



# IP-Unilink



## THE PROJECT

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OCTOBER 2010

# The Project



## IP-UniLink

“Enhancing IP management in EU and BRIC countries to boost Higher Education and business links and technology transfer, with a view to promote economic and technological cooperation”

# Project description



- Funded by ERASMUS MUNDUS
- Action 4 – Enhancing Attractiveness
- Duration: 24 months (01/10/2008 – 01/11/2010)
- Partners: 7 Higher Education Institutions

# The Consortium



- University of Alicante, Spain (coordinator)
- Jagiellonian University, Intellectual Property Law Institute, Kraków, Poland
- Chalmers University Foundation (CIT), Sweden
- University of Campinas, Brazil
- Saint-Petersburg Electrotechnical University, Russia
- Indian Institute of Technology Roorkee, India
- Kunming University Of Science And Technology, China



# Project Rationale



Globalisation,  
increasing international  
cooperation,  
R&D off-shoring

Increasing collaboration  
among universities,  
university -industry,  
technology transfer,  
commercialisation of  
inventions

BRIC are important  
trading partners and  
increasingly engaged in  
R&D cooperation with  
EU

Universities need to  
implement/enhance IPR  
policies and strategies

Increased mutual understanding  
and knowledge of IPR practices and  
strategies to facilitate future  
cooperation

# Overall Objective



The main aim of the project is to increase transparency of IP management practices in BRIC and EU HEIs with a view to facilitate RTD cooperation and university-industry links with BRIC countries.

This general objective is in the framework of the Erasmus Mundus aim to develop a more structured co-operation between European Union and third-country institutions.

# Specific Objectives



- To study the higher education R&D trends between the EU and BRIC countries with a view to enhance the visibility of joint research and understand future developments.
- To conduct an analysis which could contribute to transparency and mutual understanding of IP management practices.
- To elaborate a final publication including guidelines for good practice aimed at...
  - facilitating the transfer of IP management good practices between EU and BRIC countries,
  - promoting an IP and research commercialisation culture to facilitate university-industry links.

# Target Groups & Beneficiaries



- Target groups:
  - Higher education institutions and specifically university research and technology transfer departments from EU and BRIC countries
- Final beneficiaries comprise:
  - European and BRIC researchers and scientists, enterprises (industry), local and international organisations and IP-related networks



# Flow of Activities



## Macro-level Analysis Phase

To study HE R&D trends between EU and BRIC countries with a view to enhance visibility of joint research and understand future developments



## Micro-Level Analysis Phase

Benchmarking IP management processes in HEIs, to foster transparency and mutual understanding of IP management practices



## Good Practice Phase

To identify good practices and recommendations, as a source of ideas for other HEIs wanting to improve their IP management practices



## Dissemination

To disseminate the project results (through the website, participation in conferences, video-streaming)

# Presentation Of Results



## “Enhancing interregional research cooperation – Bridging EU-BRIC Intellectual Property Rights Management”

Introduction: The IP-Unilink Project

**MACRO Analysis:** Trends in EU-BRIC cooperation

**MICRO Analysis:** Institutional IP Policies and Strategies

**Good Practices IP Management:** Main results

R&D cooperation and IPR management – **Brazil**

R&D cooperation and IPR management – **Russia**

R&D cooperation and IPR management – **India**

R&D cooperation and IPR management – **China**

**THANK YOU FOR YOUR ATTENTION**



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