



IP Rights for Beginners



Supported by:



European Intellectual Property Aspects

Trademarks



Trademarks are crucial for protecting the distinctive identity of a business, product, or service. In Europe, the European Union Intellectual Property Office (EUIPO) handles trademark registrations, offering protection across EU member states.

Patents

The European Patent Office (EPO) governs the grant of European patents, providing inventors with the opportunity to protect their inventions in multiple European countries through a single application.

Importance for SMEs

Brand Protection

Trademarks are vital for SMEs to establish and protect their brand identity.



Innovation Protection

Patents safeguard innovations, offering inventors a competitive edge by preventing others from using, making, or selling their patented inventions.

Market Positioning

Intellectual property enhances the market position of SMEs by conveying professionalism, reliability, and uniqueness to consumers.

Impact on Funding Rounds:

Asset Value

Having a robust IP portfolio, including trademarks and patents, enhances the overall value of a business.



Risk Mitigation

A strong IP position can mitigate risks associated with competitors copying products or services, thereby making the business more attractive to investors.

Licensing Opportunities

Intellectual property can be monetized through licensing agreements, providing additional revenue streams for SMEs and increasing attractiveness to investors.