



The European Intellectual Property Rights Alliance

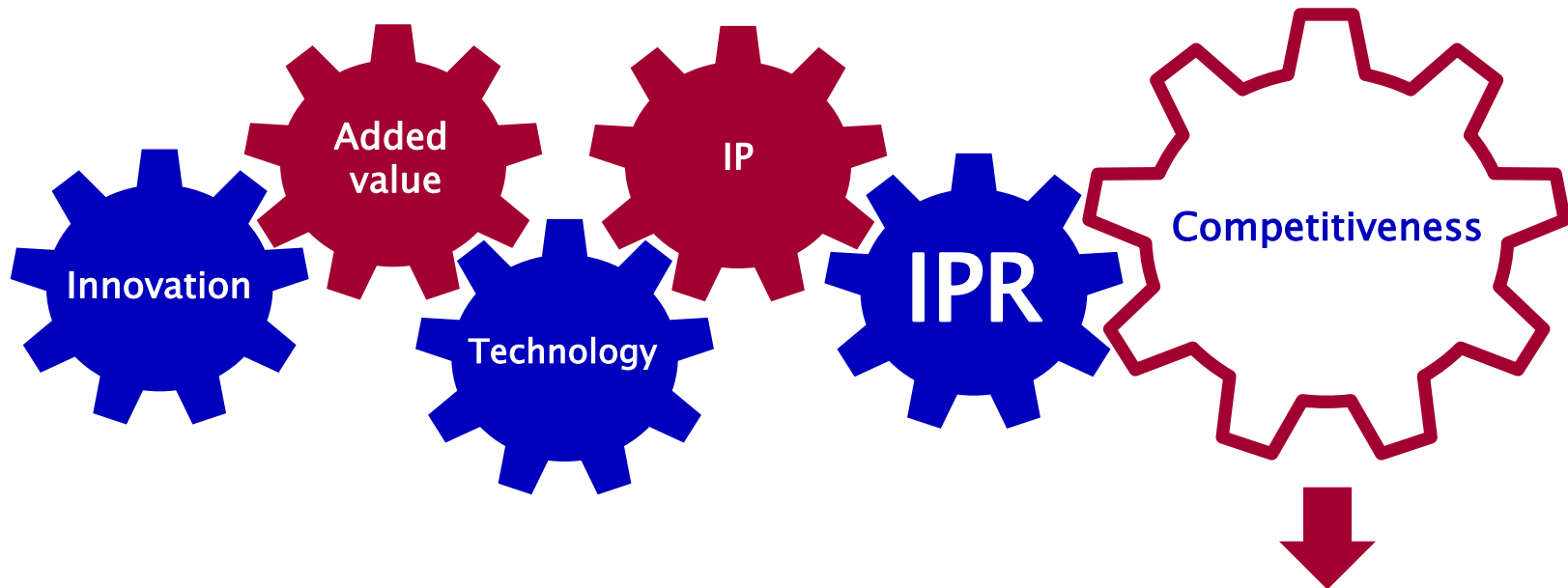
*****General presentation*****

Agenda

- I. Why an IPR Alliance?
- II. IPR Alliance: vision and mission
- III. Objectives
- IV. Structure
- V. Potential first steps
- VI. Why a European Association?
- VII. Main added value

I. Why an IPR Alliance?

All industrial and commercial realities have to deal with intellectual property rights (IPR). IPR represent a **core key towards innovation** and therefore **towards competitiveness** and stimulation to invest.



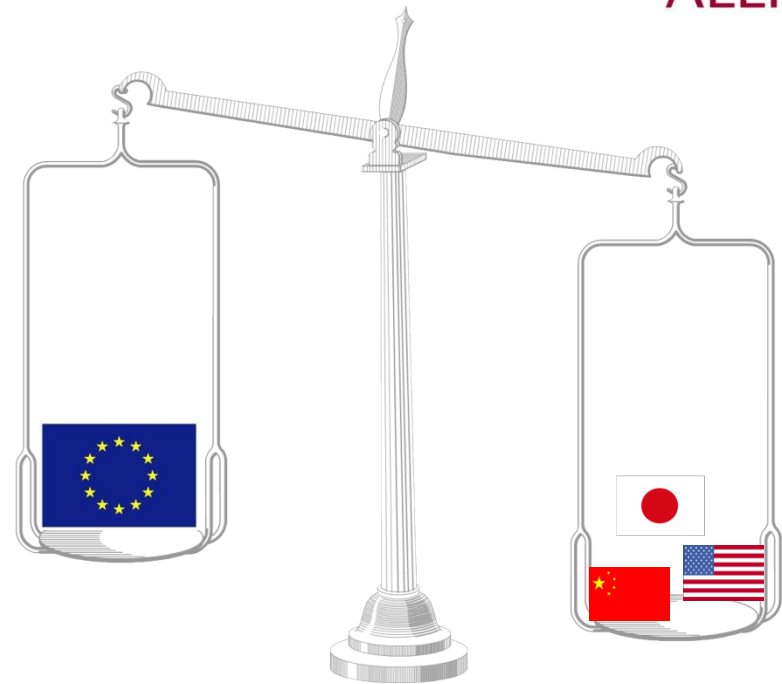
- Higher sales volumes
- Higher income and profit
- More financial resources available for R&D
- Higher capacity to invest
- Less unfair competition

I. Why an IPR Alliance for Europe?

Europe, in contrast to the majority of its Member States, has not yet developed a strong **European IP regime** and even less a strong **European IP strategy** as it has been done in countries like e.g. USA, Japan, China,...



A **European IP strategy** is a crucial component to improve and stimulate EU industry competitiveness.



The idea for an **IPR Alliance** has been initiated by EU companies willing to **improve their competitive situation** by **generating and guarding IP assets**.

II. Vision and mission

The IPR Alliance **BELIEVES**...

...that IPR are an economic investments. Therefore...

...EU Industry needs a cost effective and high quality IPR framework...

...as a critical component for its success in the global economy.



The IPR Alliance **WILL**:

Act to improve the EU-wide **application** of existing IPR without undue complications nor costs.

1st Step

Strengthen the existing IPR protection tools and,...

2nd Step

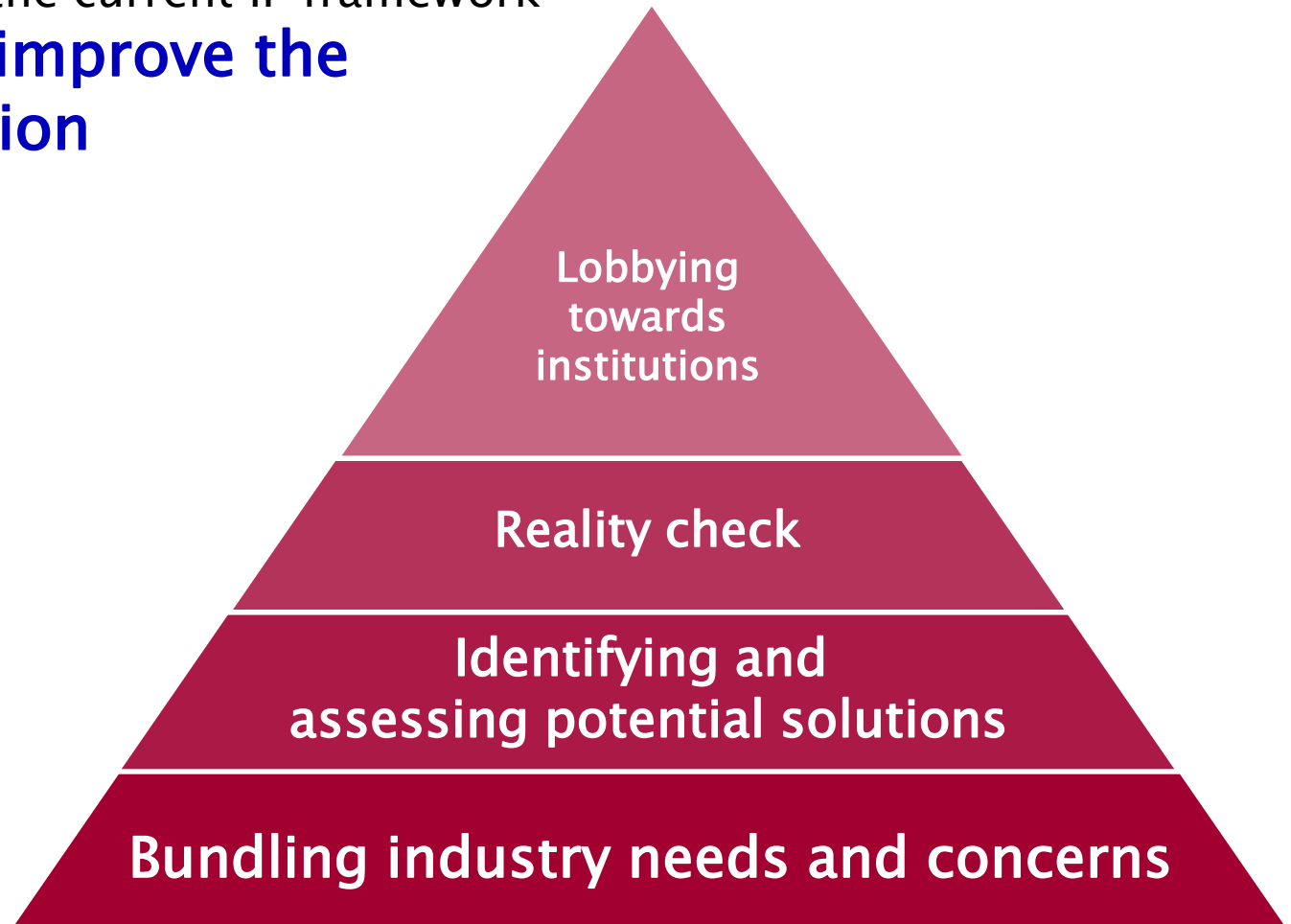
...potentially **propose** new mechanisms.

3rd Step



III. Objectives

The Intellectual Property Rights Alliance aims at becoming the voice of those **European companies** concerned by the current IP framework and willing to **improve the IPR protection** in the EU and beyond by...



IV. Structure

All industrial and commercial parties that want to voice their concerns and see their needs implemented.

Industry stakeholders

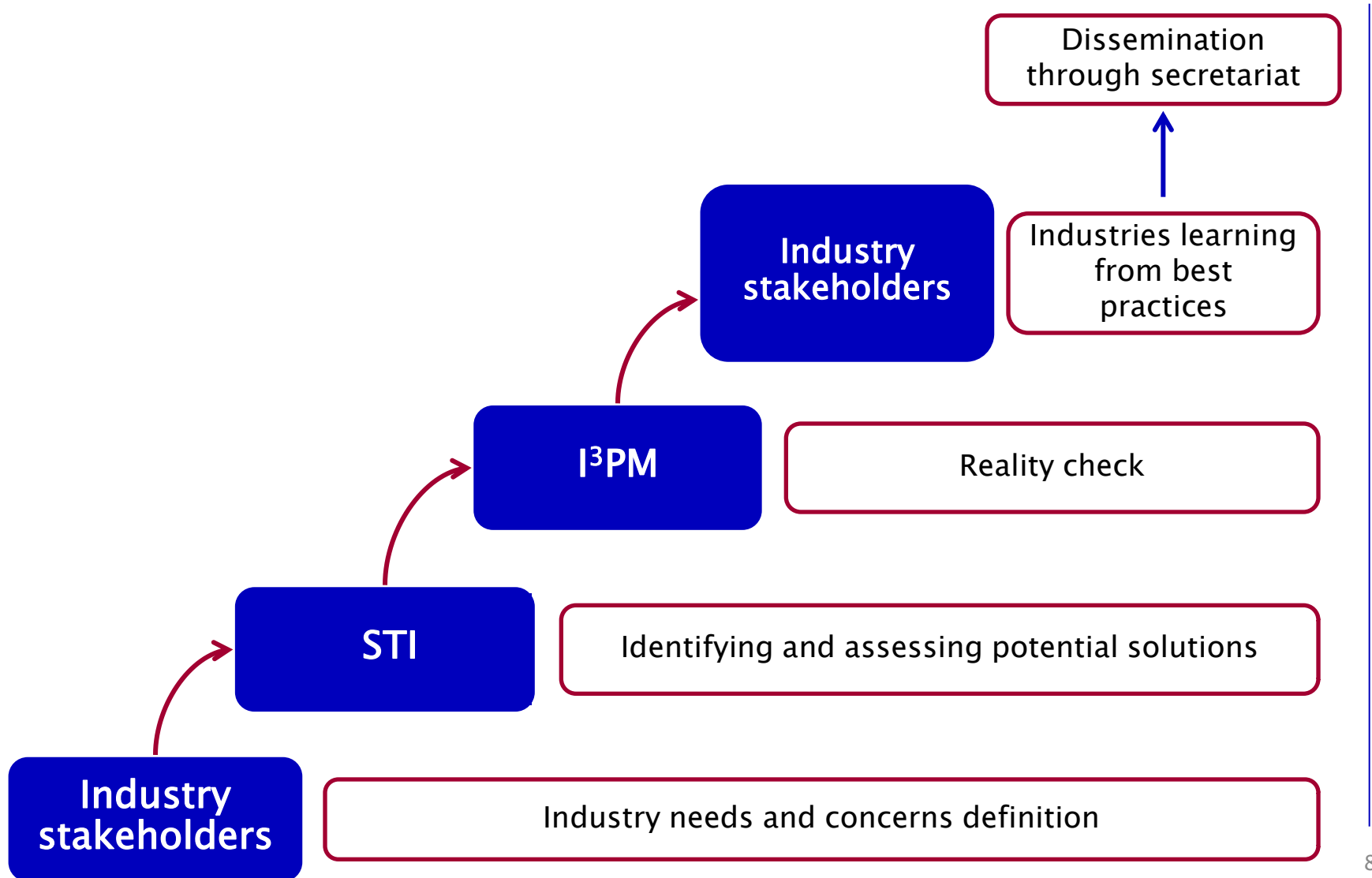
Steinbeis University Institute

The Steinbeis University via the Steinbeis-Transfer-Institute for IPR (STI) works as a knowledge and technology transfer partner to companies in trade and industry. Its core services encompass: research and development, consulting, and – as a basis for all of this – education.

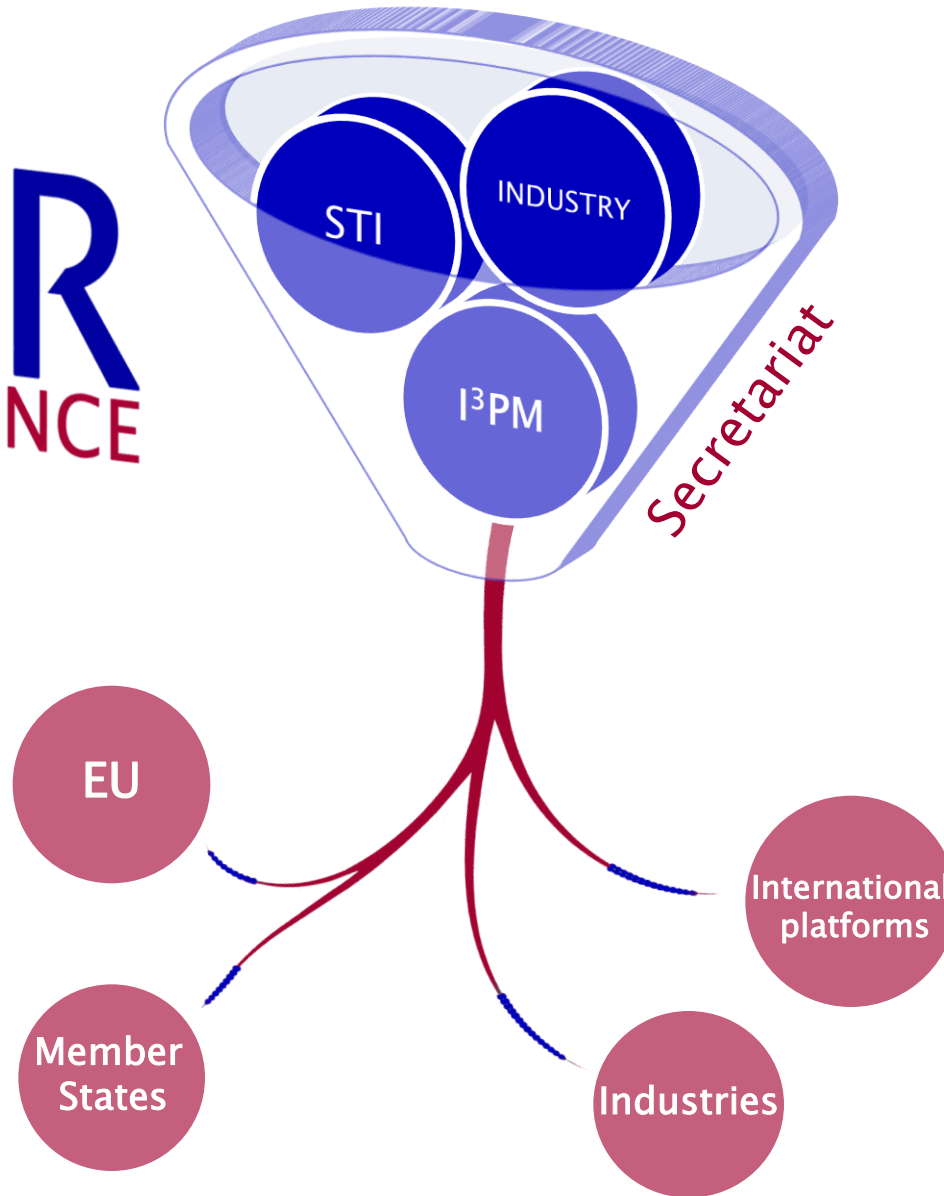
The International Institute for IP Management (I³PM) is an association of IP managers dedicated to promoting the field of IP, and thereby to enhance the emergence of a dynamic IP-driven economy.

IP Managers

IV. Structure



IV. Structure



V. Potential first steps

- Improve the EU stimulation and creation of valuable IP assets for the European industry;
- One EU internal IPR protection implementation (One stop-shop for enforcement of IP rights – not only a unitary patent);
- Reversal of the burden of proof regarding IPR ownership in EU public procurements if a company has once been proven guilty of IPR infringement;



V. Potential first steps

- A black list of infringing companies through an automatic procedure;
- Coordination with convergent countries/entities should be evaluated according to the members' needs.



VI. Why a European Association?

Only a European association can...

- Bundle national initiatives to create a critical mass;
- Unite different sector activities in one larger entity;
- Co-ordinate 27 national IPR lobbying activities towards the respective Member States for a coherent EU-wide approach;
- Allow the EU to have a main counterpart when discussing IPR issues, which will then report back to national/sector specific initiatives.

VI. Why a European Association?

Boundaries of an EU Association

A European association, meaning a trade association, is an organisation founded and funded by businesses or associations that has a commercial interest in a specific industry field.

In compliance with *Art. 101 of the Treaty on the Functioning of the European Union (TFEU)*, the activities of a trade association:

- **must on no account** lead towards a restriction of competition between members (either by object or by effect), nor must meetings of members organised or supported by the association be used by members to discuss or coordinate future market behaviour resulting in a restriction of competition;

Therefore is not allowed to provide detailed information concerning the operational or commercial activities of its member companies.

⇒ The IPR Alliance will therefore follow these boundaries.

VII. Main added value for members

- © ... promote and support the strengthening and the enhancement of the current European legal framework on IPR, increasing political awareness and knowledge of European industry, academics and EU policy makers regarding the need for a better IPR protection;
- © ... foster the European implementation of IPR frameworks in multiple policy contexts while collaborating in the elaboration process of white papers and guidelines;
- © ... access to best practices solutions provided by other industry stakeholders, the Steinbeis University Institute and IP Mangers;
- © ... promote the creation of international trade regulation models for IPR;
- © ... network with other members of IPR Alliance, academic personalities and other leading European IPR experts and have the possibility to exchange technical and practical information;

Thank you for your attention!



...have your women and
men in Brussels