

# MAKING RESEARCH RESULTS WORK FOR SOCIETY



## Code of practice on the management of intellectual assets for knowledge valorisation

Awareness raising campaign on knowledge  
valorisation – Athens, 30 November 2023

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# Key Definitions

- **Knowledge valorisation** is the process of **creating social and economic value from knowledge**
  - by linking different areas and sectors and
  - transforming data and research results into sustainable products and solutions
  - benefiting society in terms of economic prosperity, environmental benefits, societal progress and better policy making.
- **Intellectual assets** cover **any result or product generated by R&I activities** that can be legally protected or not
  - intellectual assets include IP rights such as patents, copyright and trademarks but also publications, data, know-how, software etc.



# Background

- Recommendation on the management of IP in knowledge transfer activities
  - **Code of Practice for universities and other public research organisations (2008)**
- **R&I landscape has evolved** (actors, complexity of ecosystems and global challenges)
- **International initiatives** from WIPO on IP
- Consultations of Member States and stakeholders indicated the **need to update the guidance**

# ERA Action 7: Upgrade EU guidance for a better knowledge valorisation

## Guiding principles for knowledge valorisation

*provide a common reference to improve knowledge valorisation in the EU*

Adopted as Council Recommendation on 2 December 2022

(EU) 2022/2415

Code of practice on the management of intellectual assets for knowledge valorisation

Code of practice on standardisation for knowledge valorisation



Adopted as Commission Recommendations on 1 March 2023

(EU) 2023/499 and (EU) 2023/498



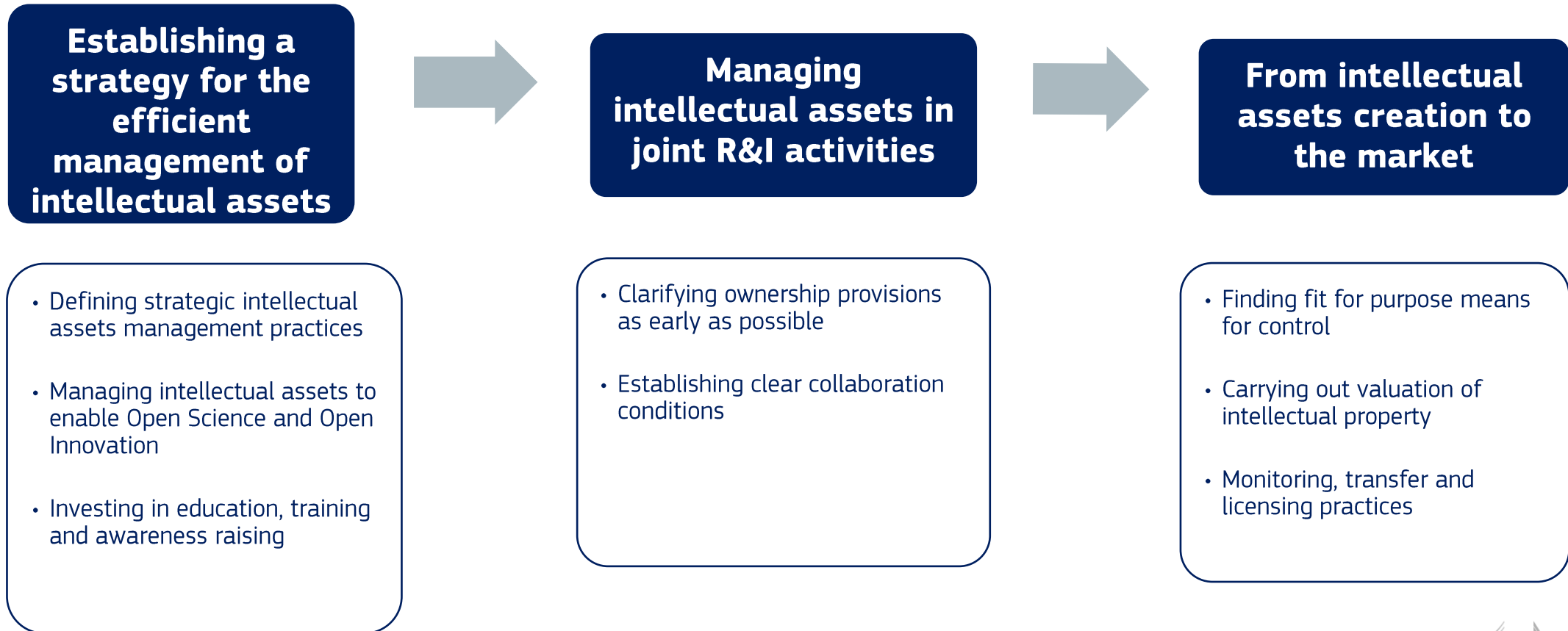
# Objectives



The Code of practice aims to provide concrete recommendations to:

- Increase the **use of research results** to **respond to economic, societal and policy challenges**
- **Accelerate the uptake of innovative** products, services and technologies
- More **efficient management of intellectual assets by:**
  - **Broadening the scope** to all R&I stakeholders and to all intellectual assets, including IP

# Content overview



# Establishing a strategy for the efficient management of intellectual assets (1/2)

## I - Defining and adopting strategic intellectual assets management practices

- Clear decision-making procedures and governance, incentives to apply the strategy, value sharing, professionalise KT/TTOs, periodical reviews

Raise awareness and take advantage of **available funding schemes and support services** to mature intellectual assets developed in R&I activities



## II - Managing intellectual assets in a way that enables open science and open innovation

- Conditions for OS and OI, considerations of publications, data, databases and software, open innovation collaborations, complementarity with IP protection

**Open science** is based on open cooperative work and on the diffusion of knowledge  
**Open innovation** is based on opening up the innovation process outside of an organisation



# Establishing a strategy for the efficient management of intellectual assets (2/2)

## III - Investing in education, training and awareness raising for capacity building

- Mapping and promoting tools and materials, understanding use of intellectual assets in portfolios
- Awareness raising and training sessions on identifying intellectual assets, IP regimes, entrepreneurship, attracting investments with IP, negotiation skills, success stories, enforcement
- For universities and PROs: adapt programmes and curricula to different research fields, focus on wider interpretation of intellectual assets, foster understanding of copyright's role, help identifying conflicts of interests

**Join relevant networks** which can help with IP awareness raising  
e.g. Enterprise Europe Network





# Managing intellectual assets in joint research and innovation activities

## I - Clarifying ownership of intellectual assets as early as possible

- Collaboration agreements, predominantly publicly funded projects (access rights to industry participants, manage intellectual assets to derive socioeconomic benefits for the EU, non-exclusive licenses to address emergencies)

**List background results, IP and sideground** of partners to be used, keep it up to date and prepare a **results ownership list** at the end of the project



## II - Establishing clear collaboration conditions

- Valorisation strategy, licensing or transfer of results, spin off creation, background results, non-disclosure agreements, different legal provisions, dispute resolution, facilitate exchanges and visits

**Agree on a collaboration agreement** and consider a Joint Ownership and Management Agreement/ a Joint Ownership and Revenue Share Agreement where relevant (toolkits exist)



# Bridging the gap from intellectual assets creation to the market (1/2)

## I - Finding suitable means for control

- Intellectual assets risk analysis, freedom to operate, IP rights protection, different provisions in foreign markets, IP valuation and due diligence

**Build capacity internally**, invest in necessary skills and profiles to identify adequate means of control **or ask external experts**



## II - Carrying out valuation of intellectual property

- Different approaches to IP valuation, definition of valuation targets, purpose of valuation operations, adopt open, transparent and non-discriminatory approach

**Identify a common approach to valuation** of the IP generated in a joint activity **with your project partners**



# Bridging the gap from intellectual assets creation to the market (2/2)

## III - Establishing monitoring, transfer and licensing practices

- Identification of relevant stakeholders for dissemination and exploitation of results, socially responsible licensing practices
- Patent watch, identification of complementary patents and negotiation of cross-licensing agreements to boost value, consideration of risks of product development and marketing responsibilities in licensing agreement

**Engage in collaborative license mechanisms** such as patent pools and clearing houses



# Get inspired by best practices

## Trainings



[”Sciencepreneur®” courses and “ImPact@NOVA” sessions – raising awareness for valorisation](#)

[Master in Intellectual Property Valorisation for Knowledge Exchange & Impact](#)

[Training ‘Promoting the impact of EU research projects: towards the definition of a new profile of Impact Manager’](#)

[Doctoral School Training for Intellectual Asset Management](#)

[DINA-ITC: Dynamization and Training on Knowledge Exchange and Transfer](#)

## IP and intellectual assets strategies



[National intellectual property rights strategy of Finland](#)

[Ireland's National IP Protocol and Resource Guide](#)

[Flanders’ twin policy and funding for knowledge valorisation](#)

[Interactive guide to knowledge transfer](#)

[Open Innovation Strategy for Austria](#)

[Brightlands: Valorisation Guideline](#)

## Networks



[National Contact Point – Intellectual Property](#)

[Promoting IP valorisation through the IP platform – Knowledge Share run by the national network NETVAL](#)

[PATLIB Network](#)

[VTT Launchpad](#)

## Results scouting



[INESC TEC Proactive and strategic R&D results scouting](#)

[ScoutinScience: AI-based tech transfer scouting](#)

[Build and Manage an IP Portfolio: Identifying and Evaluating Commercial Potential](#)



**Knowledge  
Valorisation  
Platform**

# Rewatch webinars and trainings on IP



## Webinars

### KV week 2023

- Counting stars: pioneering concepts for more impact through research – [watch here](#)
- Master chefs in knowledge valorisation: recipes for sharpening knowledge and skills – [watch here](#)

### KV week 2022

- Tangible progress for intangibles: access to and sharing of intellectual assets – [watch here](#)

## Trainings

### KV week 2023

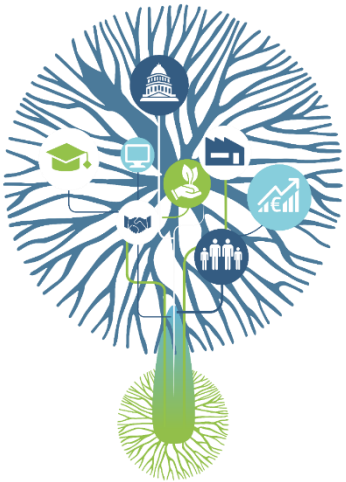
- Research? Think patents – [watch here](#)
- Facing challenges: navigating IP in collaborative innovation processes – [watch here](#)
- The unconventional path to protect innovation - the design registration system – [watch here](#)

# Available support on intellectual assets management

- [European IP Helpdesk](#)
- [International IP Helpdesks](#) – (partly managed by EUIPO)
- [Horizon Results Booster](#)
- [EUIPO SME Fund](#)
- [Patent information centres \(PATLIB\)](#)
- National resources and IP office: Innovaccess, Hellenic Industrial Property Organisation (OBI)
- Etc.

# More information

- Find out more information about the Code of practice:
  - [Guiding Principles for Knowledge Valorisation implementing Codes of Practice \(europa.eu\)](#)
  - [Commission adopts Recommendations on codes of practice for the management of intellectual asset and standardisation \(europa.eu\)](#)
  - [Factsheet: Code of practice on the management of intellectual assets for knowledge valorisation - Publications Office of the EU \(europa.eu\)](#)



# Thank you!

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