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Trade marks
- Apple iPhone
- Product ‘SE’
- Start-up tone

Patents and utility models
- Data-processing methods
- Operating system
- Operation of user interface

Trade secrets
- Some technical know-how kept ‘in-house’ and not published

Copyright
- Software
- User manuals
- Ringtones
- Start-up tone
- Images

Designs
- Form of overall phone
- Arrangement and shape of buttons
- Position and shape of screen
1. Excellence

1.1 Objectives and ambition [e.g. 4 pages]
1.2 Methodology [e.g. 15 pages]

2. Impact

2.1 Project’s pathways towards impact [e.g. 4 pages]
2.2 Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages]
2.3 Summary

3. Quality and efficiency of the implementation

3.1 Work plan and resources [e.g. 14 pages – including tables]
3.2 Capacity of participants and consortium as a whole [e.g. 3 pages]
Addressing IP in Your Proposal

- **comprehensive and feasible** strategy for the management of the IP generated in the project

- ‘freedom to operate’ for background IP

- **balance** between publication of results and IP protection

- **additional** exploitation obligations in relation to IP

- clear identification of **who** owns which IP (**Results Ownership List** mandatory at the end of the project)
Strategically consider and negotiate IPRs and IP Mgmt with your partners at the proposal stage!

- How shall results be made accessible to a broader (scientific) public?
- What is the commercialization potential of your project’s results?
- Which exploitation channels seem appropriate, and what are the most suitable forms of IP protection?
Freedom to Operate

Explaining how the expected outcomes of the project go beyond current innovations and scientific and/or technical quality.

- **Screen** existing project landscape
  - *e.g. cordis database*

- **Examine** existing scientific literature

- **Search in** patent databases
  - *e.g. European patent database*
Balance of Publication & Protection

ACCESS RIGHTS
Free for Background IP
Fair conditions for Results

BACKGROUND IP
IP and knowhow of each partner prior to the project

RESULTS
IP and know-how of each partner developed during the project
Exploitation Obligations

As open as possible as closed as necessary

**COMMUNICATION**
Informing *society as a whole* about the project and its general contribution

**DISSEMINATION**
Informing *the scientific community* about the results of the project

**EXPLOITATION**
Actual *use of the results* (also via third-parties) in further activities also after the end of the project
MANDATORY: Open Access of peer-reviewed scientific publications relating to their results. Publication fees are reimbursable only if publishing venue is full open access.

ARTICLES
Deposition in a trusted repository at the latest upon publication

License:
CC BY or equivalent
CC BY-NC/CC BY-ND are allowed for long-text formats

VALIDATION
Information via the repository about any research output / tools / instruments needed to validate the conclusions of the scientific publication

METADATA
Open Access in line with the FAIR principles, providing information about the licensing terms and persistent identifiers

License:
CC 0 or equivalent
Open Science

**early and open** sharing of research  
*e.g. through preregistration, registered reports, pre-prints, or crowd-sourcing*

**research output management**  
including research data management

**measures to ensure reproducibility** of research outputs

**OA to research outputs** through deposition in trusted repositories  
*e.g. publications, data, software, models, algorithms, and workflows*

**participation in open peer-review**

**involving all relevant knowledge actors** in the co-creation of R&I agendas and contents
Research Data Management

Responsible management of the digital research data generated in the project, in line with the FAIR principles.

<table>
<thead>
<tr>
<th>Data Management Plan</th>
<th>DEPOSIT</th>
<th>DATA REUSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>regularly updated for generated and/or collected data</td>
<td>asap and according to the DMP as open as possible as closed as necessary in a trusted repository (EOSC if required in the call conditions)</td>
<td>provide information via the repository about any research output/tools/instruments needed to re-use or validate the data</td>
</tr>
<tr>
<td>submitted by month 6 of project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>in proposal or latest by Grant Agreement signature in cases of Public Emergency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EC Template available!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your IP Timeline

A: access rights  B: background IP  C: communication  D: dissemination  E: exploitation  R: results

Call Opening

Call Deadline

Grant Agreement Signature

+ 6 months Data Mngt Plan

Result Ownership List

End of the project

+1 years

+4 years

Regular Questionnaire

Emergency Clause

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