Why IP is important and how to benefit from IP

in the agri-food sector
Why is IP important in the agri-food sector?

Present in every stage:

- Production
- Processing
- Packing
- Distribution
How to benefit from IP in the agri-food sector?

› To create a new revenue flow by licensing IP Rights
› To attract more potential investors or financial institutions
› To increase the company’s competitiveness on the market
› To improve future profitability
› To apply for public loans or grants
› To differentiate yourself
How to benefit from IP in the agri-food sector?

**TRADE MARKS**
- **What for**
- **Duration** → 10 years (from?)
- **Requirements**
  - Available
  - Not contrary to morality (e.g. meaning!)
  - Not contrary to other IPRs
- **Individual, collective and certification trade marks**

**PATENTS & UTILITY MODELS**
- **What for**
- **Duration** → 10 /20 years
- **Requirements**
  - Novelty
  - Inventive Step*
  - Industrial applicability
How to benefit from IP in the agri-food sector?

**TRADE SECRETS**
- **What for**
- **Duration → ?**
- **Requirements**
  - Business information
  - Competitive advantage
  - Reasonable protection measures

**INDUSTRIAL DESIGNS**
- **What for**
- **Duration → 10 /20 years**
- **Requirements**
  - New
  - Industrial applicability
How to benefit from IP in the agri-food sector?

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- What for
- Duration ➔ 50 – 100 years
- Requirements
  - Originality

**PLANT VARIETIES**

- Up next...