

Food for thought!

Exploring Intellectual
Property Rights & Technology
Transfer



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Ioana POSTU

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Lunch-time Conference for
Commission Bluebook Trainees

JRC.A.4 Intellectual Property &
Technology Transfer Unit

What do we do in A.4



Unit A.4 has the mandate to protect and manage the IP assets of the EU Institutions



We provide wide support to Commission services e.g. Policy advise, IP legal advice, technology transfer, advice on collaborative R&D, training



Central IP Service

Technology Transfer Sector

JRC - IP portfolio

Trademarks

~ 431 Trademarks files

Patents

~ 872 patent files
22 new patent proposals
in 2010

Copyright

~ 60 registered
software

European Emblem

Protection of the emblem
⇒ 610 litigation files

Spin-off Companies

6 spin-off companies

Innovation?

Marco GIORGINI
Innovation and
Technology Transfer
Officer

What is innovation?



WIKIPEDIA
The Free Encyclopedia

Article [Talk](#)

Innovation

From Wikipedia, the free encyclopedia

Innovation is the **application of better solutions** that meet new requirements, unarticulated needs, or existing market needs. This is accomplished through more effective products, processes, services, technologies, or ideas that are readily available to markets, governments and society.



Guess which are the 3 Most Innovative Companies of 2013 according to..



The Most Innovative Companies 2013
Lessons from Leaders



THE BOSTON CONSULTING GROUP

What type of company do you expect?



LEADERSHIP

HOW ANY COMPANY CAN THINK LIKE A STARTUP

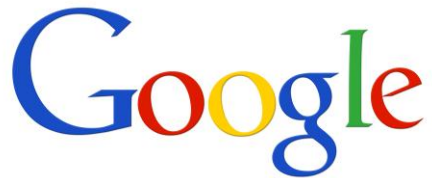
BY EMILY HEYWARD



com
a st
imagination at work

Nope, these are not startups



**Google Inc. was
founded in 1998**



**Amazon Inc.
was founded in
1994**



Tencent 腾讯

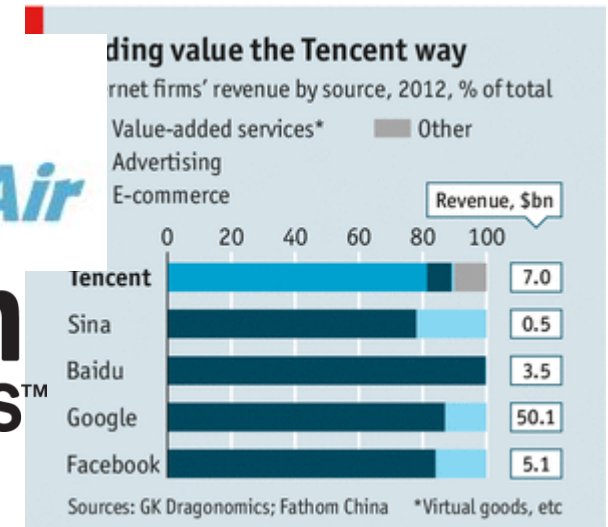
**Tencent Technology
Co Ltd was founded
in 1998**

Why these are still innovative?

Google Shopping Express

amazon Prime Air

amazon web services™





The theory behind



European
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PLAYLIST | 1/19 Steve Blank on Hubris, Passion and What it Really Takes to be a Great Entrepreneur



0:21 / 6:42



Centre

Or Innovation

?



European
Commission



- Addressing climate change
- Curing disease
- Better transportation
- Faster and more efficient communication
- Safer and more plentiful food
- Supporting an ageing population
- To the discovery of the depths of the ocean and the furthest reaches of space



European
Commission

Question Time