



Intellectual Property as the Business Tool of SMEs



Presentation of IP-guide for the textile, furniture and leather industries, and cost-free conference on IP

06 May 2010

ITD Hungary
Budapest,
VI. Andrásy út 12.



Hungarian
Patent
Office



Üzletfejlesztés karnyújtásnyira



The IP Awareness and Enforcement: Modular Based Actions for SMEs project (IPeuropAware) is financed by the CIP Programme, DG Enterprise and Industry of the European Commission



Protection is usefool tool for you

European companies are facing unprecedented global competition, and the only way for Europe to withstand this is through innovation. Without suitable protection for intellectual property, however, there is not sufficient motivation to invest in innovative products. Small and medium-sized enterprises (SMEs) often do not have the staying power, financial or personnel resources necessary to protect their intellectual property. They do not have the means for their own “Intellectual Property” department, yet they are threatened by imitations and product piracy in Europe as well as around the globe.

In order to help SMEs make use of the wide range of instruments which are available for the protection of intellectual property, the European Commission, has initiated a number of practical measures and devoted significant effort to combating product imitations and piracy.

The project “IPeuropAware – IP Awareness and Enforcement: Modular Based Actions for SMEs”, launched by the European Commission’s Directorate General for Enterprise and Industry, is financed through the Commission’s CIP (Competitiveness and Innovation Framework Programme). The primary objective is to increase SMEs’ knowledge of intellectual property rights and their enforcement while helping to integrate this into their innovation and business strategies. From 2007-2010, twenty national patent offices are working in separate fields with three research institutes for this purpose, to help provide SMEs at the European level with strategies for combating intellectual property right infringement resulting from brand and product piracy. Guides have been developed for industries which are particularly hard hit by counterfeiting (textiles, furniture, leather goods and shoes) and provided to SMEs in these sectors free of charge. The presentation of the integrated Hungarian version of this Guide is the main topic of this meeting.

The Hungarian Patent Office (HPO) is particularly pleased to present these practical manuals to you.

In addition, the conference being conducted for this purpose, experts from the HPO offers you a unique opportunity to obtain a comprehensive overview of the possibilities which are available to you for protecting your brands and products and inventoins, and you can exchange your experiences on IP with the representatives of SMEs which are active in this field, too.

This meeting is being organised by ITD Hungary, the Enterprise Europe Network in Hungary and the Hungarian Patent Office as part of “IPeuropAware”.

The **Hungarian Patent Office** provides public services: customer services, advisory services, information, documentation and search services in its Patent Library and Industrial Property Professional Library in industrial property and copyright matters. **Receiving Section:** Monday to Thursday from 9 a.m. to 1 p.m. Friday from 9 a.m. to 11 p.m. Garibaldi str. 2, H–1054 Budapest, Hungary, **Mailing address:** H–1370 Budapest 5, F. 552, Telephone: (361) 312 4400, Teleax: (361) 331 2596, e-mail: mszh@hpo.hu, **Customer Service:** Monday, Tuesday, Thursday from 9 a.m. to 1 p.m., Wednesday from 10 a.m. to 6 p.m., Friday from 9 a.m. to 11 a.m.. H–1054 Budapest, Akadémia str. 21. **www.hpo.hu**

Program of the conference

- 9.30 - 10.00 Registration
- 10.00 –10.10 Greeting, Services of Enterprise Europe Network and ITD Hungary Ltd.
Erzsébet Dobos, Business Development and Enterprise Europe Network Director,
ITDH
- 10.10 - 10.40 The tool-kit of intellectual property for supporting the SMEs; the task and work of
The National Board Against Counterfeiting
Dr. Gábor Németh, director, Hungarian Patent Office
- 10.40 - 11.10 Presentation of the IP Guide for Footwear- Leather- Textile- and Furniture-
industries;
On the IP Europe Aware Programme and the INNOVaccess website
Dr. Roberta Pál, deputy head of the IPR section, Hungarian Patent Office
- 11.00 - 11.35 Coffee-break
- 11.35 – 1.45 The supporting activity of the SEED Foundation
Dr. Zsuzsa Laczkó, deputy director, SEED Foundation
- 11.45 – 12.30 Presentations of good practises
Eszter Soponyai owner (S&E Ltd., Estrella shoes) and two other SME
representativs from leather- textile- or furniture-industries
- 12.30 -12.50 Q+A Discussion
- 12.50 – 13.00 Closing remarks
Dr. Gábor Németh, director, Hungarian Patent Office
- 13.00 – 14.00 Lunch

Language: Hungarian

Entry: free of charge. On-line registration required.(see below). The Guide will be delivered to the participants.

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Contact for the registration

Deadline for registration 04. May 2010
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