

# Intangible assets management

European training

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# Newsletter

Issue 1

March, 2010



Education and Culture DG

Lifelong Learning Programme



## Editorial

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Dear reader,

We would like to present the first issue of the Newsletter of the Training for Intangible Assets exploitation (INTASS) project. The INTASS project is co-financed by the European Commission, under the Life Learning Programme (2009-2011).

Within the project's lifetime we would like to create:

- awareness about project existence and the benefit it offers
- visibility to the project, its objectives and outputs at all stages of the project developments through different dissemination means, including Newsletters.

We hope you will take interest in the project and possibly benefit from its results. The project can be of high interest if you intend to:

- improve your current level of services by adding a high added value IP training into the portfolio
- improve relationships between the research and business communities through a shared understanding and ability to network effectively
- increase the competitive advantage of your company by improving your ability to effectively and efficiently utilize and commercialize IP.



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## Why is this project necessary?

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The need for the project is confirmed by the several years of first hand experience of the Semmelweis Innovations (project coordinator) with the low efficiency of patenting and other intellectual property (IP) utilization in Hungary. Official figures confirm such observations: “The number of domestic patent applications has been stagnating at around 700-800 in recent years. This low patenting intensity reflects the (low) level of indigenous RTDI activities, and also suggests a low level of IPR awareness. Only one fifth of firms operating in Hungary are innovative.

Using the Summary Innovation Index – developed for the EIS –, Hungary ranks 20 among the EU27. An impressive number of bridging organisations have been set up by international and domestic public funding, but the impact of their activities is not visible in the overall performance of the Hungarian National Innovation System.”

(National system of innovation in Hungary, background report for the OECD).

In the field of higher educational organisations and research institutions the situation is even worse. ELTE, one of the leading universities of Hungary didn't have any granted patents in February of 2007, according to András Bácskay, the leader of the university's technology transfer office. In that year the whole Hungarian higher education system generated only 19 patents, according to Dr. Miklós Bendzsel, president of the Hungarian Patent Office.

Compared to these examples the lead organisation has a good position with 8 granted patents, which are the results of the efficient development of its technology transfer office in the last years.

This means that it is not enough to strengthen the R&D activity, because this doesn't necessarily lead to innovation. It is equally important to raise the efficiency of IP utilization.



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## About the project

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The INTASS project will result in a customized **Training Programme on Intangible Assets Management**, suiting the identified training needs of the Central region of Hungary.

This training programme intends to fill in the knowledge gap regarding the intangible assets exploitation issues by transferring 2 existing training programmes. The concerned 2 training programmes have been developed by European organizations summing up their experience and know how, using cutting-edge contents and expertise on Intellectual Property (IP) exploitation which is not currently addressed by any existing training programme in Hungary.

The training programme will develop the awareness of the commercial value of IP and the appropriate skills for designing and implementing appropriate exploitation strategies.

### Who can benefit from the training?

The project addresses directly:

- Intermediary organizations
- Training agencies
- Research centres
- Universities

and indirectly:

- Researchers
- Inventors
- Personnel of SMEs



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## Project development phases

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The project completion will be achieved in the following phases:

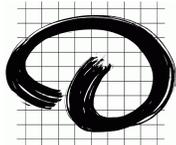
- Project coordination and monitoring - Ensuring overall and day-by-day coordination of partners activities and monitoring project achievements as well as the quality of the results.
- Dissemination and exploitation of results - Promoting the project at EU level and the training programme in Central Hungary, ensuring the training programme's sustainability at regional level in the long run.
- Context analysis - Detecting in the Central region of Hungary the Vocation Education and Training (VET) system characteristics and actual training needs to be fulfilled.
- Programme adaptation and transfer to regional contexts - Adapting the 2 existing training programmes to the actual needs of the region and creating the conditions for its transfer.
- Pilot Testing and fine-tuning - Testing the programme transferred in Central Hungary and gathering feedback for improvements.

The complete training programme will be available by May, 2011.



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## Consortium and Contact information

### Consortium:

The consortium is composed of 6 project partners:

3 international organizations:

- Meta Group (Italy)
- Zernike Group Holding (The Netherlands)
- FUNDITEC (Spain)

3 Hungarian Universities:

- Semmelweis University
- Szent István University
- Institute of Experimental Medicine of the Hungarian Academy of Sciences

The 3 international organizations are very active in knowledge valorization and commercialization at EU level, which will be **the transferors**, and the 3 Hungarian Universities and their technology transfer offices (TTOs) are very interested in improving their capacity in supporting R&D results exploitation, which will be **the transferees**.

### For more information about the project, please, contact:

Project coordinator:

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