

Table Ronde Franco-Allemande sur les Actifs Immatériels

EU financial market for IPR

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Project: „Creating a financial market for IPR“



Final report for

EU Tender No 3/PP/ENT/CIP/10/A/NO2S003

"Creating a financial market for IPR"

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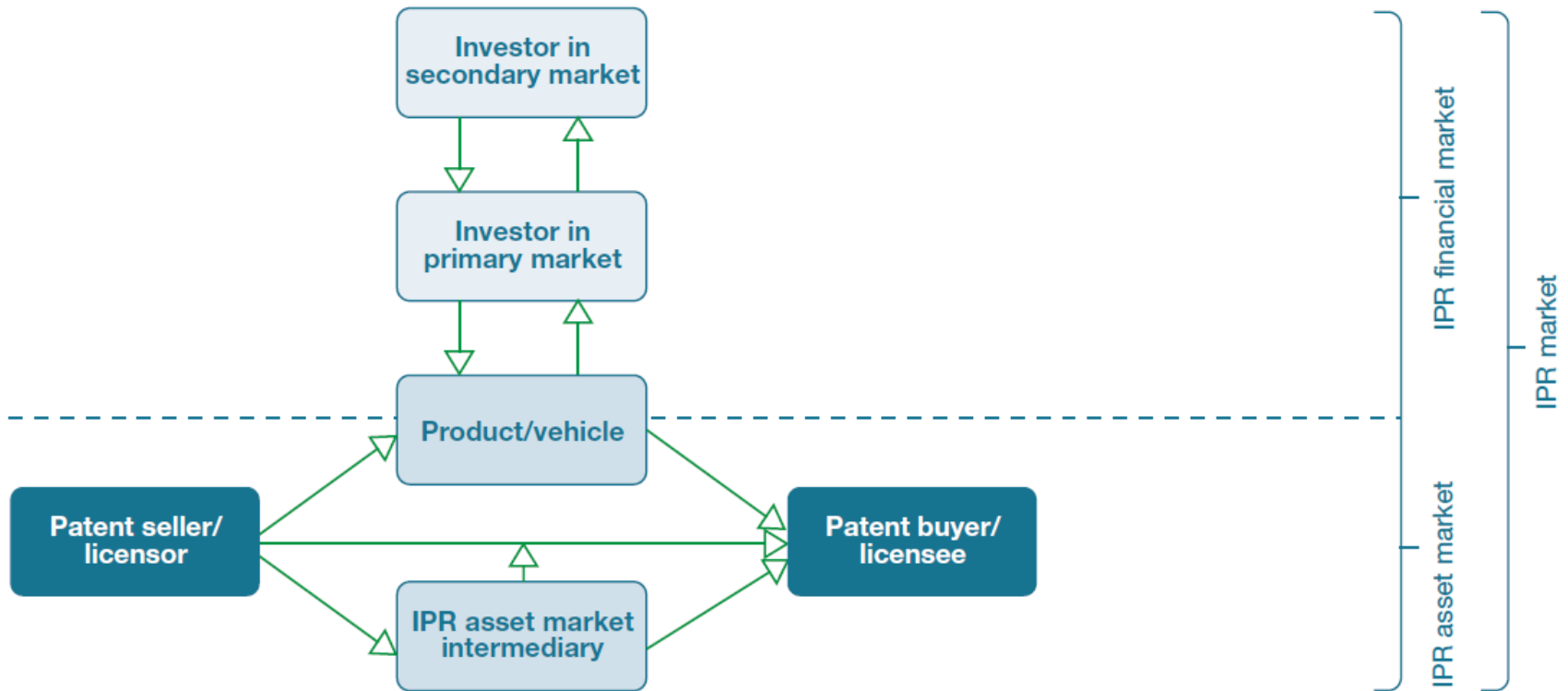
EC project(2011) – **focused on patents**

*What do we know about patents
that are traded in Europe and worldwide?*

*How should Europe respond to the current IP
market developments?*

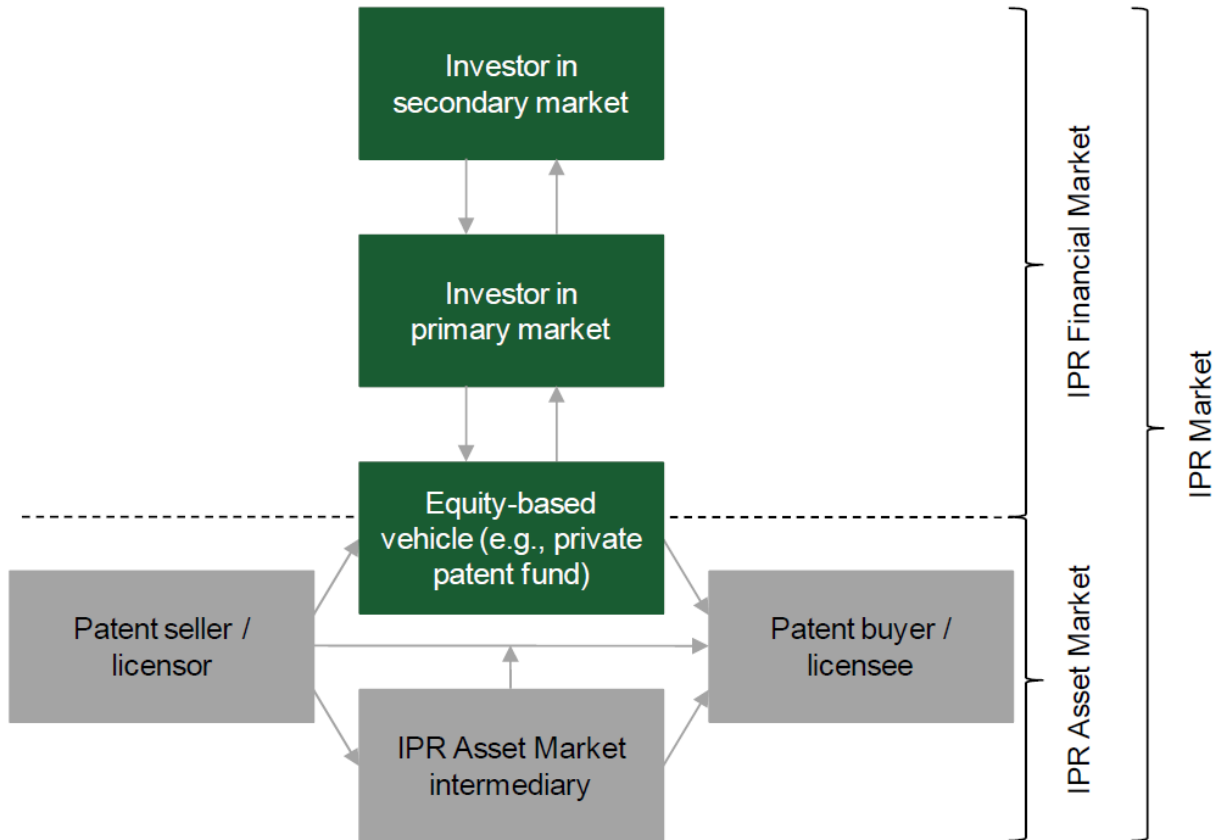
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IPR market framework

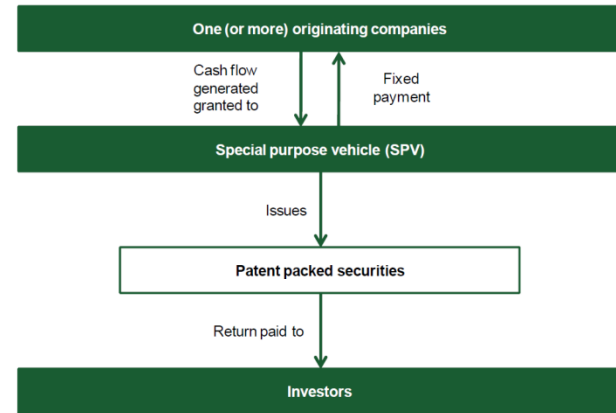
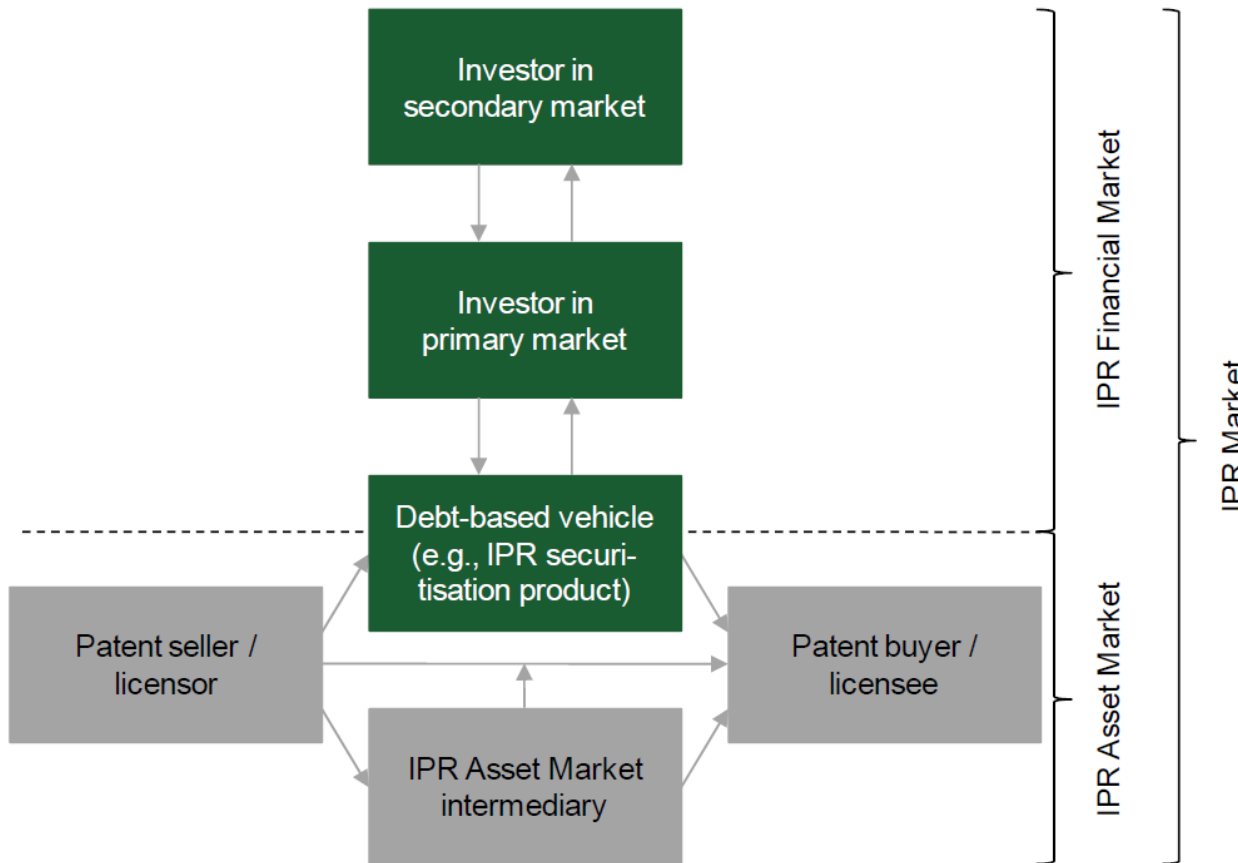


Martin Bader, Oliver Gassmann, Pirjo Jha, Florian Liegler, Lutz Maicher, Thorsten Posselt, Steffen Preissler, Frauke Ruether, Liina Tonisson and Stephan Wabra: **Creating an organised IP rights market in Europe**. In: IAM, July/August 2012, pp. 33

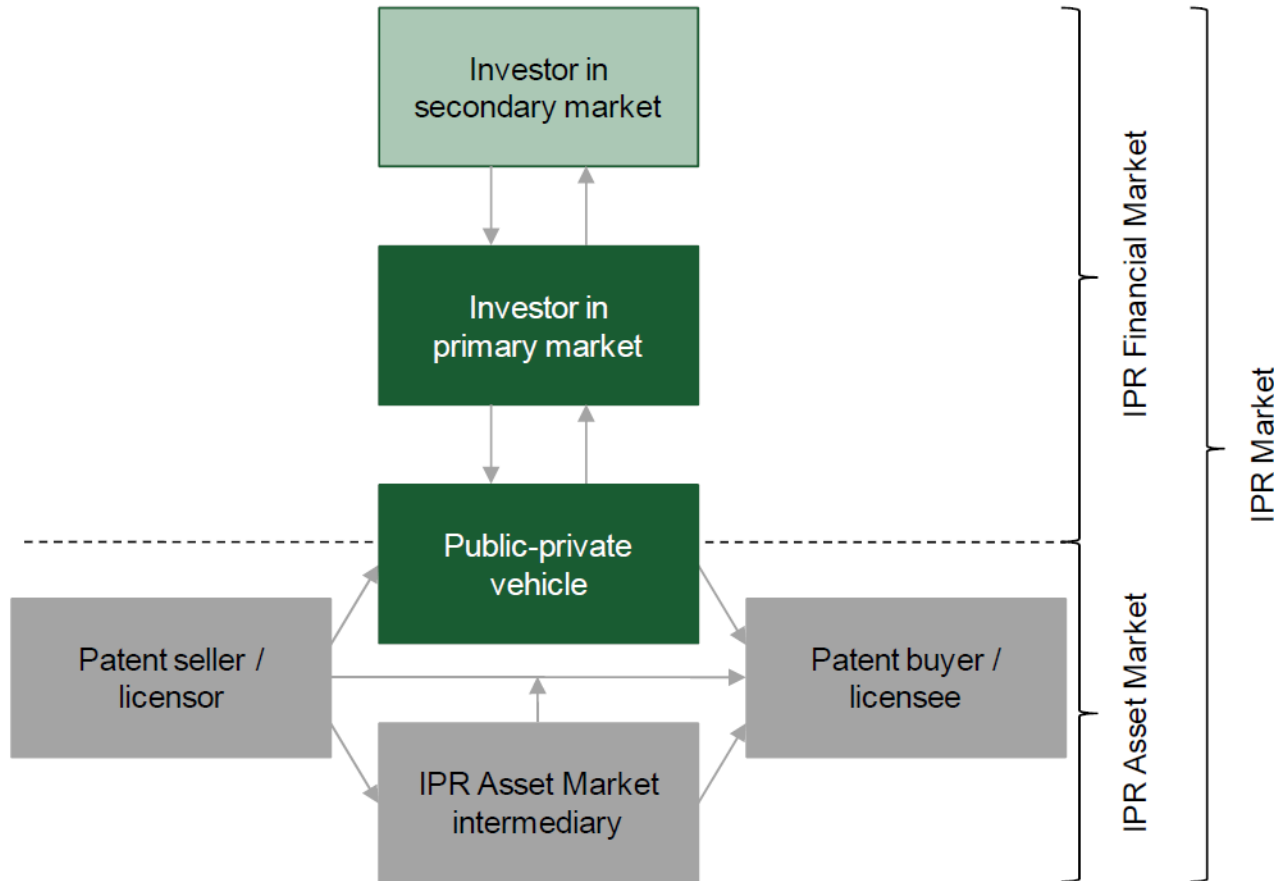
Equity-based vehicles



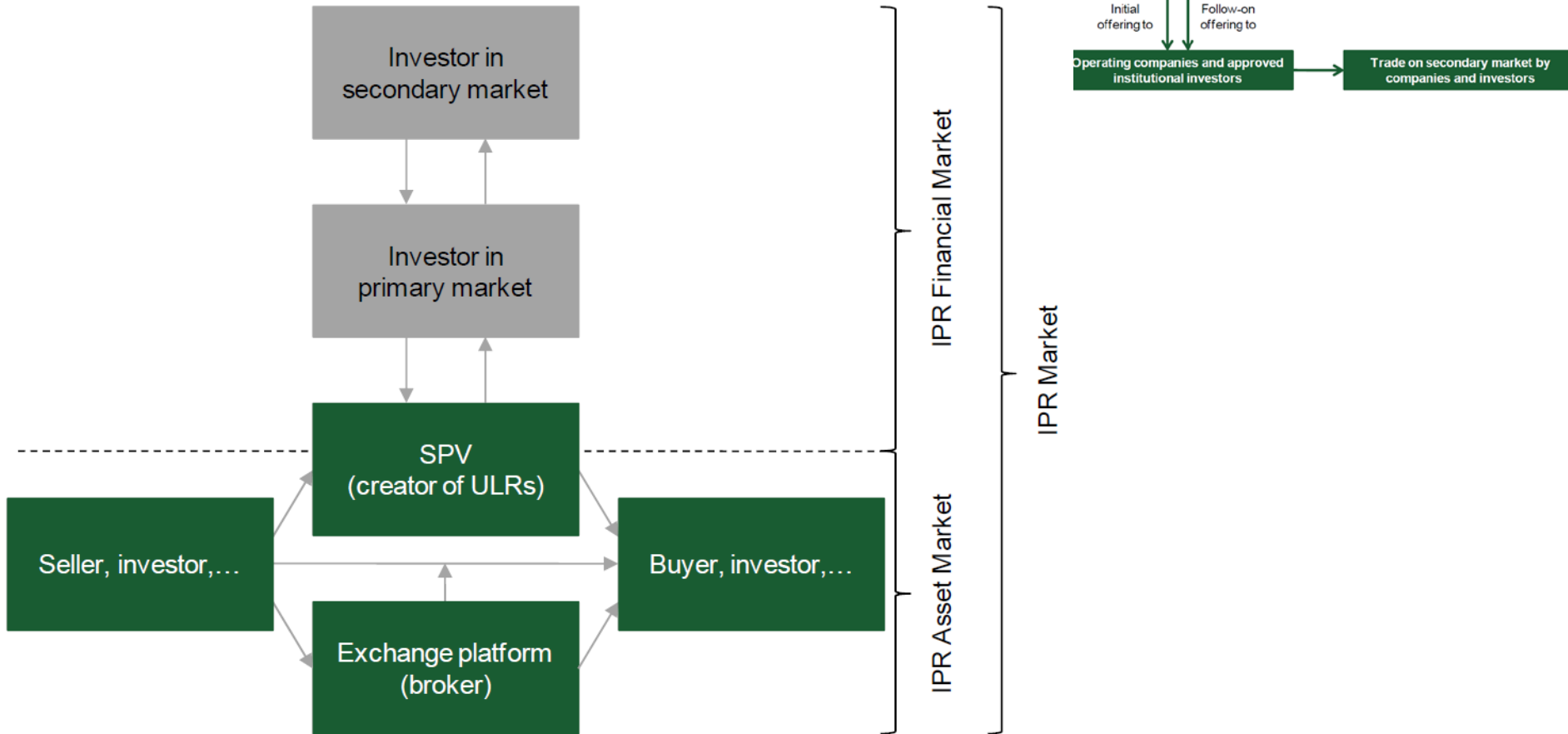
Debt-based vehicles



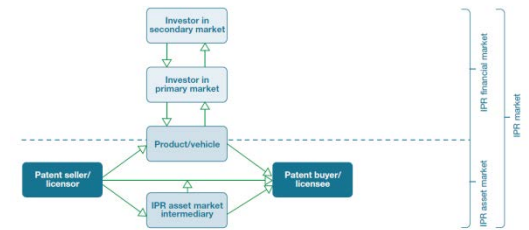
Public-private vehicle structure



Commoditisation vehicle structure

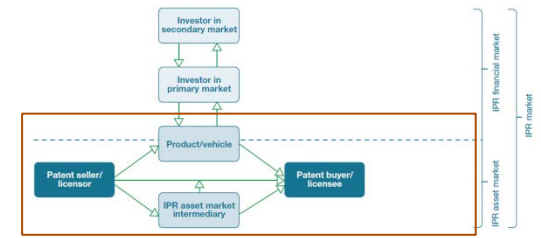


General Recommendation



To reduce the flow of innovations out from the EU, to reduce fragmentation of the IPR Market, and to increase liquidity and transparency on the IPR Market, the EC should create a **single IPR Asset Market** in Europe.

Recommendations for IPR Asset Market (1/2)

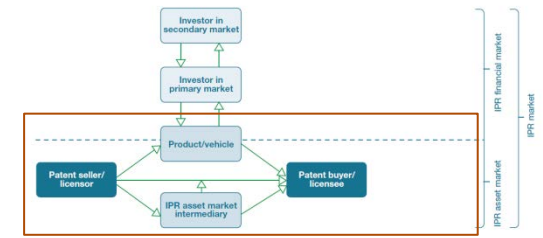


To increase the confidence of actors regarding the IPR Asset Market, **the EC should ensure a common, high patent quality** and its enforceability across Europe.

To increase SMEs' participation in the IPR Asset Market, the EC should foster the **the IPR awareness and literacy of European SME and research institutions.**

To facilitate IP transactions and increase actors' certainty regarding patent valuation methods, the EC should foster the **dissemination of information on existing patent valuation methods** among the actors.

Recommendations for IPR Asset Market (2/2)



To facilitate IP transactions on the IPR Asset Market, the EC should promote **licensing as a preferred mode of IP transactions** on the IPR Asset Market.

To facilitate IP circulation in the IPR Asset Market, the EC should **continue to foster the professional level of technology transfer structures** in the EU.

To support the expansion of European companies to non-EU IPR Markets, the EC should **foster the global harmonisation of IPR systems** and foster efficient IPR enforcement outside the EU.

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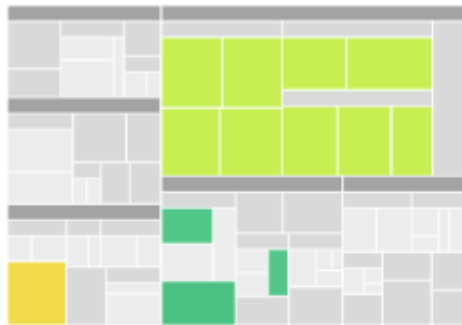
- Overview
- Competitors
- Key employments (8)
- Locations (13)
- Experience

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Company DNA

Description (en)

Awapatent is one of Europe's leading intellectual property rights consultancies. We apply our legal and technical expertise to help you turn your ideas and innovations into business opportunities. Our clients are intensely innovative businesses and our global client base include the companies behind many of the world's most valuable brands and patent portfolios, together with leading partner agencies in complementary markets.

Locations



headquarter in Malmö
 3 more companies located here

office in Munich
 134 more companies located here

office in Copenhagen
 6 more companies located here

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People

201 - 500 employees



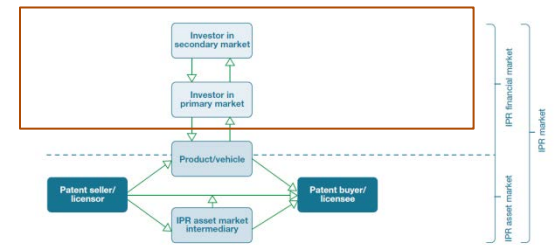
Peter Indahl
 Partner/Owner
 associated with 0 other companies

The **IP Industry Base** from Fraunhofer MOEZ aims to provide comprehensive and up-to-date profiles of IP practitioners worldwide. The IPIB introduces a **classification of IP services**.



The IP industry base is a public-funded and non-profit database dedicated to research purposes. It is free and open to anyone under the condition of fair usage.

Recommendations for IPR Financial Market



The EC should **not** establish or support the IPR Financial Market before the underlying IPR Asset Market in Europe has not been substantially improved and the rules of this underlying market are clear to the actors.

To globally observe and analyse new attempts to trade IPR, the EC should launch a **network of excellence** comprising of:

- Financial community experienced in IPR trading
- IPR service providers
- Patent offices
- SMEs and large companies within different industries
- research institutions representing different research fields and
- researchers focussing on IPR, innovation and financial markets.

Summary

Your take home message

1. Establishing a single European IPR asset market is mandatory. Various capacity building instruments has to be combined with a supporting IPR infrastructure.
2. A single European IPR Financial market should be fostered not before a well functioning asset market is established.
3. A European network of excellence should work to propose policy actions regarding the establishment of a single IPR Financial Market.

Thank **you!**



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