

How national authorities can support capabilities and skills in managing intellectual property

Hungarian Intellectual Property Office Case study

Northern Balkans Expert Workshop
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Overview

- IP management of PROs in Hungary
- HIPO's role in supporting PRO's IP management
- EPO's support activities for PRO's in TT
- The TTO pilot project
- HIPO's activities in the TTO pilot project
- Future plans on utilizing the results of the TTO pilot

IP management of PROs in Hungary

- 2004 **Innovation Act**
 - PROs are required to establish an IPR management policy
 - legal framework for spin-off companies defined
 - researchers can work for a spin-off company
- Consequences
 - PROs set up internal IP policy
 - Most PROs established TTOs
 - HIPO's guide with setting up standard IP policy

HIPO's role in supporting PRO's IP management

Certain challenges

- Role is not clearly defined by legal regulations
- No background/history of cooperation/support of PROs in this field
- HIPO has competencies in a fraction of the complex field of technology transfer
- Limited financial and human resources

HIPO's approach to TT

- Acknowledge the **importance** of TT
 - TT supports the country's **economic development**
 - Contributes to the **utilization of research results** generated from public money
 - Contributes to the life of the greater public
- Interest in **motivating** patenting activities
- Working **relationship** and/or contact with most Hungarian universities and PROs
- Partnering with **EPO** to open towards the field of TT

EPO's support activities for PRO's in TT

Indirect: quality patent granting

Direct: dedicated projects

- IP awareness campaign
- Patent Teaching Kit
- Road Maps to disseminate IP knowledge in Universities
- Pilot project on the role of National Patent Offices (NPOs) in the technology transfer process

Pilot project on the role of NPOs in the technology transfer process

- **Concept**

Making the expertise of NPOs available to foster TT from university to industry

- **Participating countries**

- Poland: Technical University of Lodz (TUL)
- Hungary: Eötvös Loránd University (ELTE)
- Slovenia: University of Ljubljana (UL)
- Portugal: Lisbon University (LU)
- Czech Republic: Czech Technical University in Prague (CTU)
- Romania: Polytechnic University Bucharest (PUB)

Methodology of TTO pilot project

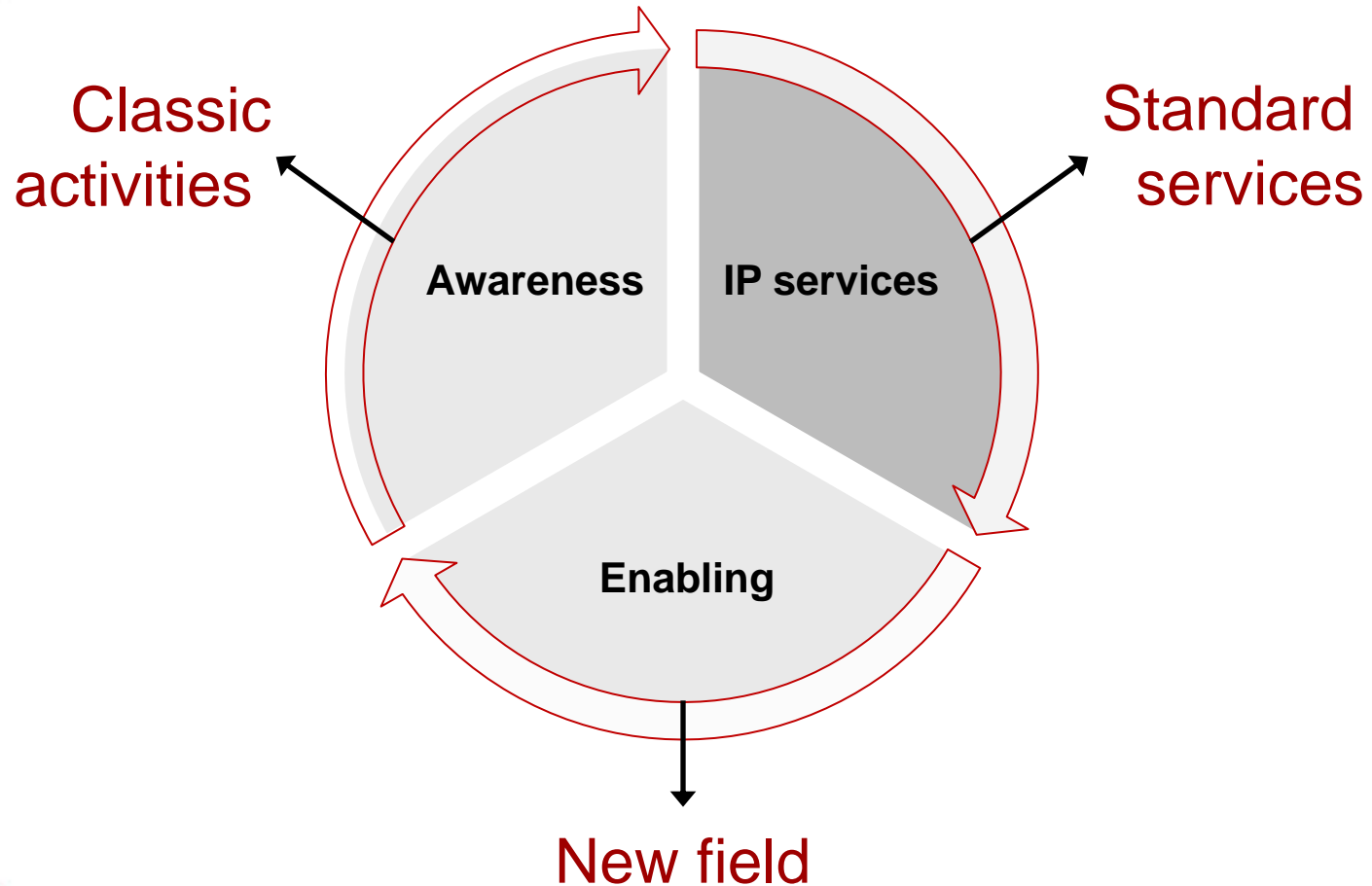
Methodology

- NPO to identify a suitable partner university
- Tripartite Working Plan between NPO, Uni and EPO indicating: objectives, activities, budget and evaluation indicators;
- Training of NPO and University representatives in TT themes: seminars and meetings;
- Drafting a list of services provided by the NPO to the University: customized by country
- 3 year plan, implementation in 3 phases: set-up, testing and consolidation

Example of services offered by NPOs

- Support of in-house capabilities
 - Support the **identification of research results** with potential commercial value
 - Support inventors in the **disclosure** process
- IP rights services
 - **Information** on IPR possibilities/routes
 - **Search** services (avoid infringement etc)
 - Support in identifying **patent attorneys**
- Commercialization
 - **Evaluate** commercial potential of disclosed innovations
 - Advice in selecting potential **industrial partners**
- Other
 - Support **application** for new research funds
 - Provide a **user-friendly** publication channel

Fields of HIPO services to support TT



HIPO services to support TT

Raising awareness

- Awareness activities for researchers and phd students
 - Specified message targeting the needs of the audience
 - Speakers with researcher background → common language
- Training of TTO staff
 - HIPO IP course
 - Specified search training
- Internal researcher handbook
 - IP policy issues
 - IP protection issues
 - Commercialisation issues

HIPO services to support TT

IP services

- Support with IP matters
 - Dedicated contacts at HIPO
 - Support both for researchers (direct) and TTO staff
 - Faster resolution of questions
- Standard IP services
 - Search reports on patents/trademark, freedom to operate
 - Faster service, flexibility

HIPO services to support TT

Enabling services

- Updating university IP policy
- Support with IP management documentation
 - Invention form
 - Contract/licence templates
 - Specific questions with contracts
- Development of IP pre-assessment methodology
 - Helps structure the interview with the inventor
 - Quick filter of immediately disqualifying factors
 - Basic information to decide on patentability
 - Data can be lifted in invention form/application

Achievements of the pilot project

Trainings:

- intermediate level IP course
- 2 special trainings on database research

Awareness events:

- 3 + 1 events, 40+ participants each,
- Building active relationships

Deliverables:

- ELTE's IP management documentation update started
- IP handbook for researchers
- Patentability pre-assessment drafted and in testing
- Novelty searches
- Patent and trademark applications

Valuable learning experience in the project

Most important benefits

- **Immediate** gains from the project
 - IPR applications
 - Developing the IP infrastructure in house
- Building **relationships**
 - Trust is everything
 - Relationships in TTO-researchers-HIPO community
- Help in **structuring** the work with TTOs
 - what kind of services
 - how best to work with TTOs (who/what/when)
- Better utilize existing **expertise** in house
 - Colleagues with previous TT or research experience
 - Hidden gems

Future plans

- Develop a **standard** service offering based on the pilot
 - Available to all TTOs
 - Services and bundles
- Further develop the present service **portfolio** based on best practices
 - Learn from other countries and organizations
 - Based on the feedback about TTO needs
- Use the TT service offering to build **relationships**
 - Extend the cooperation to more universities
 - Develop stronger cooperation with PROs

Broader picture: further goals

- National TTO alliance is currently forming
- Strengthen the HIPO service portfolio with the standard TT offering

Budapest University of Technology and Economics

Corvinus University

Edutus College

Eötvös Loránd University of Science

Eszterházi Károly College

Pázmány Péter Catholic University

Semmelweis University

Széchenyi István University

University of West Hungary

Szent István University

University of Debrecen

University of Miskolc

University of Óbuda

University of Pécs

University of Szeged



Thank you for your attention

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