

# *IP strategy in MSCA IF projects*

Urša Jerše, Knowledge Transfer Office (KTO), University of Ljubljana

Ljubljana, 20 May 2020

*Operacijo delno financira Evropska unija iz Evropskega sklada za regionalni razvoj ter ministrstvo za izobraževanje, znanost in šport.*



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA IZOBRAŽEVANJE,  
ZNANOST IN ŠPORT



EVROPSKA UNIJA  
EVROPSKI SKLAD ZA  
REGIONALNI RAZVOJ

# *Key objectives of the KT Office at UL*

- **Support** researchers in:
  - Spin-out creation
  - IP protection and commercialization
  - Collaboration with industry and society
- **Building innovation ecosystem** around the University

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# *University's missions*

## STUDIES

- 23 faculties and 3 arts academies
- 40.607 students
- 6.458 employees
- 7.786 graduates



## RESEARCH

- 4.310 registered researchers
- 396 young researchers + 21 post-docs
- 167 long-term research programmes
- 395 national projects
- 621 EU projects



## INNOVATION UPTAKE

- IP protection and commercialization
- Spin-out creation



## COLLABORATION WITH INDUSTRY AND SOCIETY

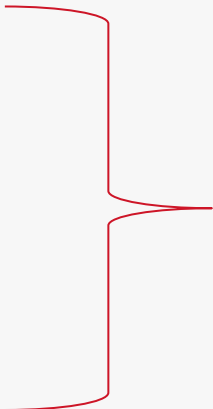
- R&D collaboration
- Challenge based learning
- Challenge based research
  - Alumni
- Lifelong learning



# *General obligation to exploit the results*

- Further research
- Standardisation activities
- Developing a product, service or knowledge (data, methodology) internally or by

- Licensing IP
- Assignment of IP
- Joint Venture
- Spin-out
- Franchising



Results that have commercial value will be managed through UL KTO

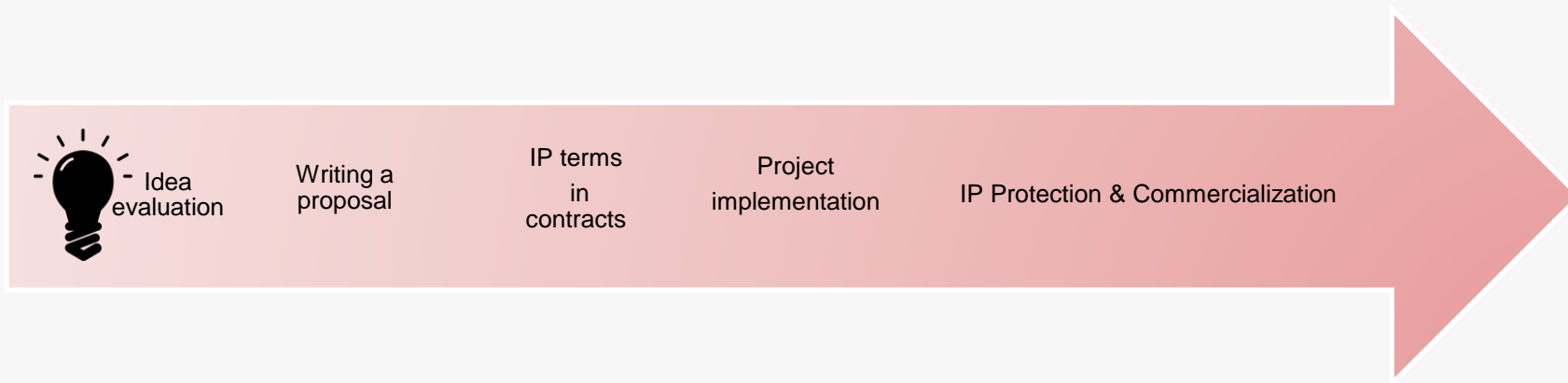
# *The challenge*

Low number of EU  
projects results is  
exploited

- Too early stage?
- Too many partners – hard to manage?
- IP issues?
- Incentives for researchers?
- Lack of business development and KT support?

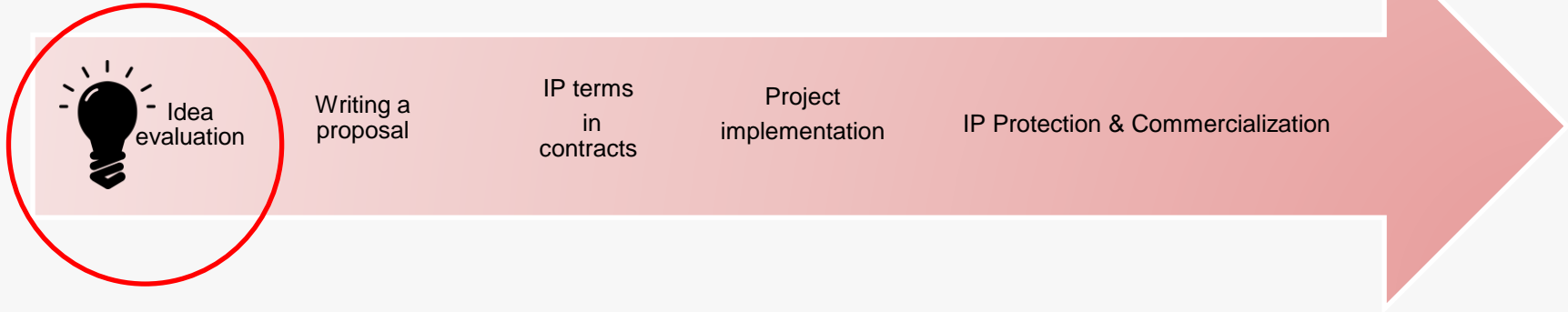
# *IPR - Red thread through all stages of your project*

Think about IPR protection and exploitation of project results  
before, during and after the project.



KTO at UL can assist you with these activities

# *IPR - Red thread through all stages of a R&D project*



# How to evaluate your Idea?

- Is the idea new and original?

- Scientific papers
- Patent database
- Market reports (trends)
- Mr. Google

European Patent Office  
Espacenet  
Patent search

Deutsch English Français  
Contact  
Change country

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→ What does the RSS reader do with the result list?  
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→ What happens if I click on "Download covers"?  
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→ Why is the list limited to 500 results?  
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→ Why is it that certain documents are sometimes not displayed in the result list?  
→ Can I sort the result list?  
→ What happens if I click on the star icon?  
→ What are XP documents?  
→ Can I save my query?

Related links

Result list

9 results found in the Worldwide database for: (txt = cotton AND (txt = textiles OR txt = fabrics)) AND (txt = oleophobic OR txt = waterresistant) using Smart search

Sort by: Publication date Sort order: Descending Sort

1. Finishing method of hydrophobic and bleophobic fabric based on dacron or polyester cotton

★ Inventor: JIANG YOUJING DU JINMEI (+3) Applicant: LAIMEI TECH CO LTD CPC: D06M11/79 D06M13/00 D06M15/00 (+3) IPC: D06M11/79 D06M13/00 D06M15/00 (+2) Publication info: CN105926276 (A) 2016-09-07 Priority date: 2016-06-06

2. A PROCESS FOR PREPARING OF COTTON TEXTILES HAVING SELF-CLEANING AND WASHING RESISTANT PROPERTIES

★ Inventor: ZORKO MILENA SIMONCI BARBARA (SI) (+4) Applicant: UNIVERZA V LJUBLJANI NARAVOSLOVNOTEHNOŠKA FAKULTETA CPC: D06M11/79 D06M21/01 D06M22/00 IPC: D06M11/79 D06M23/08 D08M101/06 Publication info: EP2990527 (A1) 2016-03-02 Priority date: 2014-08-18

TMview

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Find term

Contains: Flysky Search Clear

Advanced search Filters

- Is the name of the project/acronym original?

- TMview

Trade mark name	Designated	Application number	Registration number	Trade mark status	Nice class	Applicant name	Application date
Flysky	RO	30301709	30301709	Registered	35,43	SC PARADA TRAVEL AGENCY SRL	23-10-2013
Flysky	IN	30301709	30301709	Registered	39	M/S. FLY SKY TOURS & TRAVELS	01-04-2015
Flysky	FR	30301709	30301709	Registered	16,35,42	Monnaie Fatale COSSON	26-08-2005
Flysky	ES	30301709	30301709	Registered	41	REAL FEDERACION ESPAÑOLA DE MO.	12-03-2014
Flysky	EM	30301709	30301709	Filed	9,28	FLYSKY Technology Co., Ltd.	13-12-2017
Flysky	IN	30301709	30301709	Registered	19	M/S BHAGWATI PLYWOOD INDUSTRIES	01-07-2017
Flysky	PL	30301709	30301709	Registered	41	SKYFLY SPÓŁKA Z OGRANICZONĄ OD.	20-07-2017

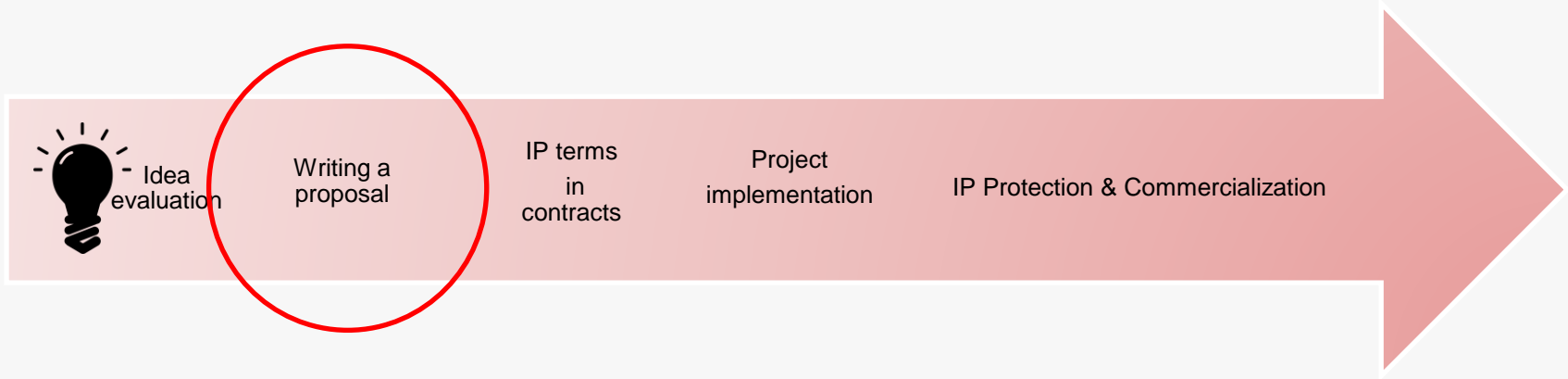


## *Some additional questions to evaluate your Idea*



- Possible outcomes
- Fields and industries
- Main advantages
- Immediate or long-term benefits
- Next steps
- Drawbacks and barriers
- Interdisciplinarity
- Social impact
- Alignment with EU policies

# *IPR - Red thread through all stages of a R&D project*



## *How to write an IP strategy in project proposal?*

- Be specific about the possible outcomes and next steps
- Show that you have a strong intent to protect and exploit project results and have a clear plan of how you are going to do it (patent search, market analysis, protection and marketing strategy...)
- Let them know you have a strong support of UL KTO
- Define how exploitation of your results is contributing to economic development, growth and competitiveness of EU.

# Example

## ● Exploitation of results and intellectual property

The near-term exploitation of the outcomes for further research will culminate in my ... proposal. The outcomes will already be utilized by the students and co-workers I will supervise during the action. Further, the outcomes will be integrated into the national project “XXX” and the national research programme “XXX” which are currently conducted at the faculty of XXX. Both measures will foster a direct transfer of the results into other research settings. Based on the results gained, proposals for follow-up projects at the XX will be submitted to the Slovenian Research Agency (ARRS) and, if suitable, to the Horizon2020 SME instruments or other related Horizon calls.

On a longer timescale, the collaborations that are going to be implemented during the action will lead to a further scientific exploitation. Since the XXX device and the correlated knowledge will remain at the University of Ljubljana, this will open up entirely new research perspectives for the host.

Members of all scientific areas will especially benefit from the results due to the broad communication measures and the Open Science approach including Open Research Data, Open Methodology and Open Lab & Notebooks.

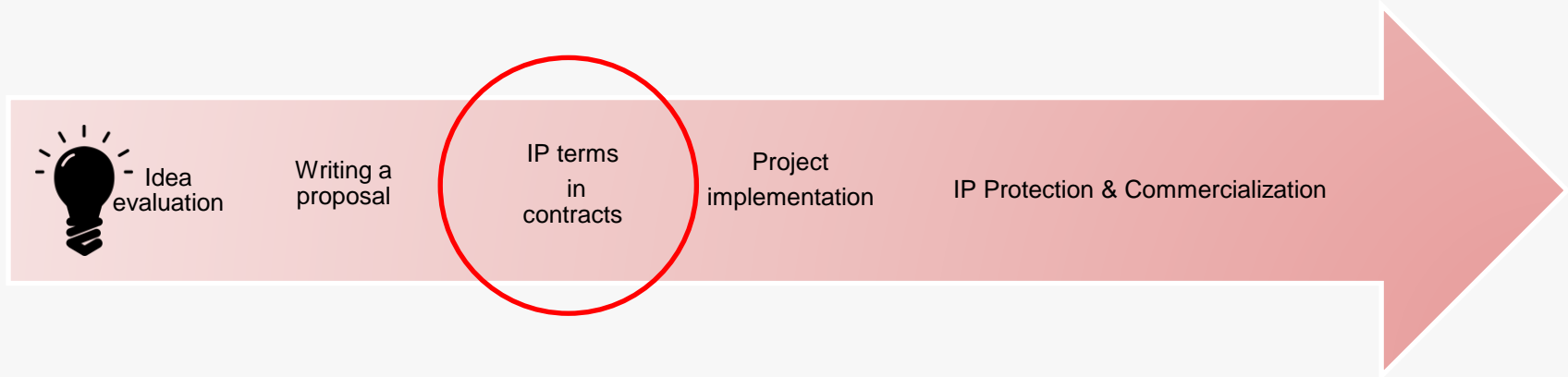
The commercial exploitation will be primed by the two expected patent applications (*P1 & P4*)

“XXX” and

“XXX”.

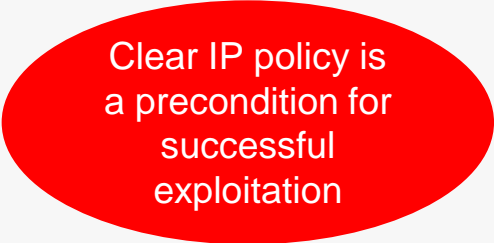
Further companies in the host’s network are already contacted, i.a. XXX, Ljubljana, Slovenia, and XXX, Sevnica, Slovenia. The demonstrator device is designed to be up scalable to an industrial size prototype XXX. Together with the optimized formulation, the XX technology will possibly be introduced to the European market relatively soon. This will be enhanced by the secondment, which is intended to serve as a lighthouse project for the new technology. Furthermore, my experiences in entrepreneurship from the start-up foundation will help our efforts towards a commercialization, while the licensing strategy is developed by the host’s experienced IPR office and the associated Slovenian Innovation Juncture.

# *IPR - Red thread through all stages of a R&D project*



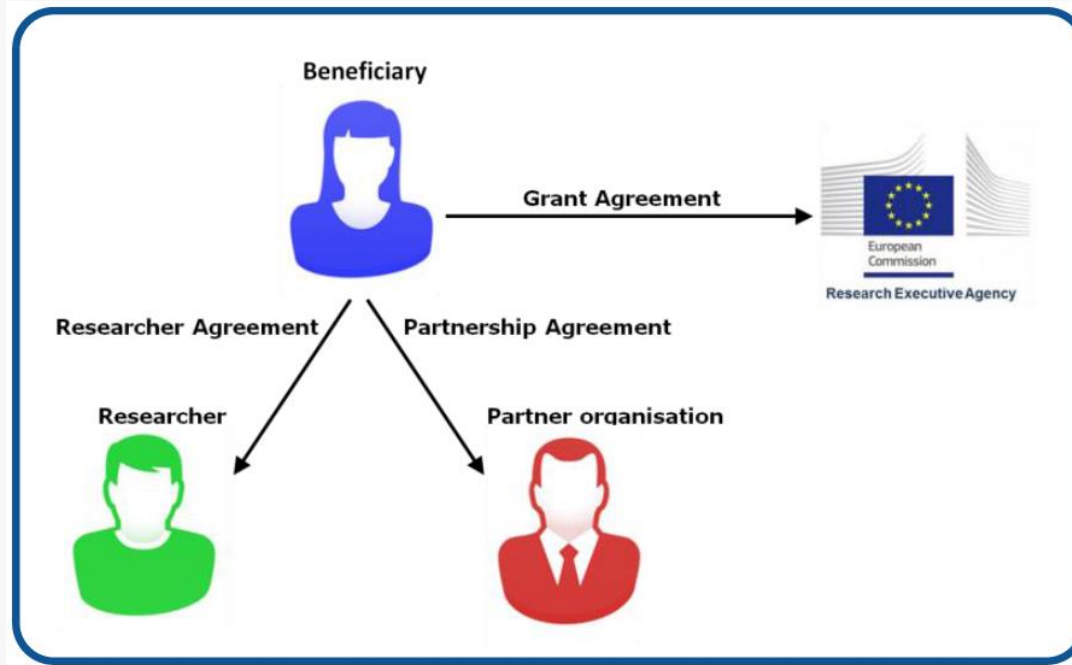
## *Post-award activities related to the impact*

- Set up a **legal framework** for managing IP issues among partners
- It should reflect your concrete exploitation plan - what rights do you need?

A red oval callout containing text.

Clear IP policy is  
a precondition for  
successful  
exploitation

# *Legal framework*



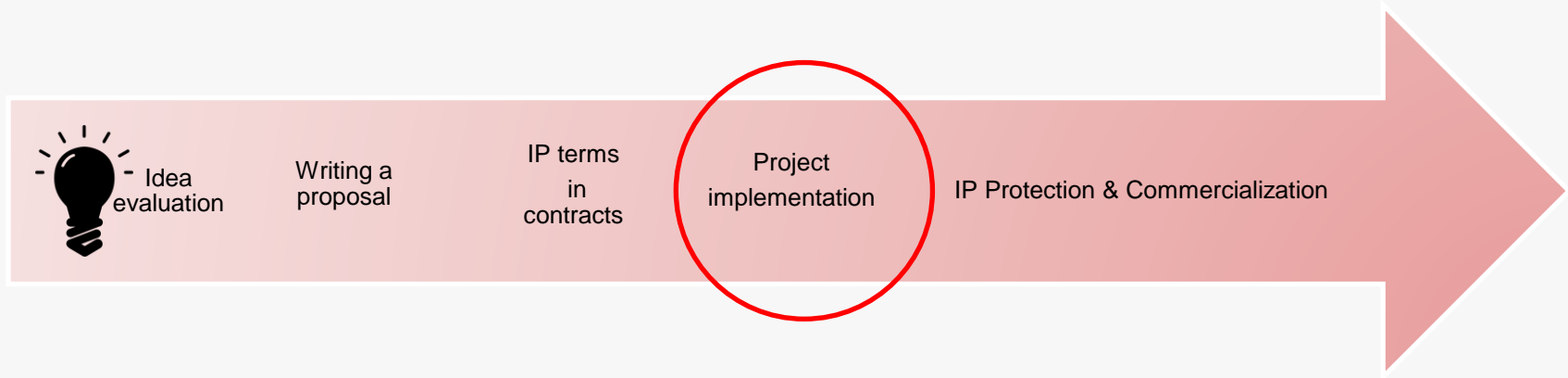
Source: <https://iprhelppdesk.eu/Fact-Sheet-IP-Management-in-H2020-MSCAs>

## *IP Policy is determined in various agreements 2*

- **Grant Agreement** sets some ground rules on IP:
  - Researchers are entitled to access rights to the beneficiaries' background if needed for implementation of the project
  - Results are owned by the beneficiary that generates them
- **Partnership Agreement**
  - The partners may agree that the results created during secondment are owned by organisation hosting the researcher /jointly owned/transferred through a licence
- **Researcher Agreement**
  - Confidentiality, ownership of results, access rights



# *IPR - Red thread through all stages of a R&D project*



## *During the project*

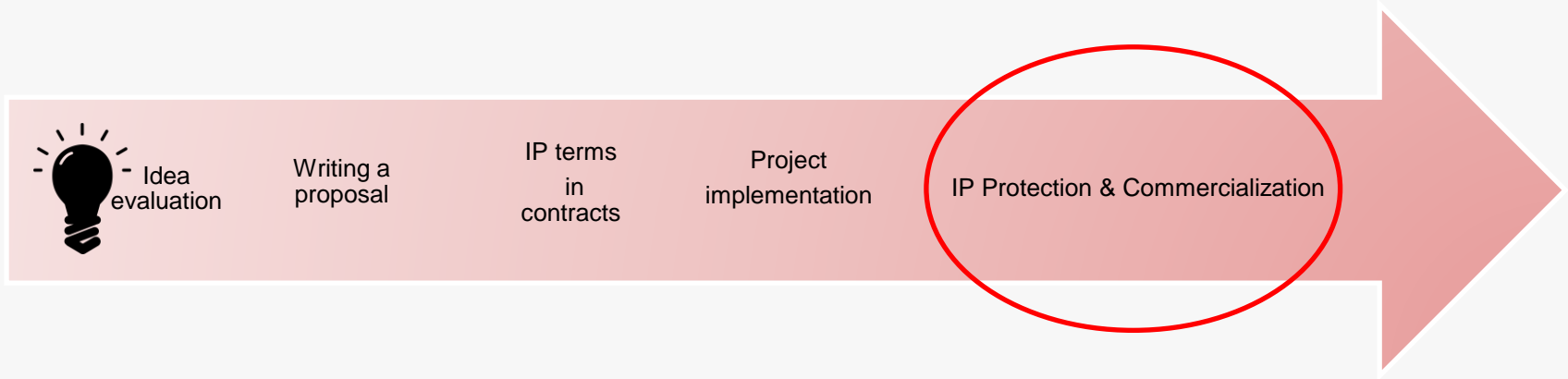


Raise awareness

Raise awareness among researchers about:

- background limitations,
- confidentiality,
- laboratory notebooks,
- identification of all relevant IP and disclosure process at UL,
- IP assignment agreements with non-staff.

# *IPR - Red thread through all stages of a R&D project*



# *Post-project activities*

First protect, then  
publish

- Examine the possibility of protecting the results
- Disclose inventions to KTO – and secure professional **support** in the process of technology transfer
- Do NOT disclose information before protecting your IP (novelty!)

# *What can be protected and how?*

IP – the creation	IPR – the legal right
Technical inventions	Patents
Softwares, databases, written works (books, articles, reports...), engineering drawings, works of art, videos, roadmaps	Copyright (no registration needed)
Design (functional or aesthetic)	Design Rights
Names, logos	Trade marks
New plant varieties	Plant Breeders Rights
Know-how/Confidential information	Trade secret



# *IP Policy at UL*

- Internal Rules on IP

<https://ppz.uni-lj.si/app/uploads/2019/06/Pravilnik-o-upravljanju-s-PIL-na-UL-26.1.2016-11.2.2016.pdf>

- Economic rights in intellectual property, created within the course of an employment, belong to the employer (University)
- The creator/inventor shall participate in the distribution of income, derived from IP commercialisation (40%)

# Follow us!

## ALONG THE PATH OF INNOVATION to market success

Guide to Knowledge Transfer at the University of Ljubljana



Univerza v Ljubljani




Knowledge Transfer Office University of Ljubljana

UL Pisarna za prenos znanja Raziskovalci Gospodarstvo Študenti Ponudba tehnologij Spin-out podjetja O nas

Sodelovanje z univerzo  
Ponudba Univerze  
Vaši izizi  
Dobre zgodbe

### Z znanjem povečujemo vrednost vašega podjetja

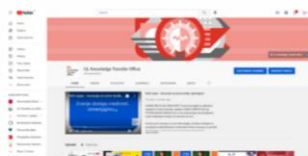


#### Zakaj sodelovati z Univerzo?

Že 100 let zagotavljamo vrhunsko izobražen kader, rešujemo izzive podjetij in skupaj z njimi soustvarjamo inovacije.



YouTube



UL Pisarna za prenos znanja  
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[ppz.uni-lj.si/blog](http://ppz.uni-lj.si/blog)

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