



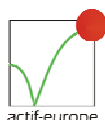
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MAC-SSIIM

Informal Intellectual Property management

training and coaching solution for
SMEs
Trainers
Consulting partners
and
Relay actors (CCI, Reg. Council, ...)

CD-ROM, 2 DVDs, web and e-Learning



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Presentation of e-Learning solution for SMEs (Greece – July 2005)

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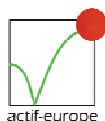
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Why to protect IP?

- **Knowledge intensive society**
 - IP is increasingly a strategic asset for the businesses
- **Unprotected IP**
 - a good invention or creation may be lost to larger competitors
- **To get full benefit of investments in R&D and marketing**
- **Effective IP management**
 - Improves businesses' ability to successfully commercialise new ideas and inventions



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Why protection ?

Innovation may result in Competitive Advantage

Innovation may contribute to Sustainability

Innovation may contribute to Differentiation

“Exclusive use” requires protection



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Alternative ways to protect IP

Formal IPR

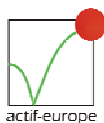
Protection based on Intellectual Property Rights legislation:

- Patents
- Copyrights
- Trade marks
- Design rights
- Plants registration

Informal ways

Variety of protection methods:

- Contracts (NDA's etc.)
- Documentation
- Escrow
- Confidentiality
- Secrecy
- Cutting information in small fragments
- Professionalisation
- Lead time - be the first one
- Technical protection
- ...



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Marginal use of IPRs / IC Mngt

- SMEs worldwide largely under-utilise the intellectual property system.
- Some reasons for low use of IPRs by SMEs:
 - Insufficient knowledge of the IPRs
 - High costs and complexity of IPRs
 - Lack of easily accessible assistance
 - Lack of time.
- Substantial part of innovative activity is not patentable because of its intangible nature (e.g. services).



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Patent protection?

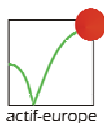
- | | |
|--|--|
| <ul style="list-style-type: none">• Yes, if invention is<ul style="list-style-type: none">– simple*– tangible– dublicable– easy to copy– it has high R&D expenditures– it has long life span– innovation is intellectual and unique | <ul style="list-style-type: none">• No, if invention is<ul style="list-style-type: none">– sequential– complementary (complex)– intangible– it has a short life cycle– invention is quite trivial |
|--|--|

e.g. minor changes in software product

*e.g. vacuum cleaner, a drug...

Industries are fundamentally different!!

- In life sciences patenting is a MUST
- In services patenting often not very relevant



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Informal & formal protection

- Effective combination of formal/informal methods is important
- At the early stages of innovation process informal protection is the only alternative (trust, secrecy, documentation, NDAs...)
- Before commercialisation of the product - make decision whether to use formal protection, or not
- Besides formal protection (e.g. by patent), product/service needs informal protection as well
- Informal practices are central at each stage of the process



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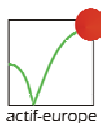
The MAC-SSIIM project

Supported by the [European Programme Leonardo da Vinci](#)

Real pan European network of resources focused on I-IP(R): Informal Intellectual Property (Rights).

Multi Actors Cooperation (MAC) and includes: SMEs, bigger companies, Individuals, Universities, Training centers, Research centers, Professional bodies, Public and social development representatives, trade-unions, Relay centers,

Model of Networks of Networks.



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Sustainable SMEs through Informal IP Management training

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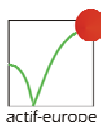
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The MAC-SSIIM mission

Mission:

- To raise awareness of the significance of IP management
- To develop a **proactive IP management training tool for SMEs** and network development
- To enable learning through **case examples** of good practices in IP management
- To disseminate **good practices** in the management of Intellectual Property
- To support **SMEs and their Relay actors** (Trainers, Consultants, Regional or Business Developers)



The 'how to ? Way'

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MAC-SSIIM training modules

Introduction: TOWARDS GROWTH OF KNOWLEDGE

Set 1: KNOWLEDGE MANAGEMENT

Sources of Intellectual Capital
Intellectual Capital – Networks
Knowledge Management

Set 2: BUSINESS NETWORKING

Networking – introduction
Management of alliances

Set 3: INNOVATION MANAGEMENT

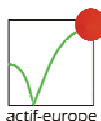
Innovation
Innovation process in SMEs through networks

Set 4: LEARNING ORGANIZATIONS

Management of changes in SMEs
SME – a learning organisation

Set 5: IP MANAGEMENT


Formal IP protection for SMEs
Informal IP protection for SMEs
IP Protection management in SMEs
SMEs and management of IP protection in networks



1 CD (Training Modules) + 2 DVDs (Interview cases) in 5 languages

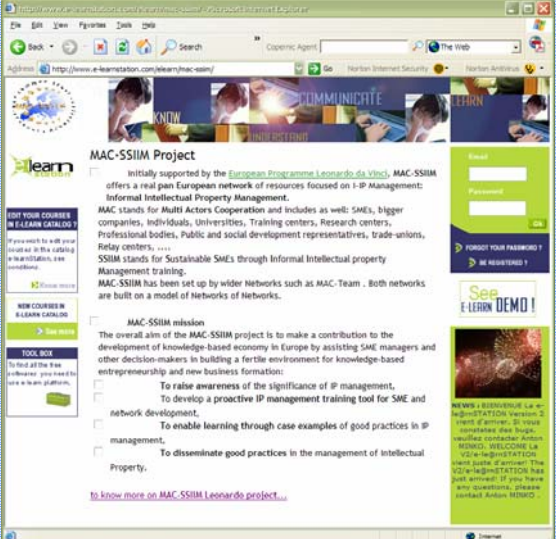
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e-Learning solution



- To support face-to-face training
- Possibility to combine with CD-ROM or DVD local usage (low bandwidth)
- Used as a self-assessment tool for trainees
- Possibility to combine on-line tutoring
- Targeted to English speaking users as the other tools are in FIN, HU, PL and PT.
- Cost effective solution per trainee (free for trainers, consultants and coaches)



www.e-learnstation.com/elearn/mac-ssiim/ & www.mac-ssiim.com

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Wider launch of the total training package at the official presentation day in Brussels on 22nd November 2005 (more info on www.mac-ssiim.com).

Presentation at the Brussels Development Agency and opening by a Member of the European Parliament, Mr Virranskoski.

Special conditions to Training and Consultancy bodies.

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