

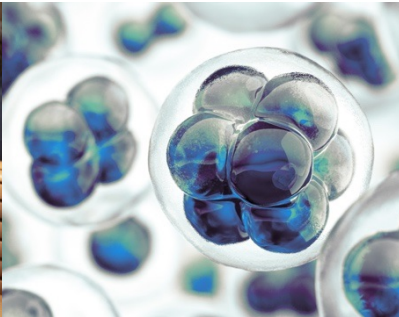


Europäisches  
Patentamt

European  
Patent Office

Office européen  
des brevets

# Market success through smart commercialisation of innovation



Yann Ménière

Intellectual property for the European Union in a world of challenges

19-20 February 2020

# Importance of IPR-intensive industries for EU economy

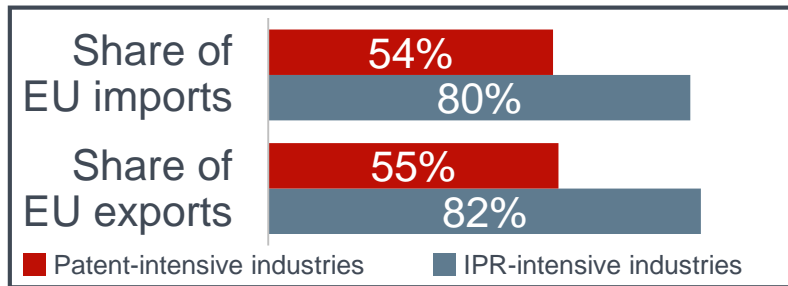
## Contribution to EU GDP



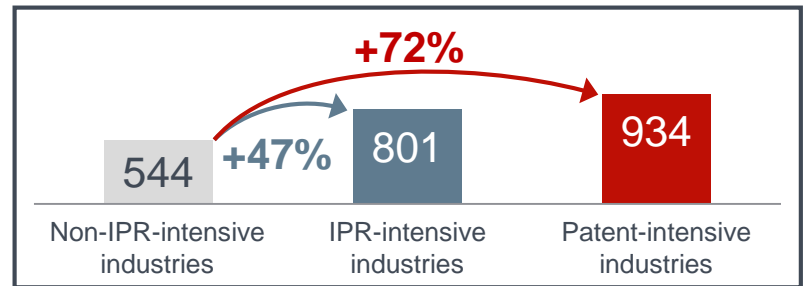
## Share of EU employment



## Contribution to EU trade



## Wage premium

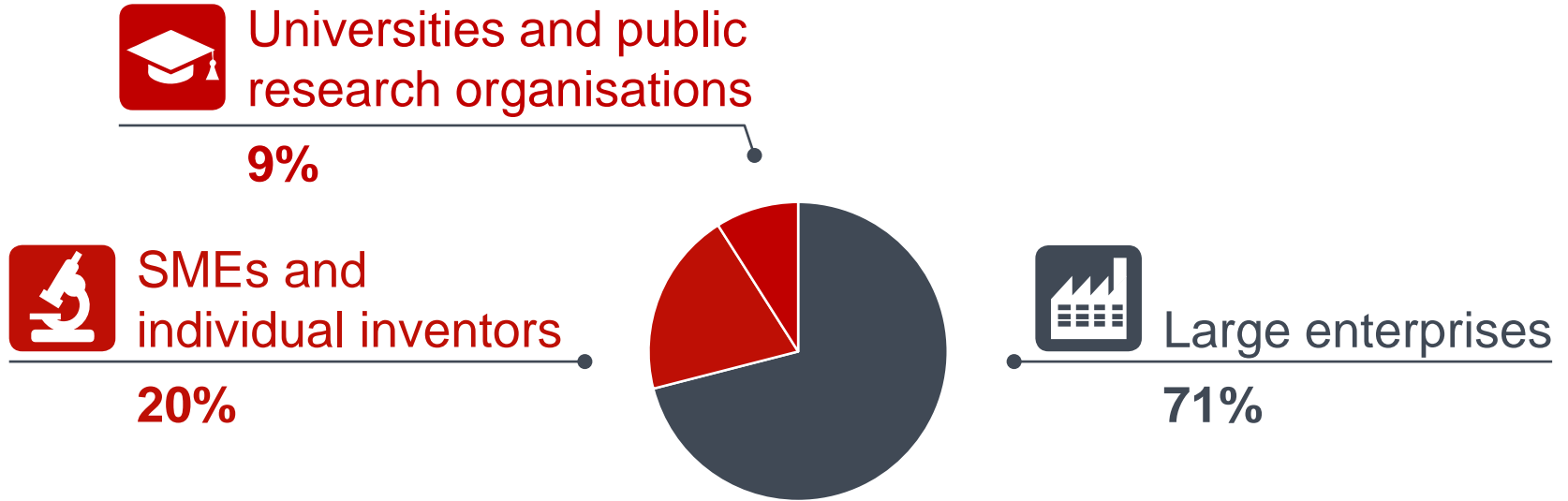


Source: IPR-intensive industries and economic performance in the European Union – Joint Report 2019 from the EPO and EUIPO- Data 2014-2016.

Note: IPR: IP rights: trade marks, patents, designs, copyrights, geographical indications and plant variety rights.



# SMEs and universities are key actors of innovation



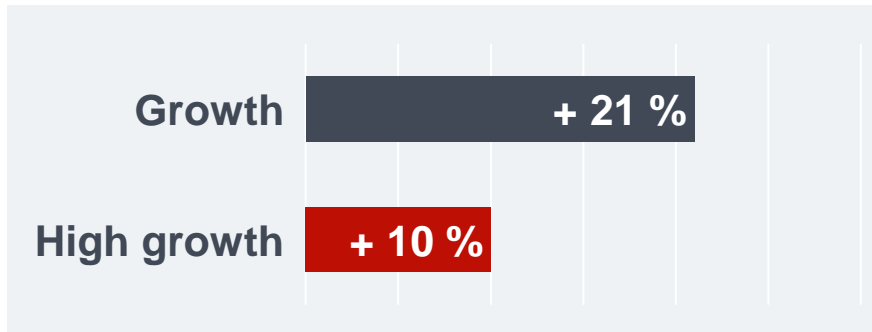
Source: EPO.

This breakdown is based on a large representative sample of patent applications filed with the EPO in 2018 by applicants located in member states of the European Patent Organisation. SMEs have been identified based on the European Commission definition of SMEs (2003/361/EC). According to this definition, an SME is i) an independent company with ii) less than 250 staff and iii) a turnover below €50 million and/or a balance sheet below €50 million. Detailed financial data and company ownership data from the BvD Orbis database have been used to enable a strict application of this definition. The category "public research organisations" includes technology transfer offices that while registered as corporate entities are clearly affiliated to a university or public research organisation.

# SMEs with prior IPR activities are more likely to grow than other SMEs

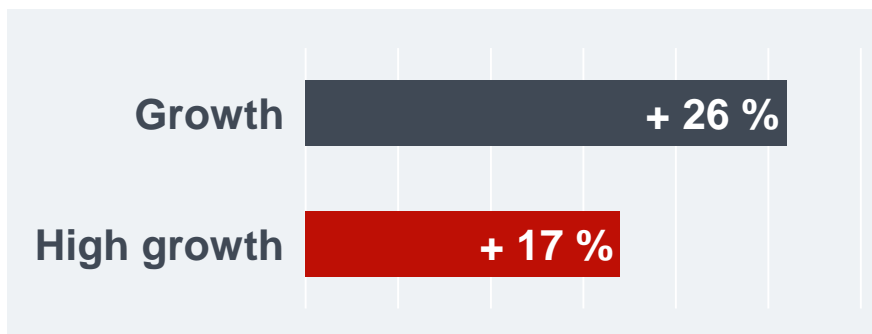
Increase in odds of growth with  
prior IPR use

**= Innovation**



Increase in odds of growth with  
prior use of a European IPR

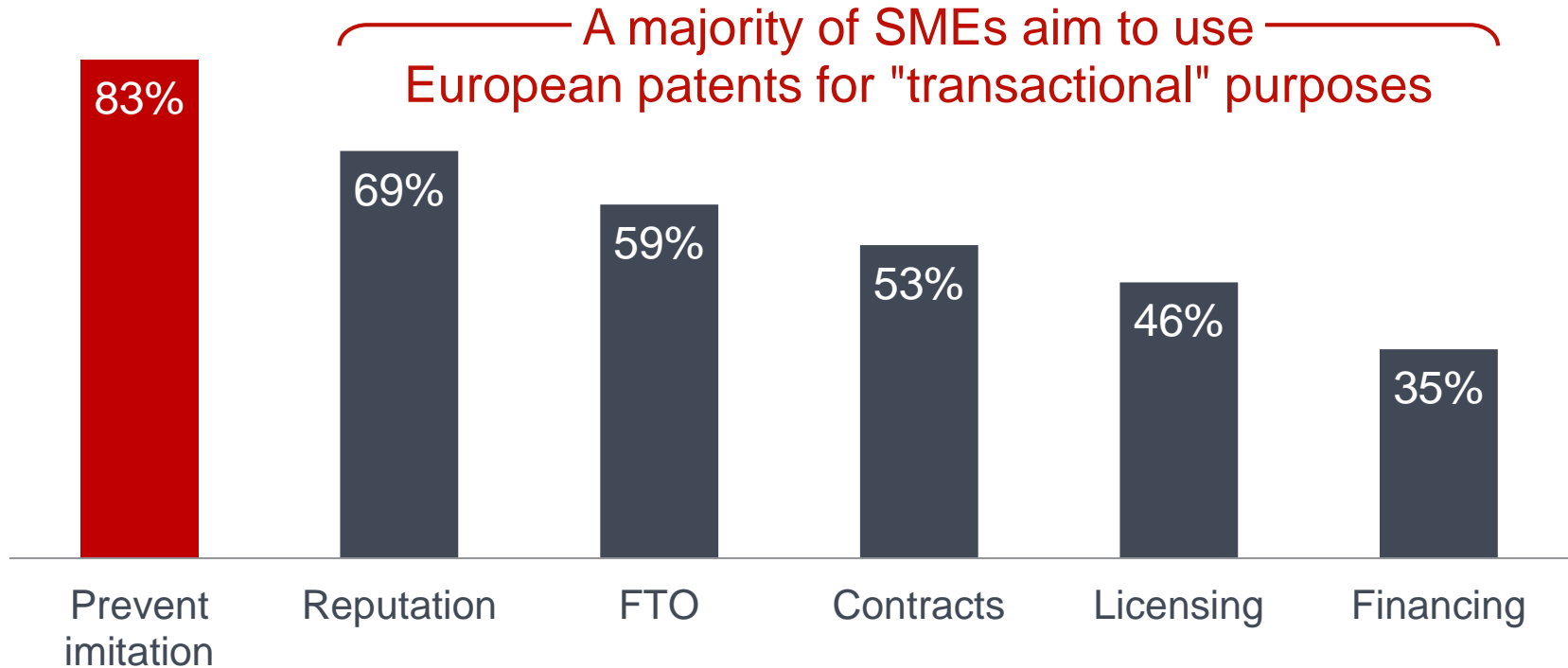
**= Innovation + international**



Source: EPO-EUIPO (2019) Intellectual property rights and firm performance in Europe: an economic analysis, June 2019

# SMEs have a holistic approach to patent uses

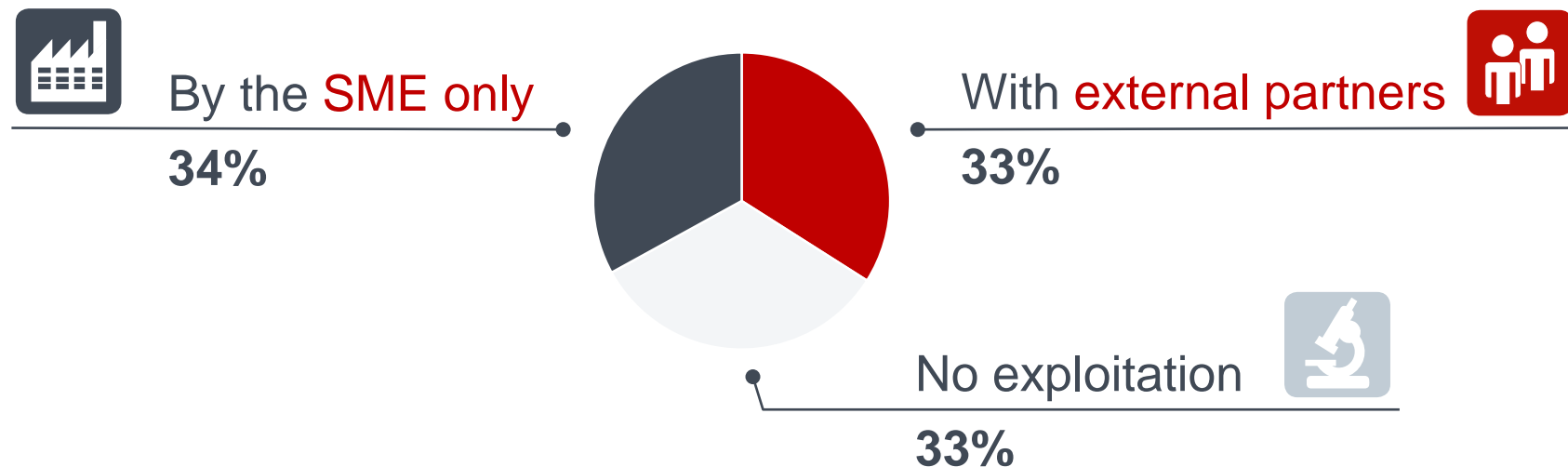
Share of motives considered important for maintaining the patents



Source: EPO study, Patent commercialisation scoreboard: European SMEs, November 2019

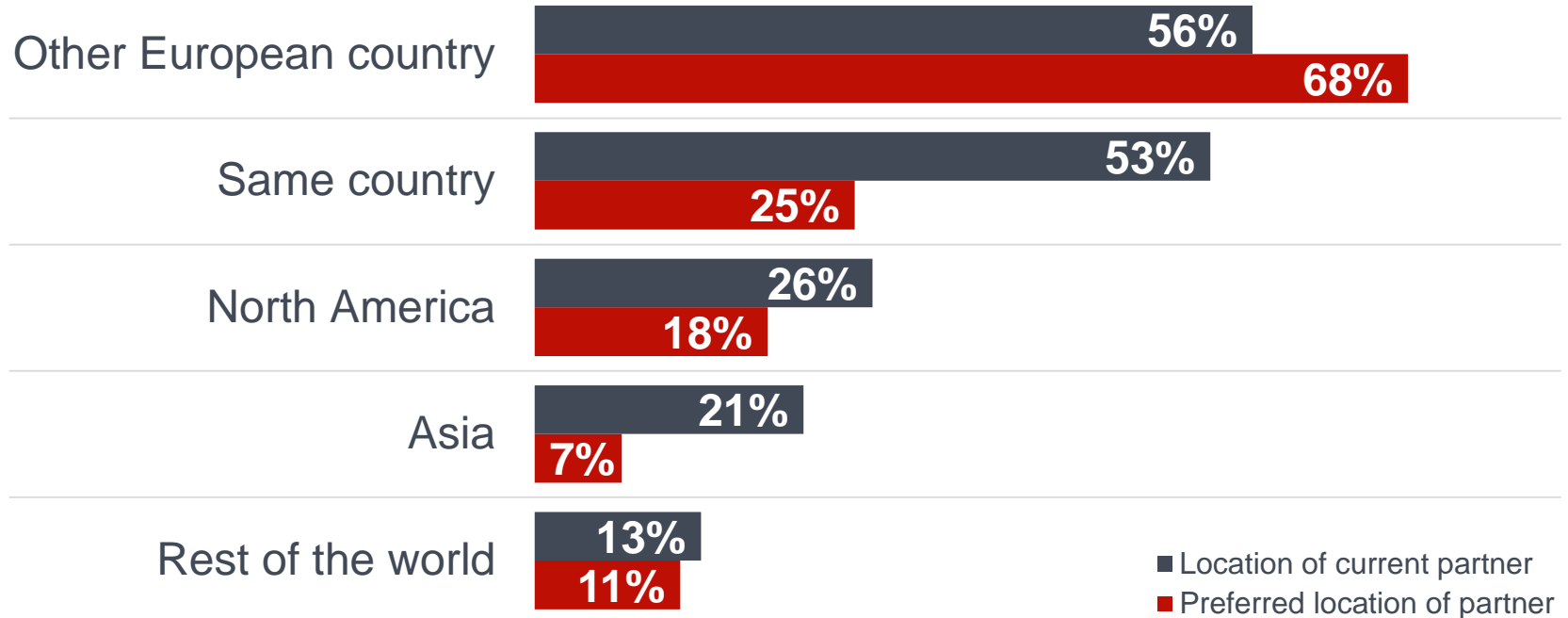
# 67% of the SMEs' patents are commercialised ... half of the time via partnerships

Exploitation of the patented inventions



# SMEs are looking for partners in Europe

## Geographical location of the partners



Source: EPO study, Patent commercialisation scoreboard: European SMEs, November 2019

# Need more information?

Visit [epo.org](http://epo.org)

## Follow us on



[facebook.com/europeanpatentoffice](https://facebook.com/europeanpatentoffice)



[twitter.com/EPOorg](https://twitter.com/EPOorg)



[youtube.com/EPOfilms](https://youtube.com/EPOfilms)



[linkedin.com/company/european-patent-office](https://linkedin.com/company/european-patent-office)

Contact us via [epo.org/contact](http://epo.org/contact)