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D3.1 FIRST REPORT ON IP ADVISORY

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Abstract	<p>TETRA is an EU-funded project under the Horizon 2020 Research and Innovation programme which aims to offer well-tailored business support services to the third-party beneficiaries of the R&I Actions and the C&S Actions funded under the Next Generation Internet (NGI) - An Open Internet Initiative (H2020-ICT-24-2018-2019) topic.</p> <p>To this end, in relation to the Task 3.1. of the project concerning IP advisory service delivery, the current document aims at identifying and analysing:</p> <ul style="list-style-type: none"> • the main challenges of project beneficiaries regarding IP during the start-up and scale-up phases of development, • the training evaluation results regarding the IP webinars held up until M22 (February 2021) and the IP session in TETRA Bootcamp-I, • the meetings/phone calls on IP with project beneficiaries, if there are any, and, • providing suggestions on effective IP management strategies and tools to be used.
Keywords	Next Generation Internet, TETRA, Intellectual Property, IP



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CL	Classified, information as referred to in Commission Decision 2005/444/EC	
CO	Confidential to TETRA project and Commission Services	

* Type of deliverable

- R: Document, report
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- DEC: Websites, patents filing, press & media actions, videos, etc.
- OTHER: Software, technical diagram, etc.
- ETHICS: Ethics requirement
- ORDP: Open Research Data Pilot

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INTRODUCTION

Intellectual Property (IP) management is an indispensable element in business activities as it concerns the protection and management of intellectual assets. According to the latest study carried out by Ocean Tomo, the value of intangible assets account for 90% of the total market value of the S&P 500 companies -which was 85% in the previous study in 2015¹.

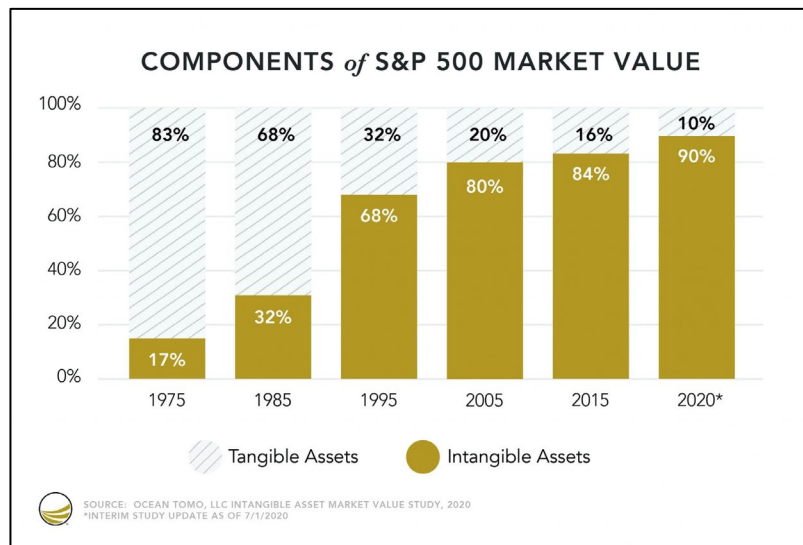


FIGURE 1: SHARE OF INTANGIBLE ASSETS IN S&P 500 MARKET VALUE BY YEAR

Being such a key component in determining the value of a company, intellectual assets take an essential role in the success of businesses. This fact has been clearly underlined by the recent EU Council conclusions on intellectual property policy and the revision of the industrial designs system in the Union, approved by a written procedure on the 10th of November 2020, that stating that “IP rights and translating R&I results into the economy will have a major role to play in the reconstruction process and in improving the resilience of EU businesses”². This is especially true for companies dealing with Internet and IT-related technologies (which is the target audience of the TETRA project), for which IP management has even more significance in business success and sustainability. Nevertheless, because of the non-physical nature of these assets, it is not always very easy for the companies to identify and utilise them as a tool to reach their objectives.

With this respect, the third Work Package “*capacity building to enable the transition from development to market*” of the TETRA project includes a task that covers IP advisory services where we provide IP services in the form of webinars, online training sessions and assistance during bootcamps and individual coaching through remote means. The task targets to develop the content of these services and their delivery.

¹ Ocean Tomo, LLC. *Intangible asset value study*, 2020. Full study can be reached [here](#).

² <https://www.consilium.europa.eu/media/46671/st-12750-2020-init.pdf>

This report provides the insights of these activities carried out within the Task 3.1 “*IP Advisory, training, and linkage to national IP programmes*” by pointing out the results and summary of the delivered services during M10-M22.

The document is divided into five parts: (1) TETRA IP webinars, (2) IP sessions at TETRA bootcamps, (3) challenges faced during the said term, (4) considered measures to overcome these challenges and (5) provided suggestions and tools for effective management of IP to the bootcamp participants (in their master plans).

1 TETRA IP WEBINARS

Within Task 3.1, two types of training sessions are being held:

- Webinars (“TETRA IP Webinars”)
- IP sessions during the bootcamps³

The contents of these training sessions are developed by the IPIL team and/or by externally contracted IP professionals (speakers) specialised and experienced in IP and software, where necessary.

1.1 TECHNICAL BACKGROUND

1.1.1 Organisation

The TETRA IP webinar sessions have been organised and managed by IPIL (including registration management and engagement activities such as sending reminders, polls and evaluation surveys, etc.), and held online through the GoToWebinar® platform administrated by IPIL.

The webinars were delivered either by IPIL’s internal staff or by the external speakers/trainers contracted by IPIL. The selection of experts has been undertaken and respective contracts established following an open call process managed under IPIL’s internal rules.

Within the M10-M22 term, the following five IP webinars took place.

³ No individual evaluation has been made for the IP session held during the TETRA Bootcamp-I.

TABLE 1: LIST OF TETRA IP WEBINARS BY M22

Date	Webinar Name	Trainer
17.06.2020 (M14*)	An Introduction to IP	Cyril Dubois (IPIL) Onur Emul (IPIL)
15.07.2020 (M15*)	An Introduction to IP Commercialisation	Onur Emul (IPIL)
25.11.2020 (M19)	IP Protection in Software Development	Stéphane Ambrosini
16.12.2020 (M20)	Open-source Software Licences	Sébastien Champion
24.02.2021 (M22)	IP and Software Code Management	Sébastien Champion

(*) These webinars were reported within the first periodic report RP1 (M1-M18). The reporting of the other webinars will be included in the final report (M36).

1.1.2 Promotion and Communication Activities

The promotion and communication activities have been handled with the support of the partner LOBA, the leader in charge of all communication and promotion activities in the project, as well as with other Consortium partners.

IPIL has provided all the content material and LOBA has prepared the promotional banners and advertisements together with the supervision of web-site promotion management and carried out the contacts with the other NGI Outreach office and other NGIs.

Each project partner was free to further advertise the events using their own tools and networks to widen the dissemination of the information.



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2w •

Wanna know more about "IP and Software Code Management"? Then, you are invited to our webinar on 24 February at 10h00 CET. More info and registration: <https://lnkd.in/dVmPm8V>

[NGIatlantic.eu](#) [Project eSSIF-Lab](#) [NGI Explorers](#) [NGI Data Portability and Services Incubator](#) [NGI - The Next Generation Internet](#) [Fed4FIRE+](#) [ONTOCHAIN](#) [NGI POINTER](#) [NGI POINTER LOBA.cx](#) [CIVITTA European Startup Network](#) [Q-PLAN INTERNATIONAL](#) [FVA New Media Research](#) [PEDAL Consulting](#) [BIC Bratislava \(Business & Innovation Centre\)](#) [Institut de la Propriété Intellectuelle Luxembourg](#) [GIE \(IPIL\)](#) [Sébastien Campion](#) [Trublo.eu](#) [NGI Assure](#) [\(NGI GO2S\)](#)


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The TETRA project (*) announces a new webinar on IP protection in software development on 25 November 2020.



Current innovation relies increasingly upon digital technology, and software development lies at the heart of it, whether in pure form as seen with blockchain and AI applications, or paired with physical devices like IoT sensors, medical devices, drones, robots and more.

This webinar presents and explains Intellectual Property (IP) rights with relevance to software innovation, in particular:

- copyright; as it relates to code and other aspects of a software product
- patents; which may be sought for technical effects brought about by new software algorithms and solutions
- registered designs; to protect new and commercially-relevant visual aspects of user interfaces, and
- trade secrets; that can attach to data sets, coding techniques and other proprietary aspects of software development.

Registration and more information [here](#).

(*) IPIL is one of the partners of the TETRA project, funded by the European Commission, aiming at supporting the Next Generation Internet (NGI) society successfully enter the market and accelerate their business. For more information about TETRA please click [here](#).

FIGURE 2: COMMUNICATION ACTIVITIES FOR THE PROMOTION OF TETRA IP WEBINARS (EXAMPLES)

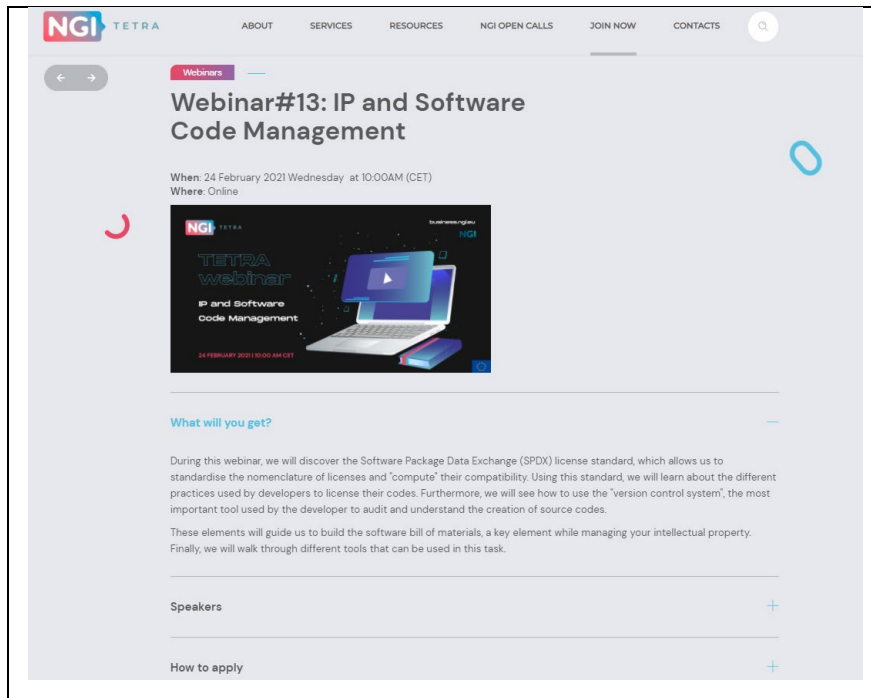


FIGURE 3: SCREENSHOT FROM THE WEBINAR PAGE OF THE TETRA WEBSITE (EXAMPLE)



 A screenshot of the Tetra Webinar registration page. At the top, there are logos for NGI TETRA and the Intellectual Property Institute Luxembourg. The main heading is 'TETRA Webinar: IP and Software Code Management'. Below this, the date and time are listed: 'Wed, Feb 24, 2021 10:00 AM - 11:00 AM CET' with a link 'Show in My Time Zone'. A paragraph describes the webinar content. Below that, it says 'Fill in below to book your seat for our webinar!'. There is a section for 'Your TETRA Team' with a plus icon. The registration form includes fields for 'First Name*', 'Last Name*', 'Email Address*', and 'Country*' (with a dropdown menu). There is also a 'NGI Community*' dropdown menu. A disclaimer states: 'Unless making a secure payment with your credit or debit card via a third-party payment processor, this form is not designed to collect confidential or sensitive personal information (e.g., financial information, social security numbers)'. A checkbox for 'I agree' is present, with a link to the privacy policy. A blue 'Register' button is at the bottom.

FIGURE 4: A TYPICAL REGISTRATION PAGE FOR TETRA IP WEBINARS (EXAMPLE)

1.2 WEBINAR EVALUATION RESULTS

After the end of each webinar, the participants are asked to reply to an online evaluation survey, which is viewed on the participants' screen when the webinar session is closed (or the participant leaves the webinar, whichever occurs first).

The survey questions along with the number of participants and survey respondents for each IP webinar are shown on the tables below:

TABLE 2: WEBINAR EVALUATION SURVEY QUESTIONS

Survey Question	Answer Scale				
The webinar contents were relevant to what has been communicated	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neither Agree nor Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
The webinar contents were comprehensive	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neither Agree nor Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
The webinar contents were easy to understand	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neither Agree nor Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
The duration of the training was...	<i>very short, could have been longer</i>		<i>Optimal</i>	<i>very long, could have been shorter</i>	
Overall, how would you rate the webinar?	<i>Very good</i>	<i>Good</i>	<i>Average</i>	<i>Bad</i>	<i>Very Bad</i>

TABLE 3: WEBINAR PARTICIPATION STATISTICS

Webinar #	Webinar Name	No. of Registrations	No. of Participants	No. of Survey Respondents
Webinar#4	An Introduction to IP	35	28	18
Webinar#6	An Introduction to IP Commercialisation	26	16	9
Webinar#10	IP Protection in Software Development	46	24	9
Webinar#11	Open-source Software Licences	38	24	14
Webinar#13	IP and Software Code Management	18	13	9
	TOTAL	163	105	59

Q1 – The webinar contents were relevant to what has been communicated:

This question was asked in order to evaluate the relevancy of the webinar communication and the webinar contents.

The overall results (average of five webinars) are as follows:

TABLE 4: RESULTS OF Q1 ON THE RELEVANCY OF THE WEBINAR CONTENTS

Response	Answer/Total respondents	Rate, %
Strongly Agree	36/59	61%
Agree	21/59	36%
Neither agree nor disagree	2/59	3%
Disagree	0/59	0%
Strongly Disagree	0/59	0%

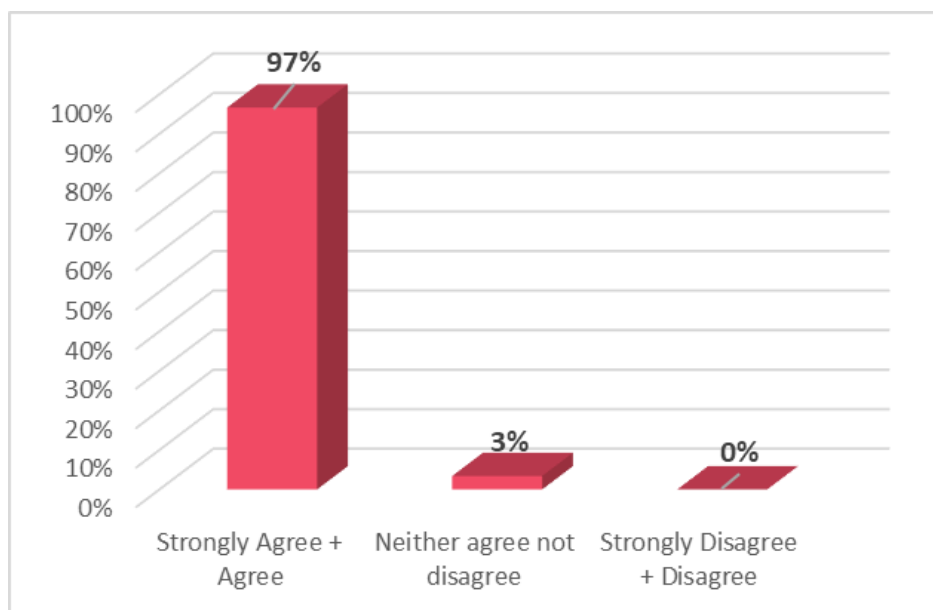


FIGURE 5: RESULTS OF Q1 (MERGED)
"THE WEBINAR CONTENTS WERE RELEVANT TO WHAT HAS BEEN COMMUNICATED"

According to the results, almost all the audience found the webinar communication relevant to the contents with 97%. Only two participants out of 59 survey respondents commented in a neutral manner. There are no remarkable differences among the results of the individual webinars.

Q2 – The webinar contents were "comprehensive":

This question was asked in order to evaluate the scope and extensiveness of the webinar contents.

The overall results (average of five webinars) are as follows:

TABLE 5: RESULTS OF Q2 ON THE COMPREHENSIVENESS OF THE WEBINAR

Response	Answer/Total respondents	Rate, %
Strongly Agree	24/59	41%
Agree	29/59	49%
Neither agree nor disagree	6/59	10%
Disagree	0/59	0%
Strongly Disagree	0/59	0%

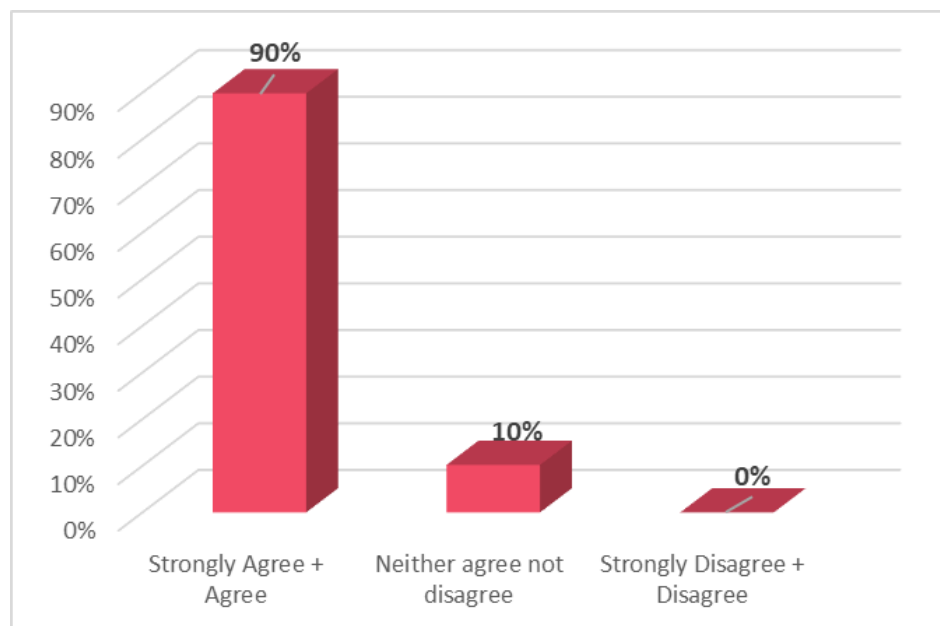


FIGURE 6: RESULTS OF Q2 (MERGED)
"THE WEBINAR CONTENTS WERE COMPREHENSIVE"

According to the results, 90% of all survey respondents believed that the contents were comprehensive. Six participants (10%) had the opinion that the contents were complete enough.

Q3 – The webinar contents were "easy to understand":

Because of the nature of the covered topics and the different knowledge level and experience in the field of the participants, it is sometimes possible that the audience of the IP webinars may find the contents difficult to understand. For this reason, this question was asked to allow us to evaluate the clarity of the contents and the lucidness of the trainers.

The overall results (average of five webinars) are as follows:

TABLE 6: RESULTS OF Q3 ON THE CLARITY OF THE WEBINAR SESSION

Response	Answer/Total respondents	Rate, %
Strongly Agree	23/59	39%
Agree	32/59	54%
Neither agree nor disagree	1/59	2%
Disagree	3/59	5%
Strongly Disagree	0/59	0%

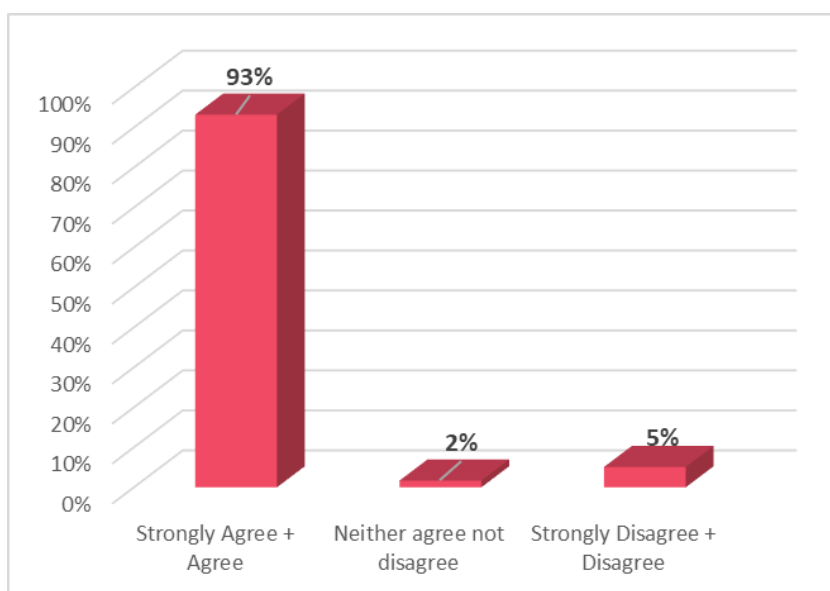


FIGURE 7: RESULTS OF Q3 (MERGED)
"THE WEBINAR CONTENTS WERE EASY TO UNDERSTAND"

According to the results, a high majority of the survey respondents (93%) found the contents easy to understand. Only three participants out of 59, who joined the last two webinars, disagreed with the clarity of the contents. It is believed that this is mainly because of the complexity and specificities of the topics covered in these two last webinars, which also depends on the personal background of IP knowledge.

Q4 – The duration of the training was:

This question was asked in order to understand the optimum duration of the webinars. The IP webinars lasted around one hour (± 15 minutes) depending on the question and answers session held in the end.

The overall results (average of five webinars) are as follows:

TABLE 7: RESULTS OF Q4 ON THE DURATION OF THE WEBINAR SESSION

Response	Answer/Total respondents	Rate, %
very short, could have been longer	5/59	8%
Optimal	44/59	75%
very long, could have been shorter	10/59	17%

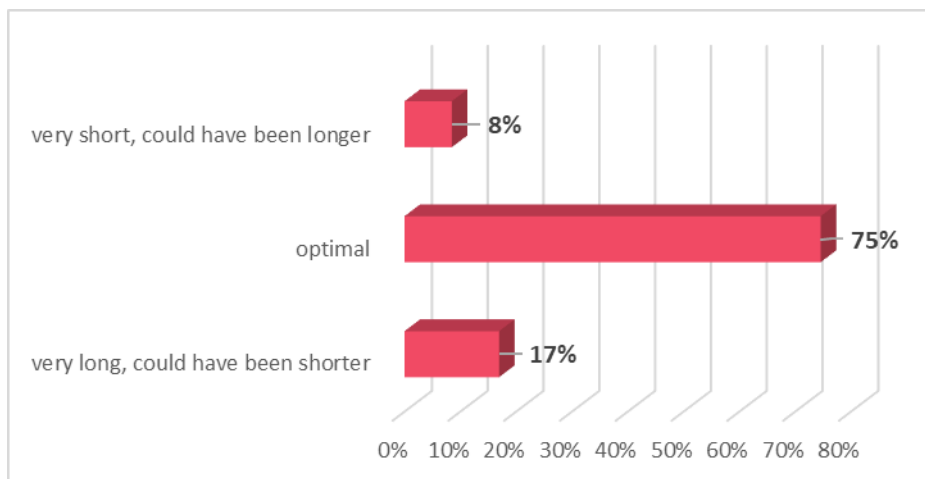


FIGURE 8: RESULTS OF Q4 (MERGED)
"THE DURATION OF THE WEBINAR WAS..."

According to the results, 3/4 of all survey respondents believed that the duration of their webinar was optimal. Ten participants found the webinars quite long, however, the majority of these attendees (six out of ten) were from the first webinar which lasted almost 1.5 hour because of the wide range of the covered topics (introductory webinar to IP) in this very first session. Following this webinar, the length of the sessions was re-adjusted, and the 1-hour (± 15 minutes) duration was respected.

Q5 – Overall, how would you rate the webinar?:

This question was asked in order to quantify the overall rating of the webinar to detect the overall success.

The overall results (average of five webinars) are as follows:

TABLE 8: RESULTS OF Q5 ON THE OVERALL RATING OF THE WEBINAR SESSION

Response	Answer/Total respondents	Rate, %
Very Good	29/59	49%
Good	19/59	32%
Average	10/59	17%
Bad	1/59	2%
Very Bad	0/59	0%

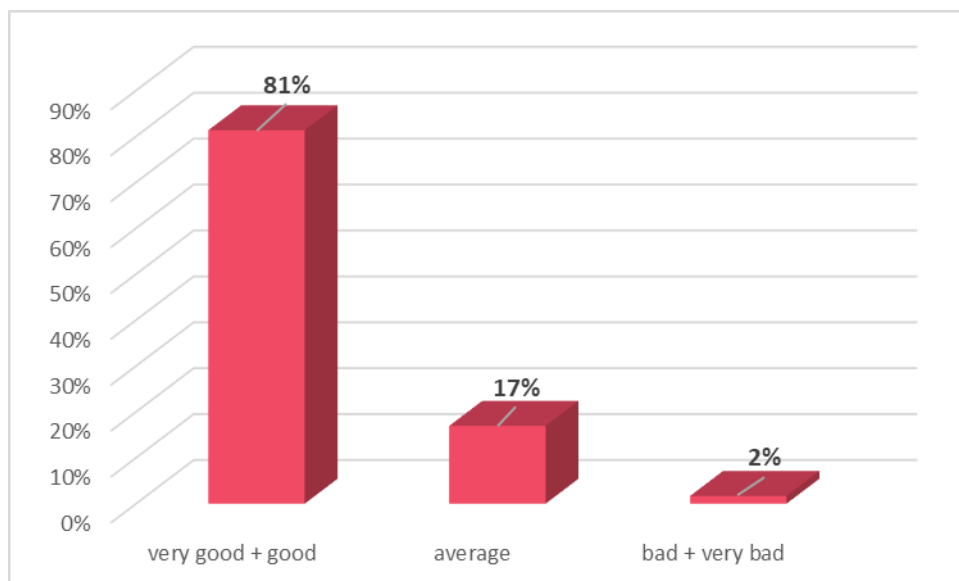


FIGURE 9: RESULTS OF Q5 (MERGED)
"OVERALL, HOW WOULD YOU RATE THE WEBINAR?"

The overall results show that more than 80% of the survey respondents rated our IP webinars as “very good” or “good” (in fact, more than half of them rated as “very good”) and ten participants out of 59 respondents found our webinars “average” representing 17%. Only a single participant out of 59 (joined in the fourth webinar on Open-Source Licensing) rated the webinar as “bad” without leaving any further comment.

The individual success rates for our IP webinars are as follows:

TABLE 9: INDIVIDUAL SUCCESS RATINGS OF THE IP WEBINARS

Webinar #	Webinar Name	No. of Participants	Success Rate
Webinar #4	An Introduction to IP	28	87%
Webinar #6	An Introduction to IP Commercialisation	16	93%
Webinar #10	IP Protection in Software Development	24	93%
Webinar #11	Open-source Software Licences	24	80%
Webinar #13	IP and Software Code Management	13	80%
	OVERALL	105	86%

Individual Comments Received:

Here is the collection of some comments received from webinar participants:

- *Thank you! Have been listening to a number of Tetra webinars, this one I also find informative and relevant. Knowledgeable speaker, easy and pleasant to listen to. Hope to see more experts-practitioners in the upcoming sessions. / NGI TRUST*
- *Could be nice to see an example that uses all the IPRs as a connecting theme in the presentations. / NGI LEGDER*
- *Very clear explanation of this heavy topic. / NGI TRUST*
- *There was a lot of new information for me, some of them not so easily understandable, but generally the webinar was very relevant and the presenter knowledgeable. Thank you! / non-NGI PARTICIPANT*
- *An awesome presentation like before, thank you very much for your cooperation and I hope to join new ones in the near future. / NGI EXPLORERS*

Participation of NGI projects in TETRA IP Webinars:

Although the contents of the webinars are, to a general extent, specific to NGI project participants, the TETRA IP Webinars are open to the public and promoted in all social media channels which also attract non-NGI participants.

The table below shows the participation rates of the NGI projects in our webinars.

TABLE 10: PARTICIPATION RATES OF THE NGI PROJECTS IN TETRA IP WEBINARS

NGI Project	No. of Registrations	Not Joined	No. of Participants	% of all Participants
non-NGI Community	58	-25	33	31%
NGI TRUST	31	-9	22	21%
TETRA	22	-3	19	18%
LEDGER	16	-6	10	10%
NGI DAPSI	10	-2	8	8%
NGI EXPLORERS	8	-4	4	4%
NGI ESSIF-LAB	6	-4	2	2%
NGI ZERO	5	-2	3	3%
NGI POINTER	3	-2	1	1%
NGI4ALL	2	-1	1	1%
NGI ATLANTIC.EU	2	0	2	2%
TOTAL	163	-58	105	100%

The results show that more than one-fifth of our participants were coming from NGI TRUST, making them the leader in the NGI projects ranking.

The following NGIs have not yet participated in any of our IP webinars:

- **NGI Forward:** By being the strategy and policy arm of the whole NGI community, and as a CSA project, the scope of NGI Forward is not directly related to the IP service proposal of TETRA, which is more focusing on the NGI project call beneficiaries.
- **Think Nexus:** Think NEXUS aims to reinforce EU-US collaboration on, through its dedicated Think Tank. Therefore, as a CSA initiative, the IP advisory services of TETRA (including IP webinars) are not directly relevant to the aim of this NGI.
- **Fed4Fire+:** A call on “innovative experiments” will be published after M22.
- **NGI Assure:** First open call closed in February 2021.
- **OntoChain:** First open call closed in January 2021.
- **Trublo:** First open call in March 2021.

2 IP SESSIONS AT TETRA BOOTCAMPS

[TETRA Build-up Bootcamp #1 \(29 September-1 October 2020\)](#)

Within the period of M1-M22, one on-line bootcamp took place between September 29th - October 1st, 2020 with the attendance of **51 participants split in 19 teams**.

On the second day of the event, a session on IP, namely “Fundamentals of IP Management for NGI participants” was held. As this bootcamp was dedicated to early-stage projects (“build up bootcamp”), the contents of the session had been chosen among the introductory topics of IP, covering the following areas:

- Intellectual property in general
- Trade marks
- Designs
- Patents (patentability requirements, territoriality, etc.)
- Introduction to the computer-implemented inventions
- Copyright
- Trade secrets
- Basics of IP searches

Following the session, individual questions were answered in the breakout rooms during the day which was generally focusing on IP basics and IP management in the project life cycle.

3 CHALLENGES FACED

3.1 CHALLENGES CONCERNING THE PROJECT

- **Covid-19 Pandemic**

As in all other sectors, the Covid-19 pandemic has had a big impact not only on the NGI project beneficiaries but also on us, as the TETRA Consortium.

With travel restrictions and social distancing measures, all project activities are now being carried out online and apart from the very first on-site training activities (e.g. participation in NGI Explorers Warsaw Bootcamp), face to face service delivery means are all cancelled.

However, this phenomenon can also be recognised as an “opportunity” since these new working conditions obligate our audience to participate more actively in remote activities, which is already key in Task 3.1 services.

- **Limited participation of some of the NGI project participants in webinars**

As seen from the table on the previous page, the participation of some of the NGI project beneficiaries in TETRA IP advisory services (i.e. webinars) has been limited. Even though this low rate can be explained mostly by the timing of the calls, collaboration with other NGI projects must be enhanced, and promotion of TETRA webinars needs to be boosted.

3.2 CHALLENGES CONCERNING THE AUDIENCE

- **Unbalanced level of IP knowledge**

NGI project beneficiaries constitute a large group having different backgrounds in many domains including IP rights. It is a challenge for the service providers (i.e. CSA projects such as TETRA) to keep a certain balance in service delivery as there are many NGI projects with diverse contexts and their level of knowledge varies.

With regards to IP, this is particularly noticeable because on one hand there are NGI beneficiaries who have very limited knowledge about IP as their activities concern early step (or even theoretical or policy level) business projects, but on the other hand there also are beneficiaries having a solid IP knowledge (even some of them involved in complex IP transactions; for example, in open-source licensing collaborations).

- **Lack of knowledge in IP**

This is a general challenge for all IP service providers as IP management requires specific expertise in many fields ranging from science and engineering to law and social affairs. Therefore, it is generally seen as highly complex and/or time-consuming, although it is an integrated part of a business strategy. Fulfilling the knowledge gaps in IP is one of the core issues especially for businesses dealing in information and internet technologies and in novel advanced technologies such as blockchain or IoT.

- **Misunderstanding on IP: Open-source vs. free software vs. public domain**

Open-source software generally describes software with publicly available source codes, which third parties can access, modify and re-distribute. However free availability of a software (public-domain) does not necessarily mean that it is IP-free without any restrictions. The misunderstanding of “if there is a freely downloadable software on the Internet, it means it is IP-free” is a big mistake which many developers or users are not aware of.

- **Increasing need for information on open-source licensing models**

In our webinars, we identified that the need for accessing “clear” information on open-source licensing is increasing. Confirmed by the latest European Commission policies and augmented use of open-source codes, this is especially essential for businesses working in the IT environment and within the project beneficiaries of NGI.

4 MEASURES CONSIDERED

- **Increase in the number of webinar sessions**

In order to address the needs of our audience, to help narrow the gap of the level of IP knowledge of our diverse audience in various NGI projects and to align our services with the so-called “new-normal” imposed by the Covid-19 pandemic, we have decided to dramatically increase the number of on-line training sessions (webinars) within the next term.

Instead of the previously planned seven IP webinars in the whole project period, we have now scheduled seven new webinars (in addition to the previously organised five webinars) in 2021. The planning for 2022 will be made according to the outcome of these webinars and the resources available at that time.

- **A slight shift in the contents of our webinars**

In response to the requests coming from our audience and guided by the EU priorities, we have decided to enrich our programme with more open-source-based training sessions and already increased the proportion of open-source and software-related contents such as open-source licensing, creative commons, software coding and IP, etc. in our webinar scheduling.

Besides, seeing that the themes of the newcomer NGI projects are even more varying (e.g. blockchain with ONTOCHAIN or NGI TRUBLO), we have also foreseen to adapt our future offer and to cover IP and blockchain topics in order to meet the possible needs of the beneficiaries of these new projects. Up to our possibilities, we will continue to adapt our offer to the diversity of themes covered by the future NGI projects.

Nevertheless, IP introductory courses such as “Introduction to IP” or “Fundamentals of IP commercialisation” will still be continued as these webinars still attract a great number of participants especially, entry-level project beneficiaries such as start-ups and/or individuals.

- **Recruitment of external trainers/speakers**

Being at the intersection of science and law, IP itself requires certain expertise which IPIL already has with its highly qualified staff, working in the different sorts of IP services for years.

However, open-source software and advance IT-related IP service provision (e.g. IP and blockchain, IP and AI, IP and IoT, etc.) adds another dimension to the above requirements since these novel topics necessitate an in-depth IT knowledge in these very specific fields.

For this reason, and to address the complex and varied needs of our audience, IPIL reinforces its capacities with external experts and speakers who are experienced in these novel technologies. The recruitment process is being carried out via IPIL's internal rules (i.e. through open calls) and the success of these speakers and their webinar sessions are constantly being monitored.

- **Cooperation with other NGIs in the promotion of activities**

We are aware that promotion is at the heart of service provision. Therefore, IPIL together with all NGI TETRA consortium partners are continuously in touch with other NGIs (CSA and RIAs) to increase the outreach of our services, collaborative promotion activities and service cooperation. Upon the request of the EC and other NGI projects, IPIL is ready to cooperate with the NGIs for service alignment, service promotion (webinar announcements, social media posts, etc.) and participating in awareness-raising activities, where and when possible.

5 SUGGESTIONS AND TOOLS FOR EFFECTIVE MANAGEMENT OF IP

After the organisation of the first TETRA Bootcamp, in line with the requests coming from the bootcamp participants, a section in the master plans (T2.3) dedicated to management of intellectual property rights has been drafted, which includes the below general recommendations and tools to help the teams better manage their intangible assets.

10 Recommendations for better management of your IP rights⁴:

Undoubtedly, developing a sound IP strategy is a key for all businesses however it has vital importance especially for start-ups since the competitive business advantage of these young companies generally lies on novel technologies and inventions. For this reason, it is essential to consider IP beforehand and position your IP strategy as an integral part of your overall business strategy.

Here are the 10 recommendations for taking the right IP measures for your business:

- 1. Do not disclose any of your IP assets (e.g. inventions, know-how, designs, trade marks, etc.):** *Any disclosure (e.g. during fairs; when discussing with potential partners such as financiers, technical partners, clients, etc.) might destroy the novelty character of your invention, which is mandatory for future patent or design protection). Besides, such a disclosure might cause you to lose your rights to register your trade mark since someone may file a same/similar trade mark, before you do so.*
- 2. Pay particular attention to copyright issues related to software:** *Ensure if you can legally use the material you integrated into your software code as it might be copyrighted. It is also important to confirm the compatibility between the licences under which software codes you are using. Also, do always check the national legislation as for software, some national legal frameworks might request to follow specific national rules/formalities for the protection of copyrighted material.*
- 3. Keep proofs of your documents related to your IP assets:** *It is always best to keep any evidence which may prove that you are the owner of the material developed and/or you developed that material on that particular date. For example, use systems like the Benelux IP Office's i-DEPOT, the World Intellectual Property Organization's WIPO Proof, the APP in France, etc. that provide a time stamping to the material.*

⁴ Text from the master plans provided to the bootcamp participant teams.

- 4. Never underestimate trade mark protection:** When marketing your product or service, remember that the name under which you will sell your product or provide your service is important. Therefore, it is recommended to check the availability of the name for your product/service to avoid any infringement issues with the identical/similar trade mark owners.
- 5. Do not confuse trade mark registration with company name registration:** When you register your company to the trade registry, its name is only recorded as a corporate name, not as a trade mark. To get benefit from the trade mark rights, you should register your company name as a trade mark.
- 6. Design rights are very useful when you would like to protect the aesthetical aspects of your products:** Design could also apply for some layout/graphical aspects of your product. It is also possible to register such a right.
- 7. IP rights are territorial:** Your IP rights are limited to the territory(ies) of the country(ies) where they have been granted. Therefore, always foresee their registration in the markets you intend to target also in the future. Do always check the national rules.
- 8. Check the IP databases before you file any registration:** Checking the IP databases might give you an idea about the registrability of your IP rights and may make you avoid unnecessary filing costs.
- 9. Work with IP professionals:** Because of its specific nature, always seek professional support from IP professionals such as IP attorneys, IP lawyers, etc. They might be costly however, you may lose more if you file an unsuccessful IP application or face with an infringement issue.
- 10. Join TETRA IP Webinars:** As NGI TETRA, we regularly organise IP webinars. Check our webinar calendar and join us!

Useful free IP databases and tools for:

Patents:

- EPO Espacenet: <https://worldwide.espacenet.com>
- WIPO PatentScope: <https://patentscope.wipo.int/search/en/search.jsf>
- Google Patents: <https://patents.google.com>

Trade marks:

- EUIPO eSearchPlus: <https://euipo.europa.eu/eSearch>
- EUIPO TMview: www.tmdn.org/tmview/
- WIPO Global Brand Database: www.wipo.int/branddb/en

Designs:

- EUIPO eSearchPlus: <https://euipo.europa.eu/eSearch>
- EUIPO Designview: www.tmdn.org/tmdsview-web/
- WIPO Global Design Database: www.wipo.int/designdb/en/index.jsp

Proof/time stamping:

- WIPO Proof: www.wipo.int/wipoproof/en/
- BOIP iDepot: www.boip.int/en/idepot