

The importance of IP teaching and research networks

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Content

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- IP education in Europe: results of a survey
- Reinforcing IP awareness and IP teaching: ongoing activities
- Planned activities
- Importance of Research Networks



Academia Unit of the European Patent Academy

Target Audience

- students and teaching staff across many faculties, including
 - engineering & sciences
 - business, innovation management, entrepreneurship
 - law
- technology / knowledge transfer staff within universities



Academia Unit of the European Patent Academy

Goals

- raising IP awareness through all educational and university management levels
- promote IP culture and IP management in universities
- spread IP teaching beyond law faculties: expansion and introduction of IP content in university curricula
- creating minimum standards and essential elements for IP education
- supporting IP academic initiatives
- integrating IP within knowledge transfer activities



IP education in Europe: results of a survey

Survey of 132 universities, comprising 250 faculties conducted in 2007

- 71 Law
- 92 Science/Engineering
- 87 Economics/Business



IP education in Europe: results of a survey

- 42 universities offered no IP courses
- 122 faculties offered no IP courses; yet 56 of those wanted to do so

IP courses were offered in:

- 85% of law faculties;
- 38% of science/engineering faculties;
- 40% of economics, business, or innovation management faculties.



IP education in Europe: results of a survey

Of the 232 IP courses on offer:

- 71 are in Bachelor
- 132 are in Masters
- 7 are in PhD
- 15 are in Executive



IP education in Europe: results of a survey

- > 50% of IP courses concentrate on copyright and trademarks
- 33% focus on patents
- 17% deal with management specific subjects integrating IP

IP education in Europe: results of a survey

Summary

- big and medium sized countries have a considerable potential to fully integrate IP teaching in their faculties
- no clear correlation between patents filed and IP education
- most active countries: DE, FR, NL, UK, ES, TK, PL
- Poland introduced IP as a mandatory subject

Reinforcing IP awareness and IP teaching: ongoing activities

Teaching material and educational tools

- Patent Teaching Kit (see next slides)
- standard modular IP curriculum
 - pilot project planned in several universities

Training for academic audiences

- train researchers on IP issues
 - cooperation with academic organisations
 - cooperation with European Commission (Marie Curie fellows)

Training for teaching and technology transfer staff

- train the trainer courses on how to use the Patent Teaching Kit

Further activities

- support university programmes, summer schools, other initiatives launched by academic associations

Patent Teaching Kit

- Self-explanatory teaching material
- Targeting all students in
 - science & engineering
 - management & business
 - innovation management & entrepreneurship
 - economics and
 - law
- Basic lecture 45/90 minutes, extendable to include specific topics
- Usable by teachers from all faculties, e.g. professors of mechanical engineering, of chemistry, of entrepreneurship,...
- Limited preparation time

Patent Teaching Kit

Available for download and as hard copy from www.epo.org/teaching-kit





Reinforcing IP awareness and IP teaching: ongoing activities

Pan-European project on dissemination of IP knowledge in universities

- Series of Roving Workshops covering 18 countries
- National road maps
- Since January 2011, 11 Road Map Coordinators for implementation of the Road
- Maps in their respective countries
- Road Map coordinators meeting in June, next Progress conference on the implementation of the Road Maps in October



Pan-European project on dissemination of IP knowledge in universities

<u>Roving workshop</u>	<u>Road Map Expert</u>	<u>Road Map Coordinator</u>
Romania (Bucharest), 2007	Neculai Eugen Seghedin, 2008	Neculai Eugen Seghedin, 2011
Poland (Warsaw), 2007	Michal du Vall, 2008	to be appointed
Finland and Baltic States (Helsinki), 2007	Laurent Manderieux (Finland), Diana Pustula (Baltic States), 2008	to be appointed Violeta Kauneliene (Lithuania), 2011 Ingrida Karina-Berzina (Latvia), 2011
Italy (Rome), 2007	Massimiliano Granieri, 2008	Massimiliano Granieri, 2011
Turkey (Istanbul), 2008	Laurent Manderieux, 2008	Fazilet Vardar Sukan, 2011
Bulgaria (Sofia), 2008	Johanna Gibson, 2009	Maria Markova, 2011
Switzerland (Bern), 2008	no Road Map	no Road Map Coordinator
Spain (Madrid), 2008	Mariano Riccheri, 2009	Adoracion Perez Troya, 2011
Slovenia (Ljubljana), 2008	Claire Howell, 2008	to be appointed
Portugal (Lisbon), 2009	Mariano Riccheri, 2009	Nuno Silva, 2011
Norway (Oslo), 2009	Johanna Gibson, 2010	to be appointed
Czech Republic (Prague), 2009	Ladislav Jakl, 2009	Ladislav Jakl, 2011
Benelux (The Hague), 2010	Alain Strowel (Belgium), 2010 Willem Hoyng (The Netherlands), 2010	Charles-Henry Massa (Belgium) 2011 Willem Hoyng (The Netherlands) 2011

+ Follow-up Conference, The Hague, 2-3 December 2008
Progress Conference, Vienna, 17 June 2010



Planned activities

Raising IP Awareness:

Universities: the best place to raise IP awareness

Communicating benefits of IP:

- IP enables creativity to be protected
- IP can be licensed or sold. It can be key negotiating tool - "deal-maker"
- IP will attract investment
- IP appears as asset on company accounts

Communicating benefits of patents:

- a source of technical information and commercial intelligence
- stimuli for innovation
- tools to facilitate technology transfer

Requirements:

- High-level commitment and policy guidance necessary to diffuse IP knowledge
- National legal setting to provide the right incentives for patenting at researcher level



Planned activities

Tool: IP Awareness Campaign

- targeting right channels through which awareness can be more efficiently raised in universities
- with support of PR Agency and in co-operation with NPOs
- four pilot countries (Spain, Romania, Czech Republic, Turkey)
- launch (planned): autumn 2011



Planned activities

Responding to demand of creation of a European Academic IP network

- Academy convinced an existing network EIPTN (European Intellectual Property Teachers' Network) to expand with goals and format
- Extension of EIPTN network based on new website/portal
 - information on IP teaching in Europe
 - expert database
 - exchange of experiences and information through discussion fora
 - country pages with specific information



Planned activities

- Developing e-learning IP modules
- **IP Teaching Kit**
- Good Practice Guide for IP Management at Universities
- Position paper "Patenting vs. Publishing"
- Manual of case studies



Importance of Research Networks

- Research is not done without teaching and vice versa: reason why we sponsor networks focusing on IP
- the European Patent Academy supports several networks such as:
 - EPIP (European Policy of Intellectual Property)
 - ATRIP (International Association for the Advancement of Teaching and Research in Intellectual Property)
 - EIPTN (European Intellectual Property Teachers Network)
Extension of this network is foreseen. (see: Planned activities)



Thank you for your attention

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