



The Exploitation path under Horizon 2020

R2M Solution – Exploitation Leader

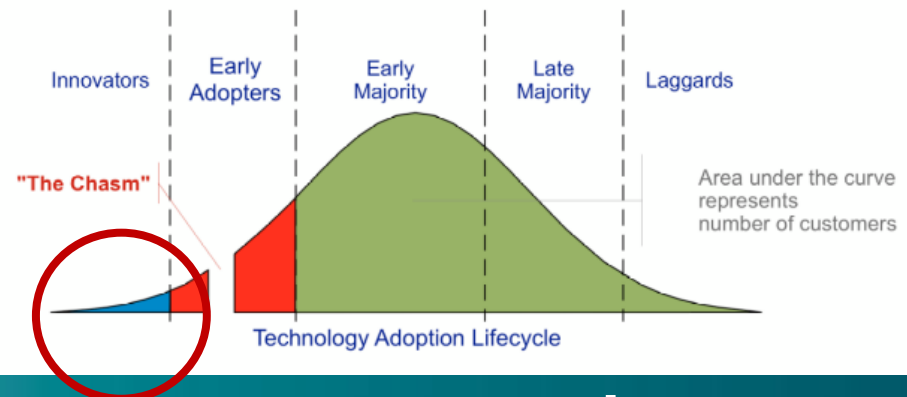
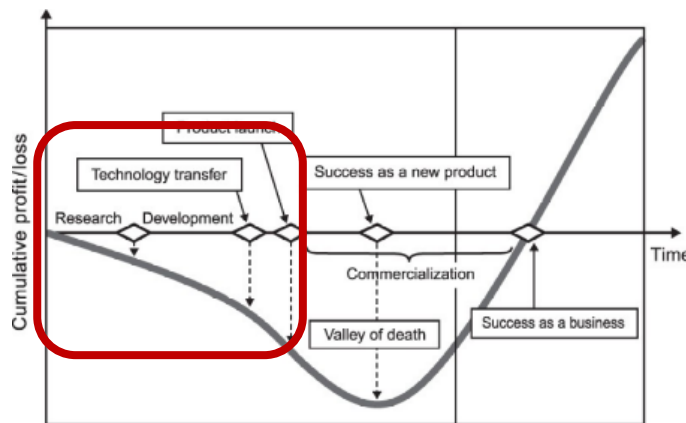


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Exploitation and sustainability business model

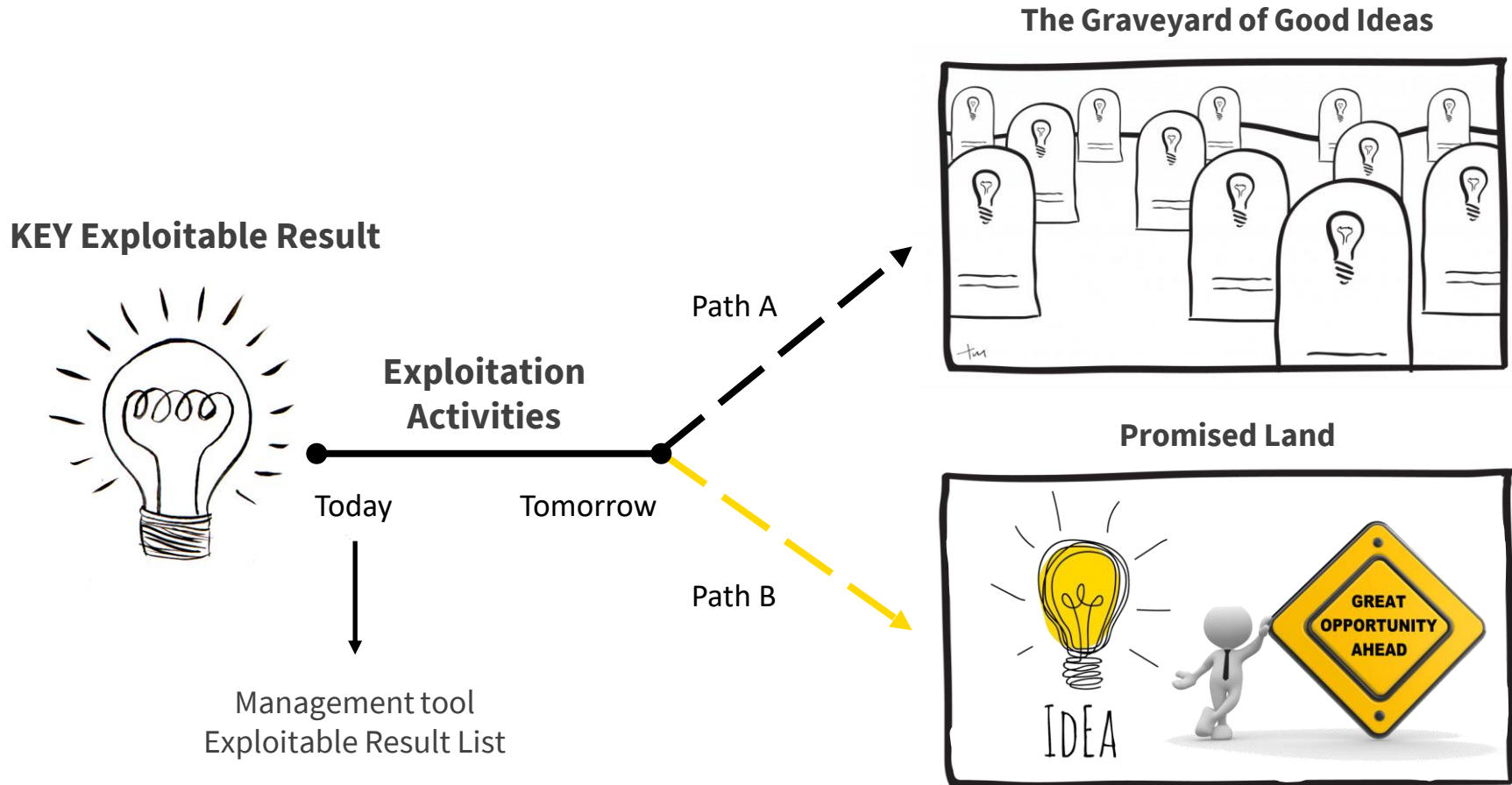
Organisation and objectives of Exploitation Work Packages in EU-funded research projects

- Establish and maintain an exploitation culture throughout the project,
- Accelerating the post-project uptake of relevant results (Key Exploitable Results).
- Conduct exploitation-oriented dissemination and to leverage the stakeholders in dissemination events.
- Perform a business model assessment oriented to the exploitation of the integrated solution.
- To support the project by scouting activities of the market and an accurate market analysis of the key exploitable results.



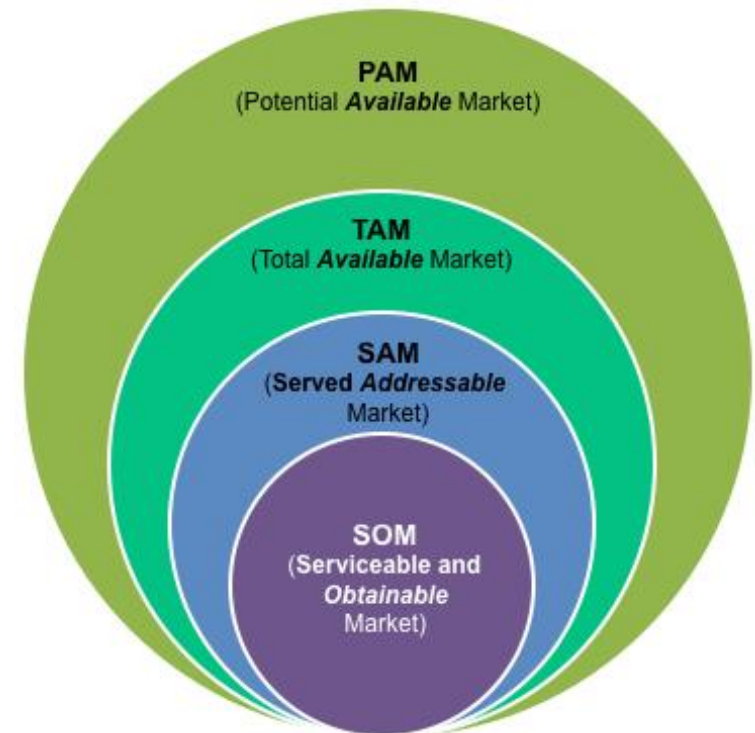
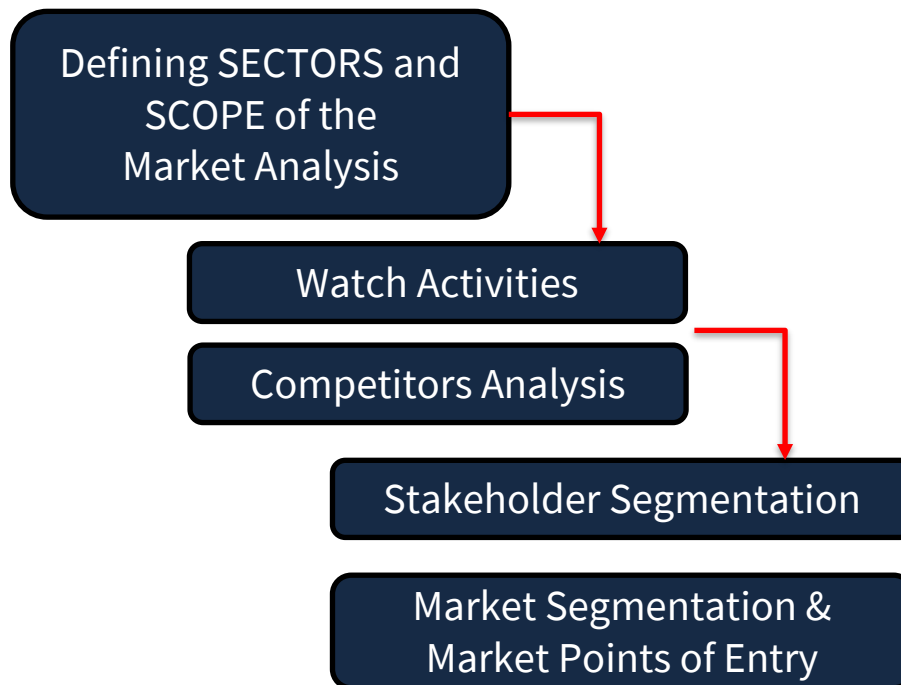
Exploitation and sustainability business model

Innovation Management and Innovative services



Exploitation and sustainability business model

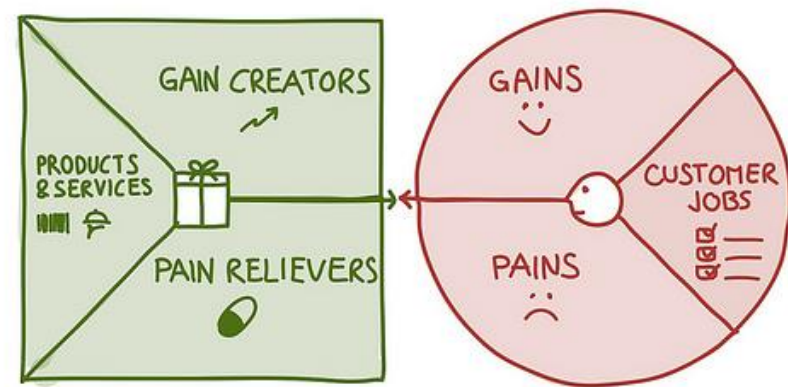
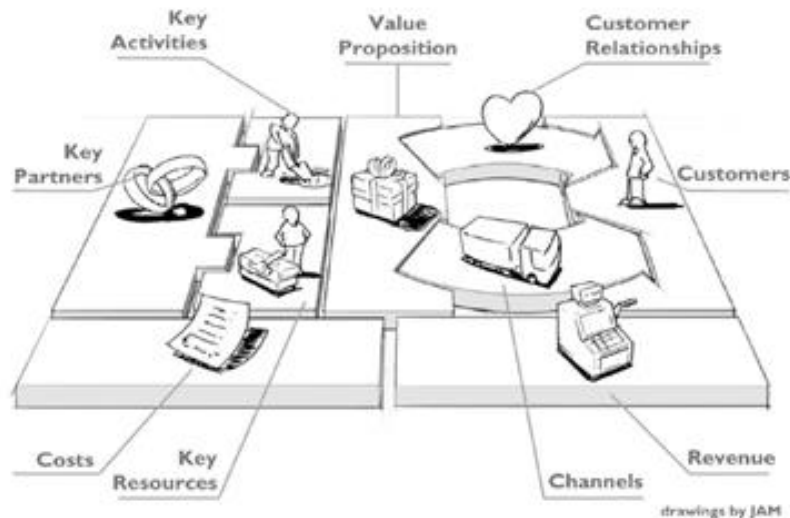
Technology scouting and market analysis



Exploitation and sustainability business model

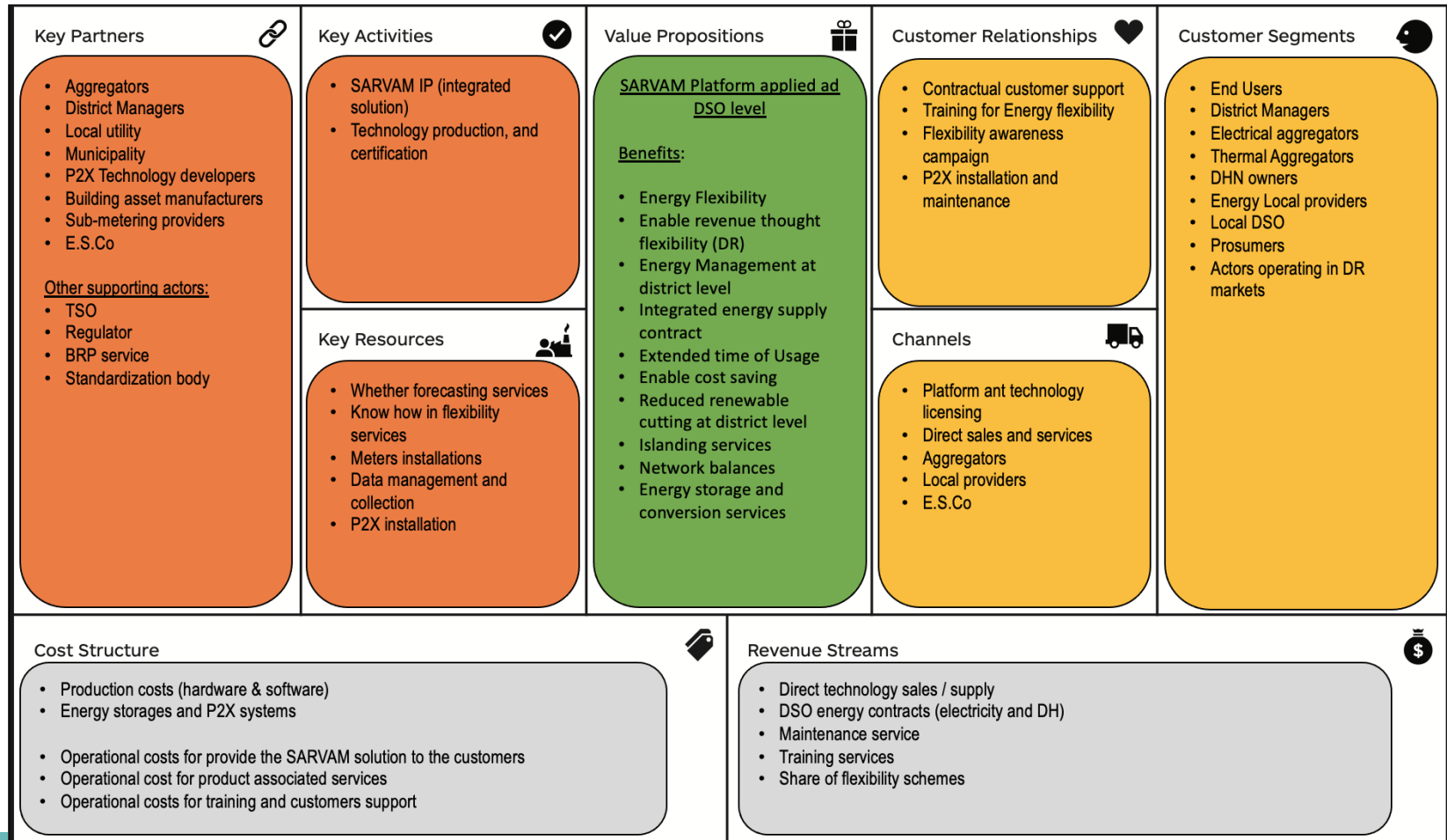
Innovative business development

- Support and contribution by all partners
- Identification, development and commercialisation of exploitable is a cooperative work
- Relevant information on their respective target markets or expertise areas



Exploitation and sustainability business model

Innovative business development



Exploitation and sustainability business model



Potential Risks – Why EU research results are not into the market

- **Inadequate identification and/or characterization of Exploitable results**
- Untimely disclosure or inadequate protection of the exploitable results
- Insufficient identification of the Background and Foreground Intellectual Property Rights
- Insufficient identification of the Exploitation Claims of each partner
- Disagreements on co-ownership agreements between partners
- Ignorance of strategic exploitation business routes / scenarios
- Inadequate or misguided SWOT analysis
- **Weak, non-committed or inadequate exploitation partners**
- Conflicts of interest
- Regulatory obstacles
- **Ignorance of funding strategies**
- Incorrect positioning of the new technology in the market
- **Insufficient cost-benefit ratio or performance edge**
- Legal constraints and restrictions
- Inadequate added-value for market needs

IPR management and protection

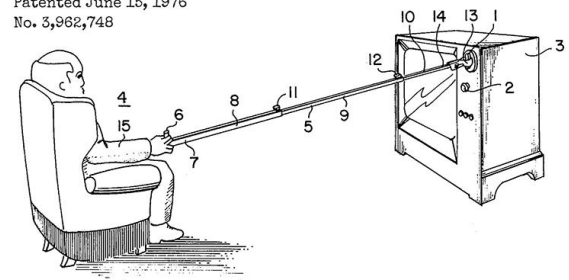
What is Intellectual Property?

«Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.» (WIPO)

- IP is protected in law by, for example patent, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create.
- To protect your idea so someone else doesn't steal it, you need to secure the right types of intellectual property



CHRIS T. MICHAELS
TV CONTROL DEVICE
Patented June 15, 1976
No. 3,962,748



IPR management and protection

4 Types of Intellectual Property

Type of Intellectual Property	Protect	Infringements	Registration	Term	Costs	Example
PATENTS (Utility Patent)	Functional aspects	Make, use, offer, sale, import	Yes	20 years from the filling date	Expensive	Swipe feature
PATENTS (Design Patent)	Ornamental aspects	Make, use, offer, sale, import	Yes	15 years from the filling date	Moderate	iPhone design
TRADEMARKS	Brands	Use in commerce	Optional	Indefinite	Inexpensive	Apple for phones
COPYRIGHT	Works of authorship	Copy, derivate works, performance etc.	Optional	Life plus 70 years	Inexpensive	Books, movies, music, software
TRADE SECRETS	Information	Misappropriation	No	Indefinite	Not defined	Coke formula

IPR management and protection

Intellectual Property criteria and rationale

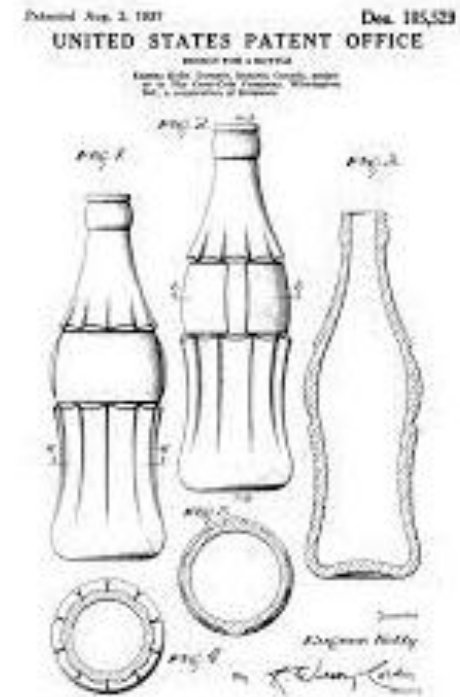
	Patent	Trademark	Copyright
a. Rationale	Incentive to invent Public access to knowledge	Avoid confusion about	Protection of authors
b. Subject-matter	Inventions, Solutions to technical problems	Words, symbols, design, sounds	Works of authorship tangibility expressed
c. Criteria	New, innovative, Industrially applicable	Capable of distinguishing goods / services	Original work of authorship

IPR management and protection

Multiples Types of IP rights



1. The Brand Coca-Cola® is a trademark
2. The formula is a trade secret
3. The artwork of the bottle is protected by a copyright



IPR management and protection



Project results property: Article 8 of H2020 Grant Agreements

8.1 Ownership of Results: Results are owned by the Party that generates them, or employee of Party according to applicable employment agreement.

8.2 Joint Ownership: Where Results are generated from work carried out jointly by two or more Parties and it is not possible to separate such joint invention, design or work for the purpose of applying for, obtaining and/or maintaining an adequate intellectual property protection title, the concerned Parties shall have joint ownership of the relevant Results.



... within a six (6) month period as from the date of the generation of such Results, a written separate joint ownership agreement

8.4 Dissemination: ... during the Project and for a period of 1 year after the end of the Project.

- Prior notice of any planned publication: at least **45 calendar days before the publication.**
- Objection to the planned publication: **within 30 calendar days after receipt of the notice.**

**Thank you
for your attention!**