

Jornada sobre
Propietat Intel·lectual

**REPTES
DIGITALS**



Generalitat de Catalunya
Departament de Cultura

QUART BLOC IP DIGITAL!



#IPDIGITAL WWW.IPDIGITAL.CAT

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austria wirtschaftsservice

**discover.IP – a service for SME
to foster IP-awareness**

Gerald Ruppert

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About aws

Owners



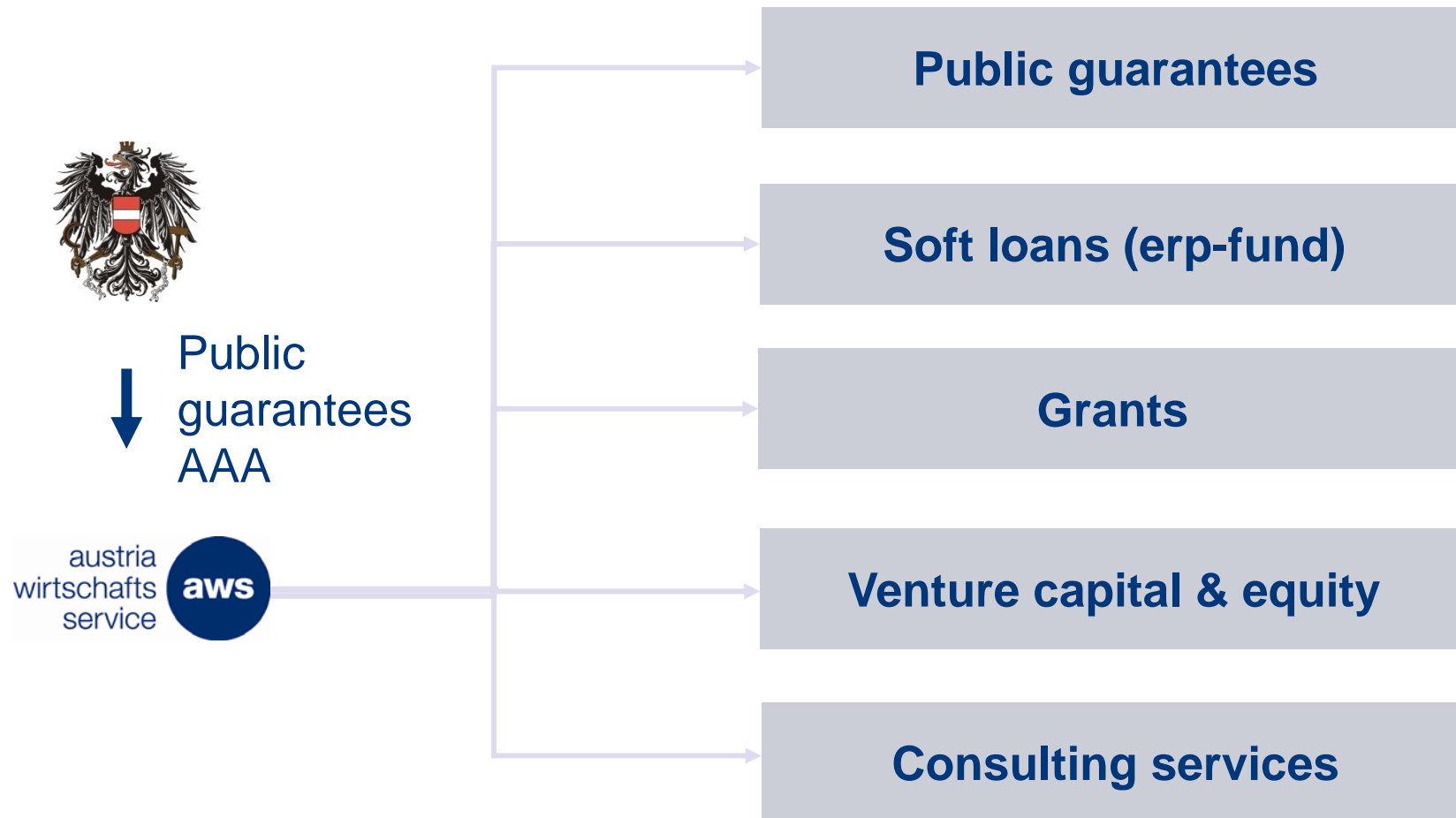
Mission

Fostering & supporting innovation to strengthen the competitiveness of Austrian's economy

Core activities

Business financing & consulting
(Implementation of support, awareness & consultancy programmes for enterprises, esp. SMEs)

Instruments offered by aws



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Promoting and deepening the
knowledge of
Austrian **SMEs**
to **optimize the usage**
of their
Intellectual Property

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Cooperation



österreichisches
patentamt

austria
wirtschafts
service



Austrian Patent Office' know how

- IPR mechanisms (patents, utility models, trademarks, design)
- Technology search

aws' know how

- Market mechanisms
- Business development
- IP-Strategy development
- Innovation management

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– Services

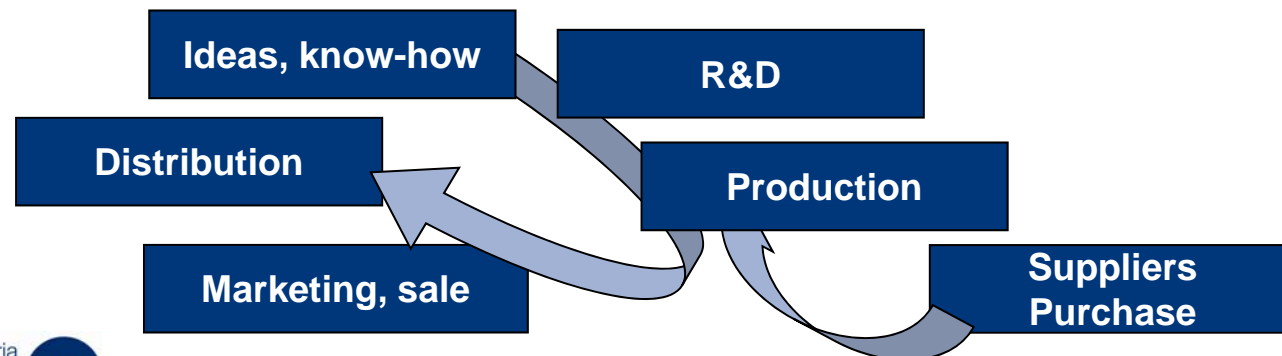
- Experts from aws and Austrian Patent Office thoroughly analyze the sources, protection measures and use of intellectual property.
- Company strategy, existing property rights, contracts, risks of know-how loss etc. are gathered for further investigation.
- The results of the analysis and suggestions are summarized in a report.
- The report is presented in a second meeting.

– Target group

- The programme focusses on technology-oriented SMEs which intend to systematically use their intellectual property rights.

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- What is the content of discover.IP?
 - **Company** (strategy / products / market / region)
 - Identifying potential IP-sources within the company
 - Highlighting possible IP protection measures
 - Know-how loss: risks and sources
 - IPR clauses in contracts
 - Innovation management
 - Basis for strategic decisions



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– discover.IP project schedule



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- Conclusions drawn from discover.IP projects
 - IP strategy = set of measures
 - Integrate IP issues in an early stage of the R&D process
 - Do novelty search/Freedom to Operate search thoroughly
 - Conclude agreements on IP before starting collaboration etc.
 - Improve documentation
 - Seek for professional assistance (patent attorneys etc.)
 - Learn from Best Practice examples

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- ca. 350 discover.IP - audits completed since October 2008
- Majority of the projects in the fields of:
mechanical engineering, electrical engineering, information technology
- Focus on technology-oriented companies.
- 2011: extension of the service to companies in the field of creative industries and entrepreneurs with IPR- related questions

aws discover.IP Anyline (9yards GmbH)



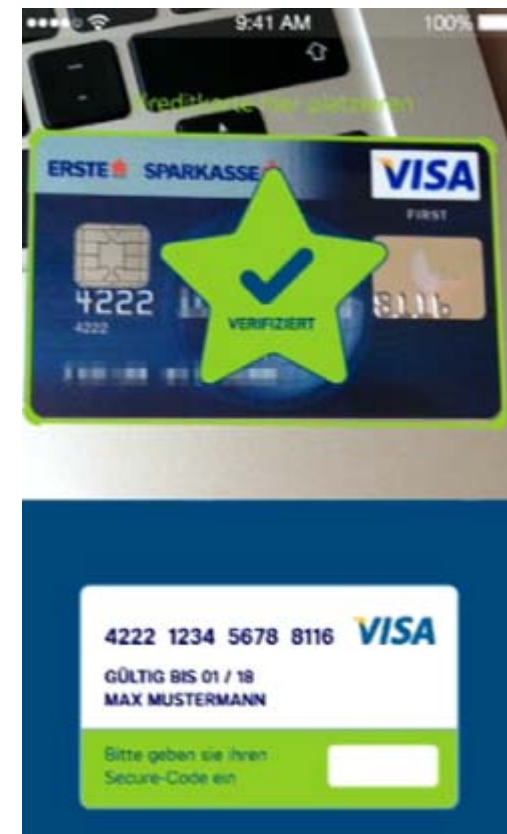
What is Anyline?

Real time image recognition for mobile devices

- Maximum precision, speed
- Reliable under extreme conditions
- Works offline – no server required

High-tech

- Algorithms developed specifically for smartphones



aws discover.IP **Anyline (9yards GmbH)**



What IP measures have been taken?

- IP clauses in service contracts
- Trademark registration for **Anyline**
- Stop use of cloud services (dropbox etc.)
- Protection of the source codes (frameworks, encryption)
- Protection at the office through RFID lock (topic: lunch break)
- Austrian patent application (April 2014)

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Anyline (9yards GmbH)



Why apply for a patent?

- Technology protection against third parties
- Demonstrate technological competence (for customers)
- Credibility of innovation capacity (for investors)

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