LATIN AMERICA IPR SME HELPDESK



FACTSHEET

- 1. IoT sector in Latin America
- 2. Why is IP important in the IoT sector?
- 3. Benefiting from IPRs in the sector
 - A. Protecting technical solutions: Patents and Utility Models
 - B. Protecting original creations: Copyright
 - C. Chips and micro-chips protection: Layout design (topography) of integrated circuits
 - D. Trade Secrets: shielding your business and technological information
- 4. Managing your IPR: licensing agreements
- 5. Related links and additional information

Managing IPR in relation to the Internet of Things



1. Internet of Things sector in Latin America

What is the Internet of Things?

In a nutshell, an Internet of Things (IoT) system consists of sensors and devices linked to the cloud through some type of connectivity. Once the data reaches the cloud, a software processes it and then it may decide to take an action, such as sending an alert or automatically adjusting the sensors or devices, without the user having to take any action. The British entrepreneur Kevin Ashton coined this buzzword in 1999.

IoT is characterised by the integration of the physical world with the Internet virtual world. This revolutionary way of interacting with the Internet brings new potential opportunities in relation to smart home devices, streamlining business processes and healthcare monitoring services, among others.

The impact of the IoT

It is estimated that by 2025 the potential economic impact of IoT around the world will grow from €2.7 billion to €6.2 billion through applications in health, manufacturing, energy, urban infrastructure, security, vehicles and agriculture. (Source: 5G Americas. org). In 2025 there will be around 75.44 billion devices connected to the Internet (Source: Statista 2019)

This concept is often identified with sensor technologies, mainly radio frequency (RFID), embedded in physical objects that can be tracked and controlled by networks, mostly the Internet. However, strictly speaking, the concept is not limited to Internet connections or things, and it can include other sensor technologies (wireless technologies or QR codes) and even living beings (people and animals), in some cases.

Brazilian national IoT strategy

At the end of 2017, the Brazilian Bank for Economic and Social Development (BNDES) informed that around €131 million would be available for IoT projects funding. In the same vein, the BNDES, together with the Ministry of Science, Technology, Innovation and Communication (MCTIC) and the Ministry of Planning, Budget and Management (MP) launched the "Internet of Things: An action plan for Brazil" national strategy, which detailed the policies for the deployment of the Internet of Things technologies in the country from 2018 to 2022. The plan seeks to advance Brazil's IoT ambitions on smart cities, agriculture, manufacturing, and healthcare.

On the other hand, main Brazilian National Centres of Research are currently collaborating with European companies and public research centres under the 4TH call of the 2017 H2020 ICT work-programme. The call addressed 5G, Cloud Computing and pilots for IoT with 6 new projects worth € 16 million, which planned to start in November 2017.

Check out the <u>Brazilian Agricultural Research Corporation's Website</u> (EMBRAPA) to see how one of these IoT EU- Brazilian projects is being implemented in the agricultural field.

Sources: $\underline{\text{European Commission}}$ and $\underline{\text{Moeller IP Advisors}}$

Countries that will see the fastest IoT spending growth in 2019 are all in Latin America: Mexico 28.3%, Colombia 24.9% and Chile 23.3%. That is why a company like Softbank, for instance, has dedicated EUR 1,800M to invest in tech start-ups from Latin America, as part of their innovation fund. (Source: IDC and Techtrunk).

Although still incipient, the Latin-American market is set to grow rapidly over the next few years, expecting to reach € 1.3 billion by 2025. According to <u>GSMA data</u>, Cellular IoT is estimated to triple

connections between 2018 and 2025. The two leading countries in the field are Brazil (approximately € 64 million in investment) and Mexico (€ 1.5 million on average). (Source: Machina Research 2016).

Main IoT applications in the region are payments, automotive and utility industries. Best performing countries in Latin America are: Brazil, Mexico, Chile and Colombia. The automotive sector is expected to be the major growth driver, with numerous applications such as vehicle tracking or fleet management.

IoT applications examples in Latin America

- IoT and water management: In Chile, Telefonica (Spanish), Huawei (China) and Kamstrup (Danish) have successfully deployed their first true experience: by directly connecting a telemetry solution that measures residential water use, so that users are able to know their day-to-day spending. This will facilitate invoicing by avoiding estimated use and will help to detect leaks and abnormal situations in the home. (Source: Portaldelagua).
- IoT applied to cattle farming in LATAM: Cattle farming plays a huge role in many LATAM economies. For example, Uruguay has four heads of cattle (12 million) per person (3 million). IoT is partly used to improve protection against diseases ('mad cow' disease) but also for traceability purposes and to show provenance. (Source: <u>Cattlewatch</u>).
- First IoT Laboratory: Telefonica launched t he first I+D centre in South America in Santiago de Chile to facilitate access to new IoT connectivity technologies by entrepreneurs, start-ups and technology development companies. (Source: <u>Telefonica</u>).



2. Why is IP important in the IoT sector?

IoT is a wide phenomenon that encompasses diverse technologies from Human-to-Machine communication (H2M), Radio Frequency Identification (RFID), Location-Based Services (LBS), Lab-on-a-Chip (LOC), sensors, Augmented Reality (AR), robotics, 3D printing and vehicle telematics.

All these technologies share a common feature: they combine objects with embedded sensors, smart communication and data transfer to wired and wireless networks. The development of these types of new technologies usually involves considerable investments. This is the reason why free copying thereof may

discourage innovative undertakings.

In this context, Intellectual Property Rights (IPRs) come into play as legal mechanisms, which aim to encourage the creation of new technical solutions/products by allowing IPR holders to exclude third parties from using their inventions and creations for a certain period of time, as well as maximising their value thanks to proper protection and management.

The following table provides an overview of the different IPRs with some practical examples of how they can be used to protect IoT developments and related products:

IPR	SUBJECT MATTER and EXAMPLES
Patents	New, inventive and industrially applicable inventions.
	Examples: Technologies on mobile health (heart rate, oxygen saturation monitoring); smart home (heating controls, key rings); interoperability (LTE, 4G, 5G); smart grid solutions; GPS based technologies.
Utility Models	Minor inventions such as adaptations or improvements of existing products.
	Examples: Agricultural/medical tools, smart metering devices, gas/oil/water pipeline monitoring devices (energy saving, detecting misuse).
Industrial Design	New shape or appearance of a product. It does not include the functional aspects of the product.
	Examples: the user interface for an App, shape of the products (phone, watch, electronic bracelet, television, vehicles, furniture), product packaging.
Trade Mark	Any sign or combination of signs, that distinguishes the goods or services of a company from those of others.
	Examples: Name/words for technologies, products or services, web/ app developer companies; 3D forms (packaging and form of the product/device); app icons.
Copyright	Literary, musical and artistic works, sound recordings, software, data-bases, etc.
	Examples: Software/app source code; technical manuals, graphic interfaces, databases, product's labels, websites' content, videogames, audio-visual works.
Trade Secret	Valuable business information which is not known to the public.
	Examples: Sandbox programs, data-analysis methods, customer databases, marketing strategies, algorithms and/or communication protocols, sales techniques.
Topography of Integrated Circuits	Original 3-D arrangement of elements which forms an integrated circuit intended to perform an electronic function.
	Examples: Chips and microchips of thin semiconductor material (e.g. silicon) integrated in watches, television sets, washing machines and cars.

In most cases, the results generated by the research activity carried out in this field can be directly protected by Patents, Utility Models, Copyright (i.e. Software and Databases), Trade Secrets or Topography of Integrated Circuits.

However, Industrial Design, Trade Marks or Copyright can provide indirect protection in the IoT area, since these rights can be applied to the product that incorporates those technologies. For example, the Bluetooth technology often incorporated in mobile phones is protected by Patents and Trade Marks; the Patent protects the wireless communications standard technology, while the Bluetooth-word-mark and logo, which is globally recognisable by up to 92 % consumer awareness, is protected by Trade Marks.

In consequence, companies should evaluate different means of IP protection in order to build a strong, diversified IP portfolio that maximises their level of protection and economic return.

3. Benefiting from IPRs in the sector

A. Protecting technical solutions: Patents and Utility Models

A Patent is a set of exclusive rights granted by the state for a limited period of time for an invention, which could be a product, a use (not accepted in all Latin American countries) or a process. Patents are territorial rights; therefore, it is necessary to apply for registration on a country-by-country basis.

As we will examine in this guide, together with Copyright, Trade Secrets and Layout Designs of Integrated Circuits protection, Patents are one of the most relevant IPRs to ensure adequate protection of inventions in IoT. However, due to the novelty and multidisciplinary character of this emerging scientific field, Patent regulation and prosecution practice differ significantly from country to country.

Generally speaking, Latin America countries impose the following

requirements in order to grant Patent protection:

- Novelty: An invention shall be considered new when it is not included in the state of the art. The state of the art comprises everything that has been made available to the public by written or oral description, by use or marketing or by any other means prior to the filing date of the Patent application or, where appropriate, the recognised priority date.
- Inventive step: An invention shall be regarded as involving an inventive step if the invention is neither obvious nor obviously derived from the state of the art, from the perspective of an expert with average skills in the concerned technical field.
- Industrial applicability: An invention is deemed industrially applicable when its subject matter may be produced or used in any type of industry. In this context, industry includes all productive activities, including services.

THE NEW PATENT CLASSIFICATION (IPC) REGARDING IOT

The Japan Patent Office (JPO) created a new patent classification for IoT-based technologies in 2016 called ZIT. This classification enables IP users to comprehensively collect and analyse the prior art searches of patent documents in the fields of IoT-based technologies, enhancing predictability when applying for patent rights in relation to these.

Keep this in mind, since the JPO encourages other IP offices, such as the European Patent Office (EPO) and the United States Patent and Trademark Office (USPTO), to assign the newly-created classification symbols for IoT-based technologies to patent documents worldwide.

Source: METI and WIPO

Utility Models, on the other hand, are known as 'minor patents', such as new devices that provide an improvement or a technical effect to the function of an object. Be aware that this type of protection can only be obtained for products, not for processes. Requirements are the same as for Patents but less strict and the substantive examination is simpler and faster. Some countries (Chile, Colombia and Mexico, for example) only require novelty and industrial application.

Regarding the term of protection, as a rule of thumb, the maximum period for a Patent to be maintained in force is 20 years, counting from the date of the application - they usually need to be renewed on an annual basis. On the other hand, as regards Utility Models, the monopoly is granted for a shorter period: 15 years in Brazil and 10 years from the filing date in the other four countries.. This term is not renewable. For more detailed information on Patents, check our guides on How to conduct a Patent search: the basics and our Country IP Factsheets on Brazil, Colombia, Costa Rica, Dominican Republic, Mexico and Peru, or contact our Helpline.

Patents in IoT: What do you need to know?

As regards IoT technologies, you must take into account that there is a risk of overlapping patents. IPRs protection in IoT could be more intricate than in others areas because of the complexity and interrelation of all innovations. Indeed, even if IoT devices are developed by different manufacturers, they still have to be able to work together in order to successfully interoperate among each other. This key point means that, in all likelihood, there could be a lot of *overlapping* patents. In addition, with the large number of subcomponents that each device includes, even the smallest system or device could have many active patents that cover a large number of features, hence increasing the chances of an overlap.

In order to address this issue correctly, you should bear the following points in mind:

- Regarding the innovation, identify and assess IPRs and their exposure (e.g. Due diligence, Freedom to Operate report).
- Once the exposure is identified, there are several mitigation techniques: insurances, licenses, patent pools, association agreements, contingency fee arrangements, IP glossary protection policies, technology watch, etc.
- FRAND licenses in the IoT world are common, mainly regarding interconnectivity. However, if no agreement regarding royalties is reached (too expensive or not FRAND), the risk of facing problems like the well-known "royalty stacking" and the "patent hold-up", among others, will not be avoided.
- After defining and assessing real risks, taking out an insurance policy might be a sound solution. It is a good measure for small businesses to protect themselves against infringements from larger and better-capitalised competitors.

B. Protecting your original creations: Copyright

In general terms, Latin American legislations provide Copyright protection to original creations that have been expressed by any means (mere ideas are not protected). Your company can use Copyright to protect websites, social media content, advertisements, drawings of communications devices, databases and software.

The main requirement for Copyright protection is the **originality of the work**. Since Latin American countries do not share a common concept of "originality", its assessment must be conducted on a case-by-case basis. Contact our free, fast and confidential <u>Helpline</u> to know more about the originality requirements in a given country.

Copyright is a territorial right. However, most Latin American countries are members of the Berne Convention. Hence, EU SMEs can automatically benefit from Copyright protection upon creation



of the work in any of these territories. Nonetheless, it is highly advisable to register your creative works in the Intellectual Property Offices of the countries you operate in, since it provides proof of authorship and will help you in the event of future infringements.

The copyright system confers two types of rights: economic rights, which provide the IPR holder the right to obtain financial return for the use and exploitation of the work, and moral rights, which highlight the existing personal link between author and work. The latter cannot be transferred to third parties.

Bear in mind that while moral rights are perpetual, economic rights last for as long as the author's lifetime plus a certain number of years - ranging from 50 to 100 years - after the author's death. Duration will vary depending on the country, the type of work or the legal status of the owner, among others. Moreover, the starting date of the term may also differ.

Find the most relevant information concerning this IP right in Copyright in Latin America in a Nutshell.

Software and Database protection

Just like Europe, Brazil, Colombia, Chile or Mexico exclude Software, per se, from the list of patentable subject matters; hence, you will have to seek protection under Copyright Law. However, if the invention comprises the use of devices and the features of the claimed invention are performed by means of a software, then the

invention could be patented as long as it complies with the general patent requirements (novelty, inventive step, industrial applicability). If you want to know more about computer-implemented inventions, check out our Factsheets on <u>Software Protection in Brazil</u> and <u>IP in the ICT sector</u>.

OPEN SOURCE SOFTWARE

Open code/ Open source software means that the software is distributed under a license that allows its use, change and redistribution because the source code is made available to the public. This system is an exception to the automatic copyright protection that is granted to Software.

Due to the rapid growth and importance of IoT, standards, tools, projects, policies, frameworks and organisations are all competing in the hope of being the ones defining how connected devices communicate in the modern era. Open source and open standards are becoming increasingly important to ensure that devices are able to be interconnected, as well as for the processing of the high volume of data generated by all these devices.

In Europe, Databases can be protected both by copyright law and by a *sui generis* right, as "aggregations of data". However, this *sui generis* right is an EU-specific IP right, not generally recognised in LATAM under copyright law, except in certain countries such as Mexico or Brazil.



Therefore, where contemplated, protection of the *database right* will be granted as long as the following conditions are fulfilled:

- There has to be a "database", i.e., a collection of independent data which are arranged in a systematic or methodical way and are individually accessible.
- The key point is that data must be collected in an orderly way to allow retrieval.
- Thus, collection and presentation of data are the most relevant features. There must be an investment by seeking out the data and/or in their arrangement and organisation.

DATA AND INTERNET OF THINGS

Data is located at the core of the Internet of Things (IoT). Without connected devices being able to capture, transfer, analyse, report and act upon this, benefits deriving from IoT would not be obtained. There are two sorts of data: personal and non-personal. Personal data belong to their owner. Non-personal data will usually belong to the entity that owns the device that produced the data. Take into account that data as such is not eligible for protection; data included in a database is, nonetheless, protected.

If those criteria are met, the "developer" (i.e. the entity who made the decision and the investment to collect the data) will be the owner of the

database right. Subcontractors are not considered owners. Therefore, if the entity commissions a third party to arrange the collection or the presentation, this subcontractor will not be the owner of the database. However, make sure that this point is clear and ownership is properly allocated in the contract in order to avoid any dispute.

IOT COMMON STANDARDS AND PROTOCOLS

Protocols are a set of rules followed by devices in order to make sense out of the messages they pass on to each other. The following terms are often used when describing network protocols:

- Proprietary protocols are developed by one single company for all their devices. For instance, AppleTalk is a proprietary protocol developed by Apple Inc.
- Standard protocols are agreed on and accepted by a whole industry. They are usually created in collaboration with experts from different organisations. For example, Bluetooth is a standard protocol working on a specific band, with a specific range and data rate.

In LATAM, each country is at its own stage of development, both technically and regulatory. Hence, the adoption of standard protocols in LATAM follows a different rhythm depending on the country.

Chips and micro-chips protection: Layout design (topography) of integrated circuits

Microchips or silicon chips are the common names for integrated circuits. Put in simple terms, the chips are electrical circuits and the patterns of these circuits are the circuit designs.

These chips are essential elements not only for a wide range of computer and information technology devices, but also for daily use products such as watches, washing machines, automobile devices, etc.

For the purpose of IP protection, the terms "integrated circuits" and "layout design" (topography) are defined as follows (sources: <u>WIPO</u> and <u>WTO</u>):

- An "integrated circuit" is an electronic device that incorporates electronic components within a single platform, capable of performing complex electronic functions.
- "Layout-design or topography" is the three-dimensional layout of the integrated circuit. For example, the way electronic components are displayed in a chip.

A layout design can be protected if it is original, meaning that it is the product of the creator's own intellectual effort and not a result of common practice among creators of layout-designs and manufacturers of integrated circuits at the time of the creation.

Protection of the topography generally requires the integrated circuit to be registered or commercially exploited.

In accordance with the TRIPS Agreement, members must provide for a minimum protection of at least ten years from the filing of the application for registration or from the first commercial exploitation of integrated circuits, whichever happens first. Take into account that the term of protection varies from one country to another (for example, the term in Chile is 10 years and it is non-renewable).

The Washington Treaty on Intellectual Property in Respect of Integrated Circuits (IPIC WIPO, 1989) has not entered into force, but its substantive provisions have been incorporated by reference in the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS Agreement).

The international legal framework leaves it open to member states as to which legal form of protection the layout designs of integrated circuits benefit from. In most countries, there is a special law (*sui generis* law) on layout-designs (topographies) of integrated circuits (or sometimes called "mask works"). However, countries may provide protection of layout designs of integrated circuits through the law applicable to copyright, patents, utility models, industrial designs, unfair competition or any other law (or a combination of any of these laws).

In some countries, topographies of integrated circuits have to be registered in order to obtain protection. In general, such registrations take place without extensive examination. However, in some countries, an application for registration must be filed within two years and protection commences from the first commercial exploitation. In other countries, protection starts automatically from the first commercial exploitation, separately, or incorporated in an integrated circuit. For specific information on layout design (topography) of integrated circuits protection in a certain Latin American country, visit <u>CIBEPYME website</u> or contact our free, fast and confidential <u>Helpline</u>.

Finally, be aware that some integrated circuit products, such as random-access memories (RAMs) and read-only memories (ROMs)

may be used to store sets of instructions for electronic processors. In addition to the protection available for ICTs in such integrated circuits, the sets of instructions they store may be subject to protection under the Copyright Law as literary works and may in some cases be patentable as industrial methods.

D. Trade Secrets: shielding your business information

Creating a new layout design costs considerable time and money, but once created, copying such a design is easy and inexpensive if done through reverse engineering. Hence, while the layout design is undergoing the registration procedure and examination, it is necessary to find a means of keeping the information secret from competitors, in order to foster sustainable investment and innovation in the field. This can be achieved through the protection granted by trade secrets. Software could also benefit from this protection unless you decide to opt for an open source code software.

All Latin American countries are members of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). This agreement, signed by all members of the World Trade Organization (WTO), is the most comprehensive multilateral agreement on Intellectual Property up to now.

After its entry into force in 1995, the countries of this region enacted legal provisions to protect Trade Secrets through their national unfair competition regulations.

The starting point and guide for those provisions are the following three conditions established by TRIPS to benefit from Trade Secret protection:

- The information should be secret
- The information has commercial value
- The owner of the information should make reasonable efforts to maintain its secrecy

You should also bear in mind that this type of IPR lasts as long as the owner manages to keep the information secret. Nonetheless, its scope of protection does not extend to the individual development of the same information by a third party, provided that such development has been performed by lawful means (e.g. reverse engineering).

In this context, EU SMEs are advised to protect their confidential information as a Trade Secret when:

- The invention is not patentable, i.e. it does not meet the minimum requirements or the subject matter is not eligible for protection
- It is difficult to access the core of the information through reverse engineering
- The company due to its organisational and operational characteristics- considers maintaining the secrecy feasible and in line with its business strategy

To learn more about Trade Secrets, please read our Factsheets on "Trade Secrets in Brazil", "Trade Secrets in Argentina" and "Trade Secrets in Chile", or contact our Helpline to obtain tailor-made advice regarding Trade Secrets' protection and enforcement in Latin American countries. It is free, fast and confidential.

4. Manage your IPR: licensing agreements

Take, for example, the software of a smart refrigerator that allows you to order lemonade when the supply is running low. In order to do that, the fridge will need to interact with a separate order management system. In this case, will the refrigerator need a software license? Who and how will the use of that license be assessed? Will royalties be charged? What will happen, for example, with ad hoc interactions between simpler devices? How can we manage the costs of interoperability?

In order to manage interoperability, these are the main licensing options:

Unilateral licensing: These licenses involve a contract where the patent owner (licensor) allows the licensee to use an invention in exchange for compensation (which could consist of a lump sum payment and on-going royalties based on revenues from the use of the invention). In the license agreement, the parties will specify the scope and details of the license, such as price, payment method, duration, territorial scope, exclusivity, responsibilities, breach of contract, etc. Take into account that European Competition Law may apply to licensing agreements. However, if you meet the criteria, your company could apply for exemption under the Technology Transfer Block Exemption.

Standard Essential Patents (SEPs): Standards frequently refer to technologies that are protected by patents. A patent that protects technology that is essential to a standard is called a standard-essential patent. Moreover, it is considered essential because without it, it would be impossible to manufacture standard-compliant products (smartphones or tablets) without using technologies covered by one or more SEPs (source: European Commission). For example, 4G and WiFi networks, which rely on multiple patented technologies to work.

Take into account that SEPs can also raise Competition Law concerns, either because they are the result of an agreement between two competing companies or because the owner of the SEP is conferred a significant market power. Make sure to seek advice from a specialised lawyer to comply with Competition rules.

Patent pools: This is a consortium of at least two companies agreeing to license their patents for free or at a pre-determined royalty rate, between each other or to third parties. The agreement among patent holders is particularly relevant for overlapping or interconnected technologies, such as in the wireless industry.

However, keep in mind that patent pools raise Competition Law issues, especially when they involve substitutable, and not complementary, patents. Bringing together substitutable patents implies removing a competitor from the market, which raises competition issues. Hence, in Europe, if not compliant with FRAND terms (Fair, Reasonable and Non-Discriminatory), patent pools are not likely to be admitted under Competition Law requirements.

Cross licenses: These are strategic alliances whereby companies grant a license to each other for the exploitation of inventions of an approximately equal value. The parties could also grant financial compensation in case of an unequal value of the exchanged Patents. (For more information, see <u>IP in the ICT sector</u>)

FRAND terms

This term refers to the obligation of the owner of a patent, which is part of a standard, to grant non-exclusive licenses to anyone who applies for it. The conditions of the previously mentioned license must be fair, reasonable and non-discriminatory. Determination of whether a license follows FRAND principles is assessed on a case-by-case basis.



5. Links of Interest and Additional Information

Trade Secrets in Chile http://www.latinamerica-ipr-helpdesk.eu/content/trade-secrets-chile

Trade Secrets in Brazil http://www.latinamerica-ipr-helpdesk.eu/content/trade-secrets-brazil-0

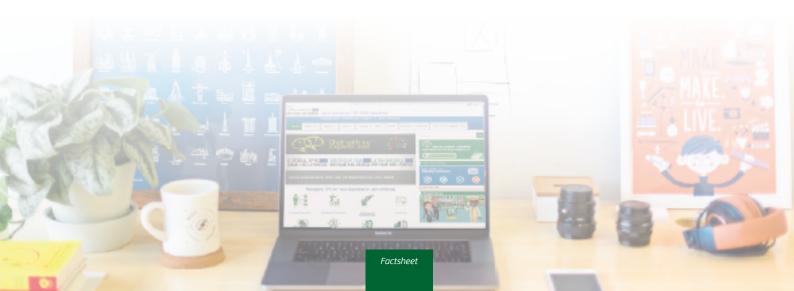
Trade Secrets in Argentina http://www.latinamerica-ipr-helpdesk.eu/content/trade-secrets-argentina

IP in the ICT sector http://www.latinamerica-ipr-helpdesk.eu/content/ip-ict-sector

What can IP do for my business? http://www.latinamerica-ipr-helpdesk.eu/content/what-can-ip-do-my-business

What is the Internet of Things? What is the Internet of Things? Opensource.org https://opensource.com/resources/internet-of-things

Internet of things: Patent Landscape Analysis. WIPO http://www.wipo.int/edocs/plrdocs/en/internet of things.pdf



LATIN AMERICA IPR SME HELPDESK



Managing IPR in relation to the Internet of Things

Download Guide



The Latin America IPR SME Helpdesk offers multilingual services (English, French, German, Spanish and Portuguese¹), with free information and first-line legal advice on IP related subjects, as well as training, webinars and publications, especially designed for EU SMEs.















HELPLINE First-line advisory service on IP protection and enforcement for EU SMEs working or planning to operate in Latin America.

TRAINING Targeted trainings and webinars on IPR protection and enforcement for EU SMEs (including sector- specific approaches).

IP CONTENT State-of-the-art publications (factsheets, learning modules, videos, IP glossary, info graphics, case studies and newsletters) on the protection and enforcement of IPR in Latin America – specifically addressing IP matters from the SME business needs point of view.

AWARENESS RAISING EVENTS Participation in events attended by EU SMEs to increase the awareness of IP and of the visibility of the services provided by the Helpdesk.

IP ANALYSIS Analysis of IP challenges faced by EU SMEs in the target markets.

IP DIAGNOSTIC TOOLKIT Toolkit for self-evaluation of the IP-status of the user in terms of IP knowledge and management.

IP COST TOOL Online tool that allows the user to pre evaluate the costs related to IP management in every Latin American country covered by the Helpdesk.

¹The language offer will depend on the specific service and experts' availability.

If you have any queries on how to protect your Intellectual Property in Latinamerica contact our Helpdesk service: helpline@latinamerica-ipr-helpdesk.eu +34 96 590 9684 Working Hours: Monday - Friday 9:00 -16:30 (CEST)

If you want more information on additional free services offered by the Helpdesk contact the coordination team:

info@latinamerica-ipr-helpdesk.eu University of Alicante, Campus San Vicente del Raspeig, Edificio Torre de Control, 03690 Alicante, Spain +34 96 590 9684

Follow us on Social Media and stay tuned on new releases of factsheets and other IP content:









@latinamericaipr



www.latinamerica-ipr-helpdesk.eu

©European Union, 2020

Reuse is authorised provided the source is acknowledged.

The reuse policy of European Commission documents is regulated by Decision 2011/833/EU (OJ L 330, 14.12.2011, p.39).

Disclaimer: The Latin America IPR SME Helpdesk –An initiative of the European Commission– is a free service for SMEs which provides practical, objective and factual information about Intellectual Property Rights in Latin America. The services are not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on the basis of its services. The content and opinions expressed are those of the authors and do not necessarily represent the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. Before taking specific actions in relation to IPR protection or enforcement all customers are advised to seek independent advice. Neither the European Commission nor the Agency may be held responsible for the use which may be made of the information contained herein.

Luxembourg: Publications Office of the European Union, 2020

Print ISBN 978-92-9202-790-2 doi:10.2826/280582 EA-01-20-041-EN-C PDF ISBN 978-92-9202-791-9 doi:10.2826/228561 EA-01-20-041-EN-N

