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FREE South-East Asia (SEA) Intellectual Property (IP) advice for European SMEs

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- > awareness-raising about IP matters in SEA affecting European SMEs
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Available to SMEs in the EU and SMP* countries, the Helpdesk cooperates with European SME networks, chamber of commerce and industry associations to offer its services free of charge.

* The Single Market Programme countries are currently all EU member states plus Norway, Iceland, Lichtenstein, Turkey, Ukraine, Macedonia, Montenegro, Kosovo, Bosnia, Herzegovina and Albania

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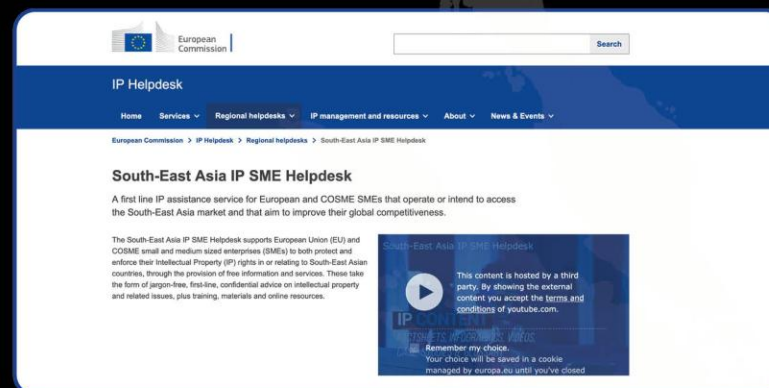
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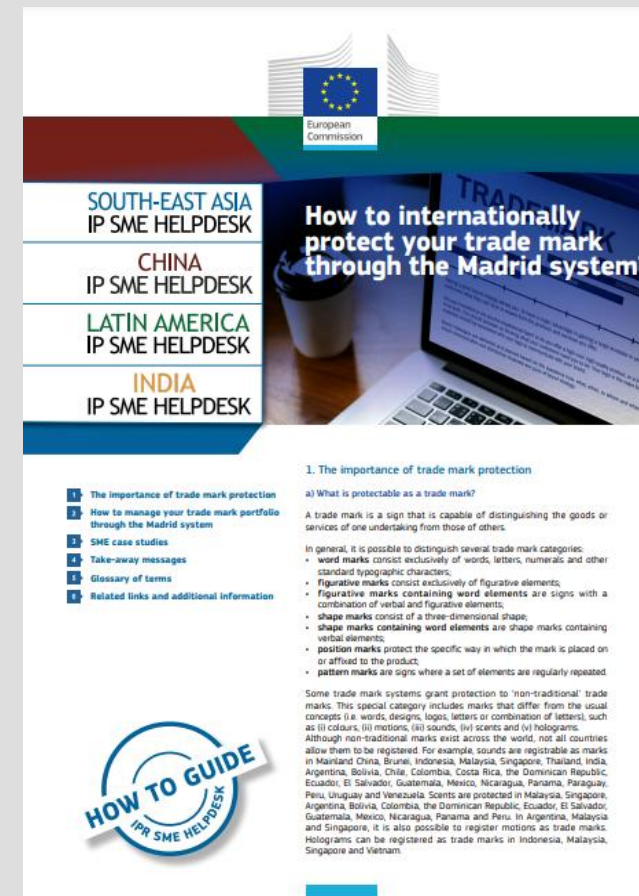
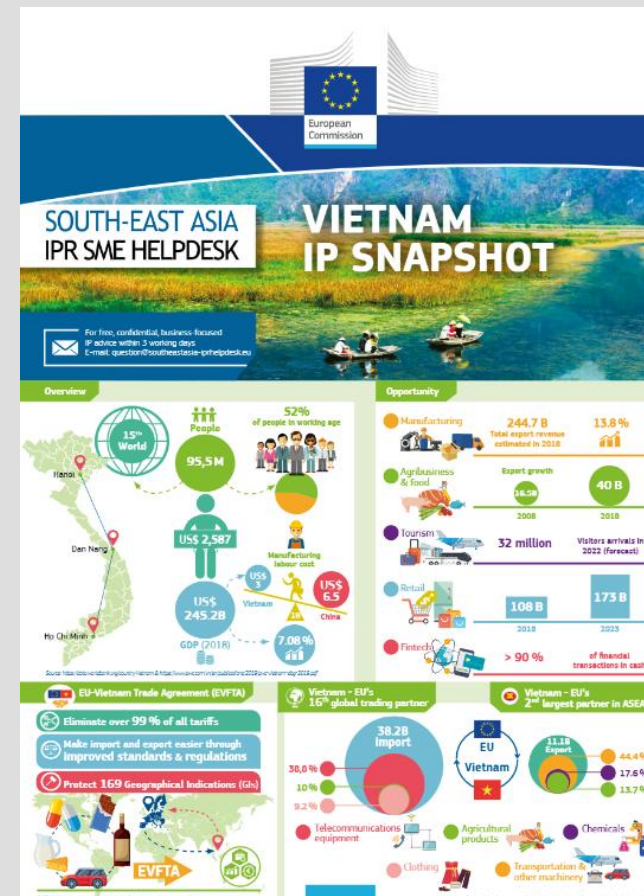
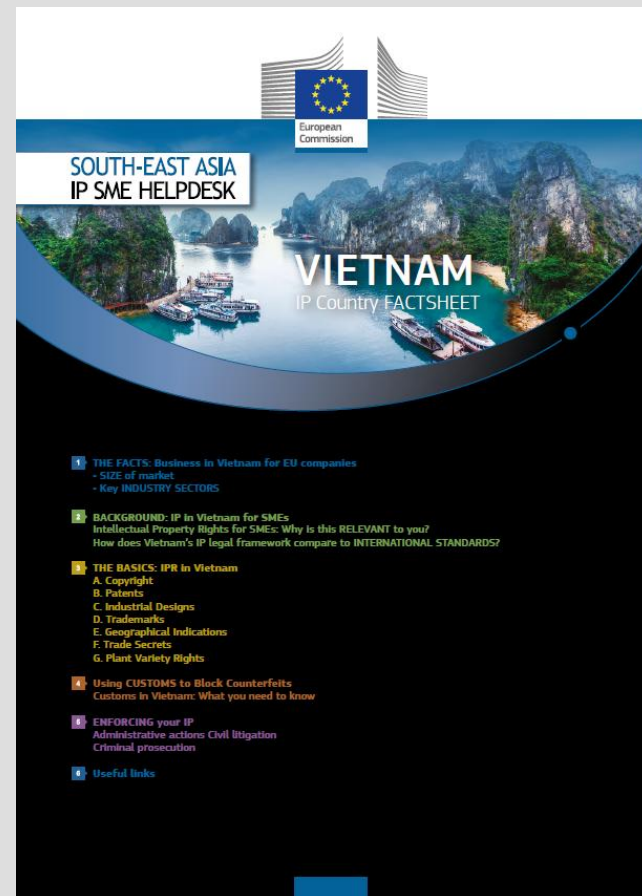
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Some of our publications



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What is IP?

Intellectual Property (IP) = all creations of the mind

(works of art, inventions, computer programs, trademarks and other commercial signs)

• **Industrial Property** = Patents, TMs, IDs and GIs

• **Copyright & related rights** = original works (literary & artistic works, software)

IP is complex...

→ different laws & practice

→ additional layer with international treaties



Copyright: Original works (literary, artistic and scientific works + software).



Trademarks: Distinctive sign enabling a consumer to distinguish between the goods or services from different companies ("badge of origin").



Patents: Product or process that offers a new way of doing something (technical).



Industrial designs: Appearance or aesthetics of a product ("look & feel").



Geographical Indications: Sign used for products with qualities or reputation due to a specific geographical origin.



Trade Secrets: Valuable information which is confidential (recipe, source code, manufacturing process, customer lists).

Why IP should be protected?

1. Security

Preventing competitors from using your assets.

Avoiding to infringe third parties' rights.

"IP protection and enforcement"

2. Fostering innovation

Temporary exclusive rights.

Incentivise R&D (knowledge sharing)

New markets (JV, partnerships).

3. Income generation

Enabling indirect revenues (licensing, franchising, transfer).

"IP commercialisation"

4. Raising capital

Key for investors.

Collateral for financial transactions (loans).

"IP valuation"

Thank you for your attention.

Do you have any questions ?

➔ IP presentation will be delivered on 04/11/2025 in Hanoi.

We want your feedback



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