



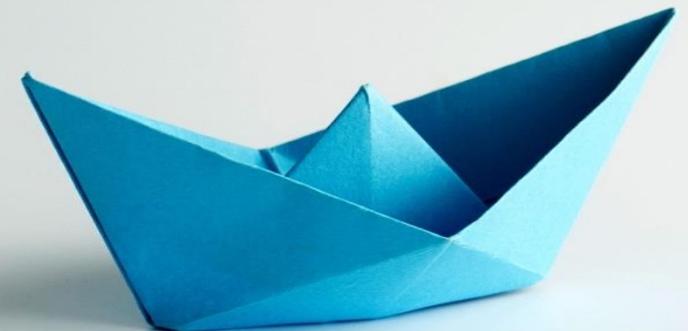
European IP Helpdesk

Stay ahead of the innovation game.

Ways, challenges and opportunities of IP
management

IP as a Strategic Enabler of Knowledge Valorisation

Manon Prado - European IP Helpdesk | 11 March 2026





European IP Helpdesk

Service initiative of the EC

-  ▪ **Helpline** – Free-of-charge first-line IP support
-  ▪ **Training** – KV, Horizon Europe (both field agnostic and specific)
-  ▪ **Publications & Guides** – Practical and inspiring (e.g. Bulletins, case studies)
-  ▪ **Local Ambassadors** – 43 ambassadors from 26 EU countries

We help current and potential beneficiaries of EU-funded projects, researchers and EU SMEs turning IP into impact





The EC IP Helpdesks





Outline

1. Why IP matters in Knowledge Valorisation
2. Challenges and Opportunities linked to IP management
3. Practical examples and emerging approaches
4. How the European IP Helpdesk can support you





Why IP matters for Knowledge Valorisation?

- IP goes beyond formal IPRs
- Reduces uncertainty in partnerships
- Enables fair sharing in industry-academia partnerships
- Unlocks funding & investor confidence (EIC, VC)
- Creates impact options

IP structures collaboration and reduces risk





The Core Shift: From IP Protection to Intellectual Assets Management

IP 1.0 (Traditional)

- Reactive, post-research
- Patent & copyright focus
- TTO / legal led
- Fragmented, case-by-case



IP 2.0 (Strategic IAM)

- Proactive, early-stage decision making
- Portfolio of IPRs, data, know-how, software, standards
- Leadership & governance
- Templates & strategic licensing models



Key IP challenges for Knowledge Valorisation



Structural Challenges

- Fragmented responsibilities
- Lack of standard licensing frameworks
- Regulatory uncertainty (e.g. state aid)



Cultural Challenges

- Delayed strategic thinking (after publication or proposal stage)
- Academic incentives misaligned
- Limited entrepreneurial mindset



Widening Countries main IP challenges

Main IP Challenges



- Sustainability of K/TTOs
- Capacity gaps in IP skills
- Low recognition of third mission

*Strategic intellectual assets
management can address these gaps*





Emerging IP Opportunities for Knowledge Valorisation

Where to invest strategic thinking

- ✓ **Alternative licensing practices** — Impact licensing, Socially Responsible Licensing
- ✓ **Early portfolio mapping** — Decide on assets control (e.g. commercial vs open routes)
- ✓ **Standard templates** — Ease collaboration, speed up deals



Practical examples and emerging approaches





Impact Licensing Initiative

Case Study – EU-funded project



- **What:** Re-purposing IP to meet societal needs (time-bound, defined use)
- **Why it matters:** Enables access to technology for public benefit while preserving economic returns
- **How it works:** Rights-holder grants controlled, time-limited access to predefined users/markets

Result

Faster deployment for crisis response or social goals, with reputational & strategic benefits for IP holders



dotLumen – IP enabling social innovation

Case Study – EU-backed start-up

- **What:** Development of patented smart assistive glasses improving mobility for visually impaired pedestrians
- **Why it matters:** Demonstrates how strategic IP protection can strengthen credibility and support the scaling of socially impactful technologies
- **How it works:** Early patenting of core technological features combined with integration of IP strategy into the business and fundraising roadmap

Result

Enhanced investor confidence, successful EIC Accelerator funding, and accelerated partnerships and market deployment



How the European IP Helpdesk Supports Knowledge Valorisation

- **Helpline** — ask about ownership, background/foreground, confidentiality (fast, confidential)
- **Templates & Guides** — templates, licensing checklists
- **Training & E-learning** — quick modules for researchers, SMEs, project leads and TTO staff (*Horizon focus*)
- **Bulletins & Case studies** — practical inspiring examples (e.g. *Impact Licensing, dotLumen*)
- **Ambassadors** (Enterprise Europe Network)





Online Learning Events

Europa - Upcoming events	
12 MAR 2026	Training and workshops EU - Webinar: IPR and Software ((•)) Live streaming available
17 MAR 2026	Training and workshops EU - Webinar: IP Commercialisation and Licensing ((•)) Live streaming available
17 MAR 2026	Training and workshops IP Assessment: How to Improve Informed Decision-Making ((•)) Live streaming available
19 MAR 2026	Training and workshops EU - Webinar & Horizon Results Platform: Open Science and IPR



We also offer webinars on Knowledge Valorisation



Key Takeaways

- 1 **Reflect on IP early**
- 2 **IP management is a governance issue**
- 3 **Use pragmatic instruments**





Important Links

- [European IP Helpdesk - European Commission](#)
- [Knowledge Valorisation Platform](#)
- [Impact Licensing Initiative](#)
- [dotLUMEN case study](#)

Get in touch

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Thank you!

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The European IP Helpdesk is managed by the European Commission's European Innovation Council and SMEs Executive Agency (EISMEA), with policy guidance provided by the European Commission's Directorate-General for Research and Innovation (DG RTD).

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