives Society International, the European IP Helpdesk, the Enterprise Europe Network, various chambers of commerce and patent information centres. The European Patent Academy's aim is to broaden and deepen co-operation, and conceives of the present catalogue as an instrument for presenting and expanding learning adventures.



Events



High-growth technology business: seeking stakeholder feedback

Online seminar
9 February 2021

Description

Developed in co-operation with the Licensing Executives Society International (LESI) and LES national chapters, this stakeholder seminar will be about defining the programme for the High-growth technology business conference 2022. Feedback from stakeholders will be collected with a view to involving them as potential partners in the 2022 event and satellite initiatives.

Content

- Introduction to high-growth technology business initiatives: forums, satellite events and conference
- Introduction to virtual conference add-on
- Introduction to clinics
- Suggestions for session topics and pre-conference
- Clinic implementation and virtual conference delivery

High-growth technology business: scoping the content

Online workshop
13-15 September 2021

Description

Developed in co-operation with LESI and LES national chapters, this scoping workshop will aim to shape the High-growth technology business conference 2022. At the workshop, the conference content and presentation titles will be determined, and potential speakers and partners will be identified.

Content

- Further developing the conference format, training content and teaching approaches
- Establishing a platform with relevant training material for publication and broad dissemination

High-growth technology business: focus on Europe

Online forum
25 February 2021

Description

The High-growth technology business forum, organised by the EPO in co-operation with the LESI is an online forum that will take place three times a year, rotating its geographic focus between Europe, Asia and North America. Live case studies structured around the featured topics of “licensing”, “build to sell” and “growth financing” will be presented by CEOs (or other members of the C-suite) to business decision-makers at small and medium-sized technology enterprises in a lively presentation-and-discussion format. A global expert panel will take the audience on a journey into the inner workings of the success stories highlighted, providing practical take-away messages with a specific focus on the role of intellectual assets.

Content

- Licensing
- Build to sell
- Financing SMEs

Succeeding at technology commercialisation and negotiation

Online seminar
Q2 and Q3 2021

Description

The EPO launched a two-day online seminar in several cities in 2019. This event provides a comprehensive set of tools and techniques to help firms profit from their IP and put it at the heart of their business strategy. The seminar caters for professionals from SMEs, start-ups, spin-offs, emerging enterprises, multinational corporations, technology transfer and research organisations, as well as their advisors.

Content

- Defining the right IP strategy
- Determining appropriate royalty rates and IP valuation
- IP assessment: which IP should be pursued?
- IP management and opportunity creation
- Licensing fundamentals
- Patent filing tactics
- IP negotiation masterclass: put your negotiation skills to a real-life test





Search Matters 2021

Online conference
4-8 October 2021

Description

Search Matters is an annual event that not only showcases the EPO's patent search strategies and techniques, but also offers an unrivalled look behind the scenes at the Office. The programme is complemented by “at-the-desk” sessions, a limited number of exclusive one-to-one meetings with examiners providing search expertise in specific technical areas.

Content

- Searching cross-technology inventions
- Search strategies for disruptive technologies, such as AI and 3D printing
- Asian prior art
- Effective use of freely available patent search services

Computer-implemented inventions in MedTech

Online conference
Q2 or Q3 2021

Description

Medical technology (MedTech), one of the largest and fastest-growing areas in filings with the EPO, is more and more influenced by the dynamics of computer-implemented inventions (CII). This conference on CII in MedTech will focus on the life of a patent file at the business development and commercialisation stages.

Content

- Presentations from investors, CEOs, and other MedTech stakeholders
- Analysis of legal aspects, regulation, national litigation, licensing strategies
- How the drafting of a patent application can affect the future commercialisation of an invention

IP assessment – how to improve informed decision-making

Online course | 3 hrs
2, 4 and 9 March 2021

Description

This online course will be held in co-operation with the Norwegian IPO and comprises a series of three connected sessions. It is designed for intellectual capital managers, R&D project leaders, entre- and intrapreneurs, SMEs, start-ups, spin-offs and technology transfer businesses.

Content

- Assessing the value of technologies
- Evaluating and comparing patents and R&D projects
- Making informed decisions based on a recurring and systematic assessment of assets

Gaining knowledge for decision-making in business

Online seminar | 1.5 hrs
Q2 2021

Description

This seminar will show business decision-makers what can be done with the EPO's free search tools, and what more advanced tools offer on top.

Content

- Espacenet: daily updated database at no charge, containing data on more than 120 million patent documents from around the world
- Global Patent Index (GPI): tool enabling detailed searches in the EPO's worldwide bibliographic, legal event and full-text data sets
- PATSTAT: databases enabling sophisticated statistical analyses of bibliographical and legal-event patent data from leading industrialised and developing countries



IP strategy

Online course | 5 hrs
Q2

Description

This series of five virtual classroom sessions, implemented together with the International Institute for IP Management (I3PM), will introduce the main concepts of IP strategy. Anyone involved in IP management in technology-driven SMEs needs to be able to communicate with their company’s business, R&D and legal people. The IP strategy modules will introduce participants to essential management principles and how to apply them to the strategic management of IP assets.

Content

- IP strategy at the heart of business strategy, parts I and II
- IP creation strategies to generate value
- IP value extraction strategies
- Innovation environments and influencing factors

IP evaluation and protection

Online course | 5 hrs
Q3

Description

This series of five virtual classroom sessions, implemented together with I3PM, will introduce the main concepts of IP evaluation and protection. Innovation is the commercialisation of an invention. Decisions on which technologies should be developed and which IP assets created must be carefully evaluated. IP needs to be protected, but protection costs money, so it must be assessed within the overall context of innovation potential and enforceability. In a global market, the life-cycle management of patents on a worldwide basis is key to making best use of the patent system to gain and maintain competitive advantage.

Content

- Innovation processes and systems
- Economic aspects of innovation
- Evaluation dimensions
- Critical reflection of the protection scope
- Patent filing tactics and managing the patent life cycle

IP value extraction and commercialisation

Online course | 4 hrs
Q4

Description

This series of four virtual classroom sessions, implemented together with I3PM, will introduce the main concepts of IP value extraction and commercialisation. The sessions explore ways in which value can be extracted from IP via different models, ranging from blocking others through securing markets to actively harvesting royalties. It covers the basic IP value-extraction mechanisms and how they can be implemented through licensing and enforcement.

Content

- Principles of IP value extraction
- Licensing I
- Licensing II and enforcement
- Determining the value of IP for transactions

Materials



SME case studies

The EPO has produced a series of case studies on European small and medium-sized enterprises (SMEs) that benefit from the use of patents and other IP rights.

The studies provide recommendations on creating a proactive IP strategy that is adapted to real business needs, taking a holistic approach to IP management, knowing where to involve IP specialists and how to use patent information, and so forth.

They also highlight the expected benefits for SMEs of the future unitary patent, including time and cost savings and increased legal certainty across the EU’s single market.

The studies can be used for self-paced training or in classroom training sessions. For the latter, additional training material has been created to help trainers present the case studies and discuss them with trainees.

Selected case studies are also available in German and French.

All material including a glossary with links to further reading can be downloaded from epo.org/sme

Industry	Country	Company
Biotechnology	Austria	Marinomed
Digital communication	France	Webdyn
Electrical machinery, apparatus, energy	Germany	Orcan Energy
	Estonia	Skeleton
	Netherlands	Voltea
Medical technology	Ireland	Aerogen
	Italy	Cosmed
	Greece	Micrel
Optics	Lithuania	Ekspla
Other special machines	Austria	Lithoz
	Finland	Picote
Telecommunications	Spain	Fractus

Tech transfer case studies

In addition to the SME case studies, the EPO has produced another series of case studies, this time on successful university spin-offs that benefit from the use of patents.

The studies provide key recommendations and lessons learned, presenting different IP strategy models and looking at IP management and the role of technology transfer offices in company creation.

The studies are a learning and teaching resource for patent-oriented researchers, university spin-offs and national technology transfer offices.

All material including a glossary with links to further reading can be downloaded as of May 2021 from epo.org/sme

Industry	Country	Company
Material technology	Sweden	Oxeon
Mechatronic systems	Italy	Blu Brake
Biotechnology	Turkey	Dermalix
Medical technology	Ireland	Innovo
Medical technology	Portugal	Perceive 3D
Sensor technology	Germany	FOS4X
Additive manufacturing	Austria	Lithoz

Inventors' handbook

The purpose of the Inventors' handbook is to provide basic guidance on all the key stages of turning an invention into a commercial product. In addition to patent search and IP topics, the handbook also covers business aspects. It is intended to provide investors with a 360° view of invention commercialisation and help them avoid many of the common mistakes associated with innovation projects.

The handbook will be published in the second half of 2021.



Technology commercialisation training kit

Considering the needs of the community of trainers, business advisers and organisations supporting businesses, the Academy has developed an advanced technology commercialisation training scheme covering IP strategy and management and including an IP negotiation masterclass. The training kit includes a course curriculum, presentation material and a train-the-trainer manual including recommendations for practical implementation.

The training kit will be available in Q3 2021.

Best of Search Matters

These web pages bring the content developed for the annual Search Matters conference to the attention of the wider network of patent system users, SMEs in particular.

This mine of information is offered in four sections:

- Tools and databases
- Search strategies
- EPO procedures and initiatives
- Challenges and specific topics

In each section, a collection of selected recordings of presentations, presentation slides and articles published in the Elsevier journal “World Patent Information” is accessible for self-paced study.

To find out more about Best of Search Matters, go to
epo.org/best-of-search-matters

Support for high-growth technology businesses

These web pages contain training material, publications, articles and videos published about using IP to benefit SMEs, namely for business decision-makers, IP professionals and other stakeholders in the innovation ecosystem. You will also find content there relating to the High-growth technology business conference in Dublin, held in November 2019. This material sheds light on the challenges that businesses face when commercialising their technologies and scaling up.

To find out more, go to
epo.org/sme

IP Teaching Kit

Produced by the EPO in co-operation with the European Union Intellectual Property Office, the Intellectual Property Teaching Kit (IPTK) enables teachers to put together lectures and presentations on all kinds of IP, including patents, utility models, trade marks, copyright, designs and trade secrets. It is made up of the following modules: IP Basics, IP Advanced I and II, IP Search Tools and IP Management.

The IPTK includes ready-made PowerPoint slides with speaking notes and additional background information. The speaking notes can be read out as they stand. The background information provides additional details which will help lecturers prepare for the more advanced questions that students might have.

The material can be tailored to the students' background – science or engineering, business or law – and their knowledge of the topic, their learning goals and the time available. The IPTK also includes case studies.

The various modules of the IPTK can be downloaded from
epo.org/teaching-kit



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