



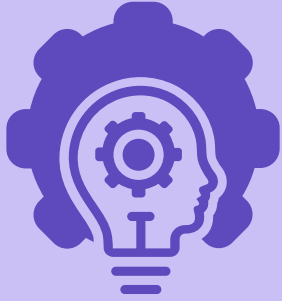
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TeamUp 2024

Intellectual Property

September 10, 2024





Intellectual property



Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

World Intellectual Property
Organization (WIPO)

Examples of Intellectual Property in Agri-Food

Gene-Edited Crops:

Patents on CRISPR-Cas9 gene editing techniques have enabled the development of crops with enhanced traits like disease resistance, improved nutritional content, and better shelf life.

Plant-Based Meat:

Novel food processing techniques and formulations for creating meat-like products from plant proteins have been patented by companies like Beyond Meat and Impossible Foods. These innovations have helped drive the growth of the alternative protein market.

Precision agriculture drones:

Patented drone technologies equipped with multispectral sensors and AI-powered image analysis software allow farmers to monitor crop health, optimize irrigation, and apply targeted treatments.

Sustainable Production Solutions:

Vertical farming systems are patented technologies for growing crops in vertically stacked layers. They have revolutionized urban agriculture. These systems often incorporate automated lighting, irrigation, and climate control to maximize yields in limited spaces.



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Intellectual Property encompasses much more than just patents

Forms of Research-Based Intellectual Property (IP)

Procedure Ideas Inventions R&D-Results Integrated circuit
Simulation model Utility model Trademarks Designs Technologies
Copyright Software tools Demonstrators
Industrial design Research data Algorithms
Know-How Trade Secrets
Geographical indication Patents Training materials
Expert knowledge Prototypes
Apparatus

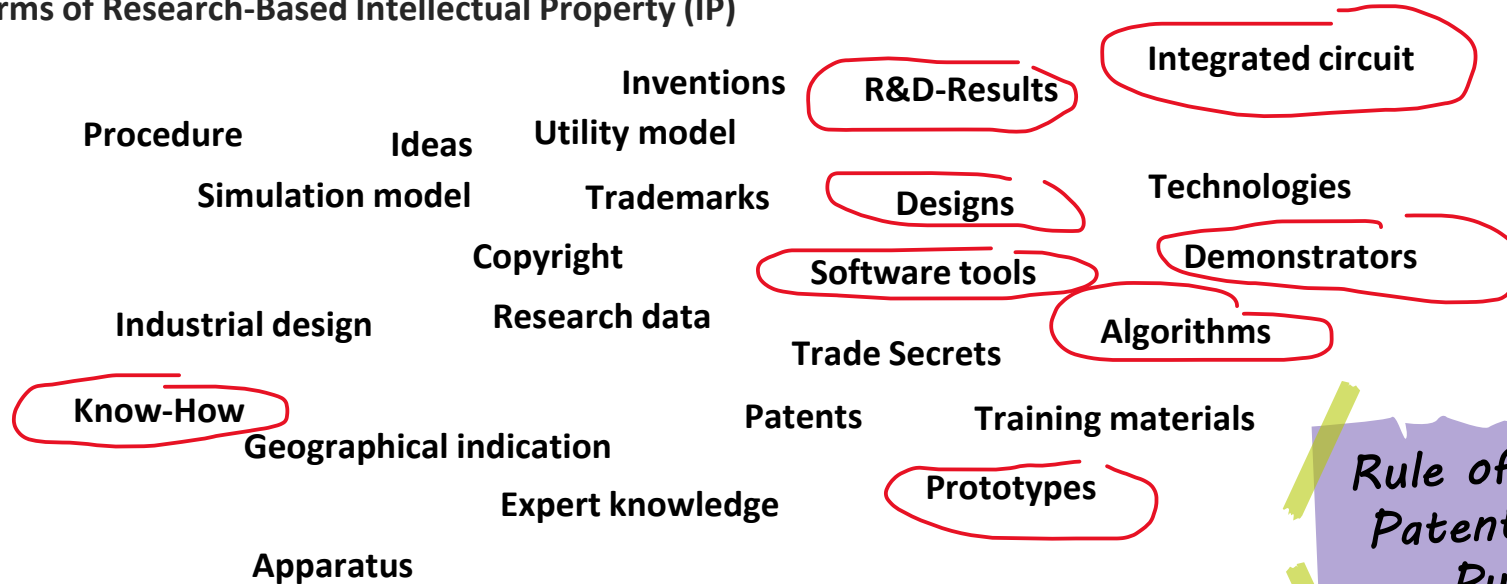
*Rule of thumb:
Patent before
Publish*



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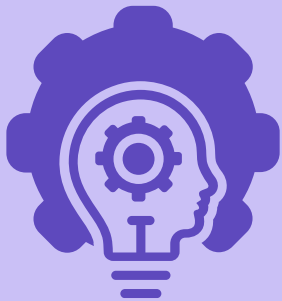
Intellectual Property encompasses much more than just patents

Forms of Research-Based Intellectual Property (IP)



*Rule of thumb:
Patent before
Publish*





A patent



A patent is an exclusive **right** granted limited period of **time** by a state for an invention, which is a product or a process that provides, in general, a new way of **doing** something, or offers a new technical **solution** to a problem.

To get a patent, technical information about the invention must be disclosed to the public in a patent application.

World Intellectual Property
Organization (WIPO)

Multiple ways to protect your IP

Legal Protection

Patent

Utility Model

Industrial design rights

Copyright

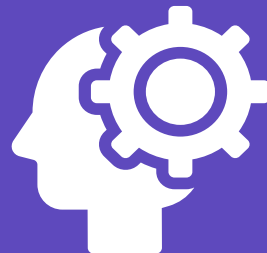
Trademark

Geographical indication

Factual Protection

Trade secret Just do not talk about it

Know-how animal models; protocols



IP can have **more than one owner**, it can **belong** to **people** or **businesses** and it **can be sold**, licensed or transferred.



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Direct and indirect benefits from IP protection

- Selected reasons for investing in intellectual property rights

Increasing
visibility
within a field



"Advertising" for
commercial
exploitation



Strengthening
profile in focus
area



Enhance resume
for later career



Fulfilment of
research policy
expectations



Preparatory
work to acquire
public subsidies



Potential
monetary
returns



Industrial
Cooperation



Basis for
research-related
spin-offs



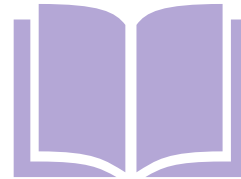
Freedom to
determine



Consider carefully before filing an invention disclosure



Inventors



**Invention
description**



% Contribution



Publications

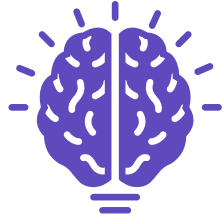


3rd Parties



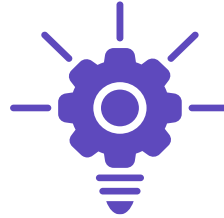
When to file for a patent?

Which preconditions must be met for a patent?



Novelty

The invention does not form a part of the state of the art
(State of the art includes all knowledge which was made available to the public by means of a written or oral description, by use, or in any other way, before the date of filing of the patent application)



Inventive step

The invention shall be considered as involving an inventive step if it is not obvious to a person skilled in the art



Industrial application

An invention shall be considered as susceptible of industrial application if it can be made or used in any kind of industry



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Deadlines in patent management

- Invention disclosure

Priority Date

Filing of the patent application substantiating priority

After 12 months

End of the period for international extension of the patent ["Priority year" = extension of the patent to other nations]

After 18 months

Patent disclosure: Publication of the patent application 18 months after filing, regardless of whether the patent has been approved

A patent can only be granted if ...

- (1) the examination for manifest errors of form was negative
- (2) the official request for examination has been made (and paid)
- (3) any resulting defects have been remedied and
- (4) the request for examination was granted

Year 2 to 7

From the 3rd Year

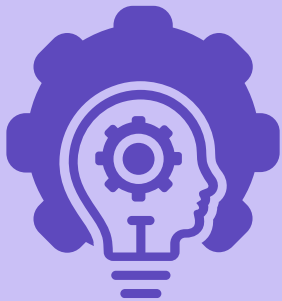
Start of the annual fee payments [fees increasing staggered; expiration of the patent if payment is not made on time]

After 20 Years

Expiration of the patent [maximum term of patent protection]



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Licensing

Dealing with intellectual property



License agreements

- Basic issues

Types of licence agreements

- Patent licensing agreements
- Know-how license agreements
- Copyright contracts
- Software license agreements
- Open Source license agreements

Scope of the right of use

- **Simple right of use**
Licensee obtains right of use; rights holder can, however, grant the same rights of use to any number of other persons
- **Exclusive right of use**
Licensee obtains exclusive right of use for type of use, territory, etc.

Licensing models

- Flat-rate licences
- Quota licences
- Sales license
- Profit licences

Scope of a license

- **Geographical**
Licence is only granted for a certain area, e.g. Germany
- **Temporal**
License is limited in time, e.g. to one year
- **Content**
License is limited to a certain type of use, e.g. quality control only



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License agreements

- elements of a licensing agreements



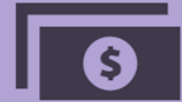
Description of IP
and definitions



Reach and
scope of the IP



Duties of the
Licensee



Payment
modalities



Tracking and
enforcement of IP



Assignment of
rights to 3rd parties



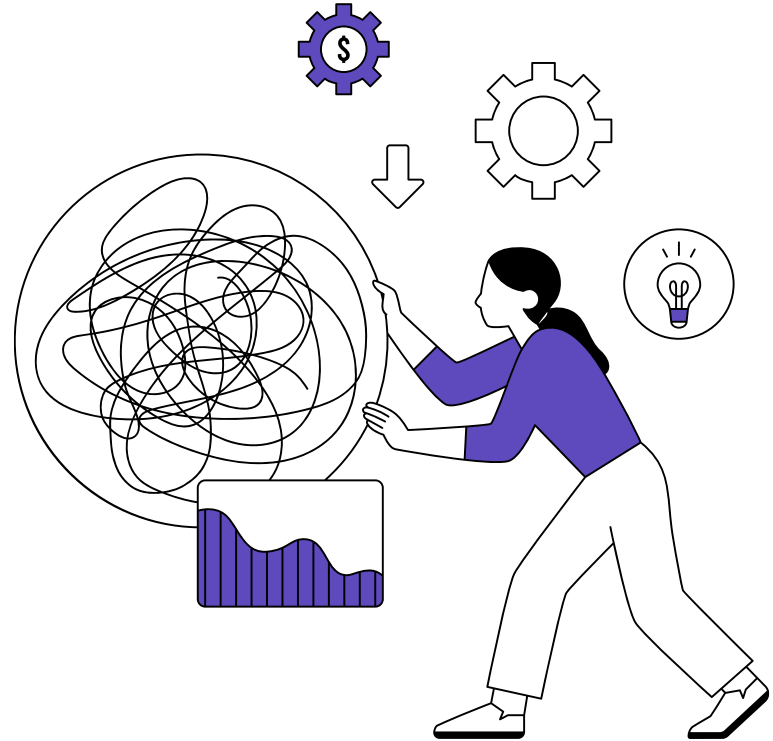
Duration and
termination of IP



Jurisdiction
agreement



Questions



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Excercise

Team work



Number	Team Name	Team members
1	BARBELO	Viktoria Ferencz
2	Behavix	Ricardo Esteruelas Tesán
		Massimiliano Carraro
		Stefania Malfatti
3	Bionova	Luisa Poisa
		Ayşe Sultan Akgün
4	BizToys Ltd	Melike Arslan Samhour
		Stoyna Wahdat
		Roxana Lazar
5	Earthfarms Collective	Sara Featherston
6	FutureFastFood	Cem Bokeer
		Mari Aasmäe
		Martin Mintchev
7	Gojenie	Daniela Yordanova
		Ebrar Yildirim
8	KELPEAT	Emre Ertem
		Luca Cerruti
		Tea Vrcic
9	DonaViva	Alberto Navajas
		Marko Petkovic
10	Nexodify	Felipe Salmeri
		Syed Tajmeel Hussain
		Jelena Nedeljkovic
11	NutrisAvIng Advisor	Ítala Marx
12	RegenFarm	Pablo Baleirón Pampín
		Cosmin Ghinea
13	The Green Float	Aleksander Stefanowicz
		Vasco Abreu
		Carlota Abreu
14	TropicStream	Diogo Moura
		Carlo Antonio Ng
		Nuno Catarino
15	Vevibal	Emma Barrios Casasus
		SELEN ŞENAL
16	Yield Hunter	Mert Kalayci
		Miloš Lazarevic
		Miloš Čiprijanović
		Arman Aksoy

Exercise

Team work:

How to use your IP to address
Sustainable & Regional Food Supply



Source: <https://www.linkedin.com/pulse/farm-to-table-nurturing-local-food-systems-ashiwani-awasthi/>



Example:

Develop an offering, project or initiative with regards to the defined problem space

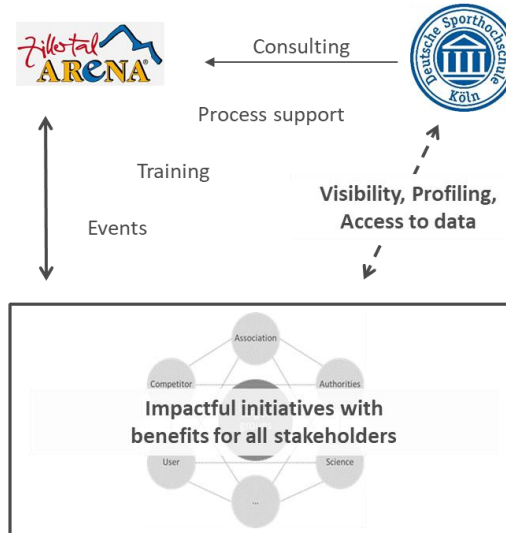
Solution-based approach



Innovative Business Model

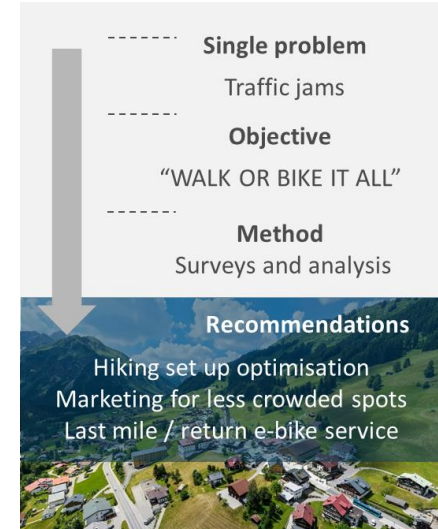


Knowledge based approach



Leverages existing IP expertise and experience

Research based approach



Information on current IP trends, legal precedents, and market practices before proposing solutions

Exercise

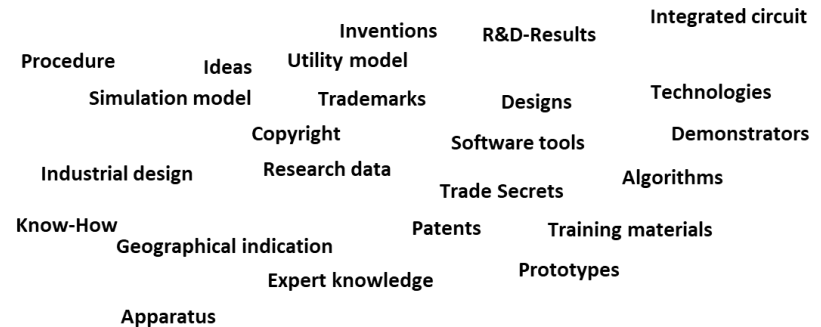
Team work:
How to use your IP to address
Sustainable & Regional Food Supply

Initiative based approach

Research based approach

Solution-based approach

Come back to the main session
at 18:15 CET



Your feedback

Slido poll:

How to use your IP to address
Sustainable & Regional Food Supply

Join at
slido.com
#4499 487



Procedure Ideas Utility model Inventions R&D-Results Integrated circuit
Simulation model Trademarks Designs Technologies
Copyright Software tools Demonstrators
Industrial design Research data Trade Secrets Algorithms
Know-How Geographical indication Patents Training materials
Expert knowledge Prototypes
Apparatus



Exploration: Save the Dates

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Session #1 Kick off 13th August 17:00 - 18:30 CET	Session #3 Team Building 2: Equity distribution 20th August 17:00 - 18:30 CET	Session #5 Target Groups 27nd August 17:00 - 18:30 CET	Session #7 Business model 3rd September 17:00 - 18:30 CET	Session #9 Intellectual Property 10th September 17:00 - 18:30 CET	Session #11 Negotiation skills (external) 17th September 17:00 - 18:30 CET	Session #13 Roadmapping 21th September 17:00 - 18:30 CET
Session #2 Team Building 15th August 17:00 - 18:30 CET	Session #4 Analysing markets (2nd) and finding right market niche 22th August 17:00 - 18:30 CET	Session #6 Primary research 29th August 17:00 - 18:30 CET	Session #8 Legal issues 5th September 17:00 - 18:30 CET	Session #10 Start-up creation 12th September 17:00 - 18:30 CET	Session #12 Negotiation skills (internal) 19th September 17:00 - 18:30 CET	
			Deliverable #1: Business Model and Team Canvas 9th September			



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Next Steps



Session #9
Intellectual Property
10th September
17:00 - 18:30 CET



Session #10
Start-up creation
12th September
17:00 - 18:30 CET



Session #11
Negotiation skills (external)
17th September
17:00 - 18:30 CET



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Next Steps

- ❑ Prepare your questions for start-up creation session on Thursday



Contact Us!

Do you have any questions?

teamup@eitfood.eu



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