



Current Challenges Faced by SMEs in the Field of IP
and
Creating a Tool Box of Support Services
Country report of HIPO

Regional Workshops on Intellectual Property for SMEs
and Building Respect for IP Rights

Kyiv, October 18 and 19, 2016



Hungarian Intellectual Property Office

the national authority for all IP rights

its mission is to support the development and
maintenance of an effective IP system in order to
contribute to the national economic growth,
knowledge base, competitiveness and innovation
potential

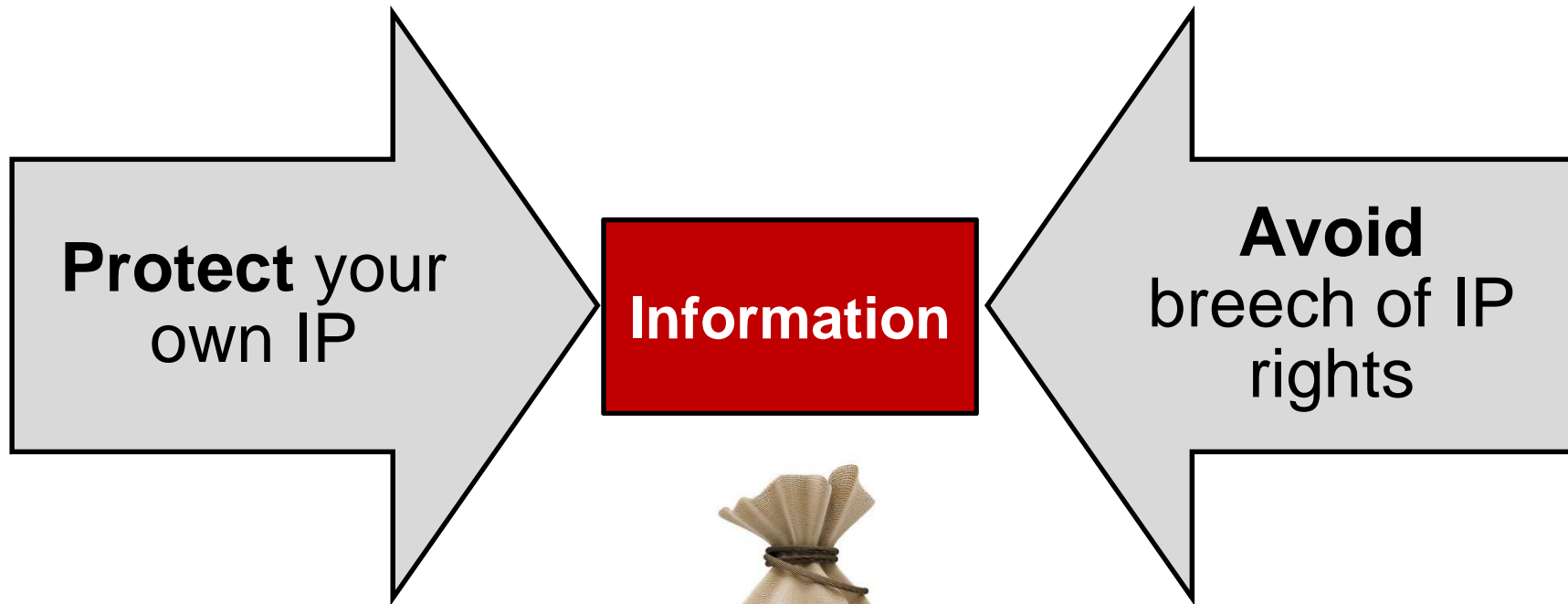


Spreading the IP knowledge

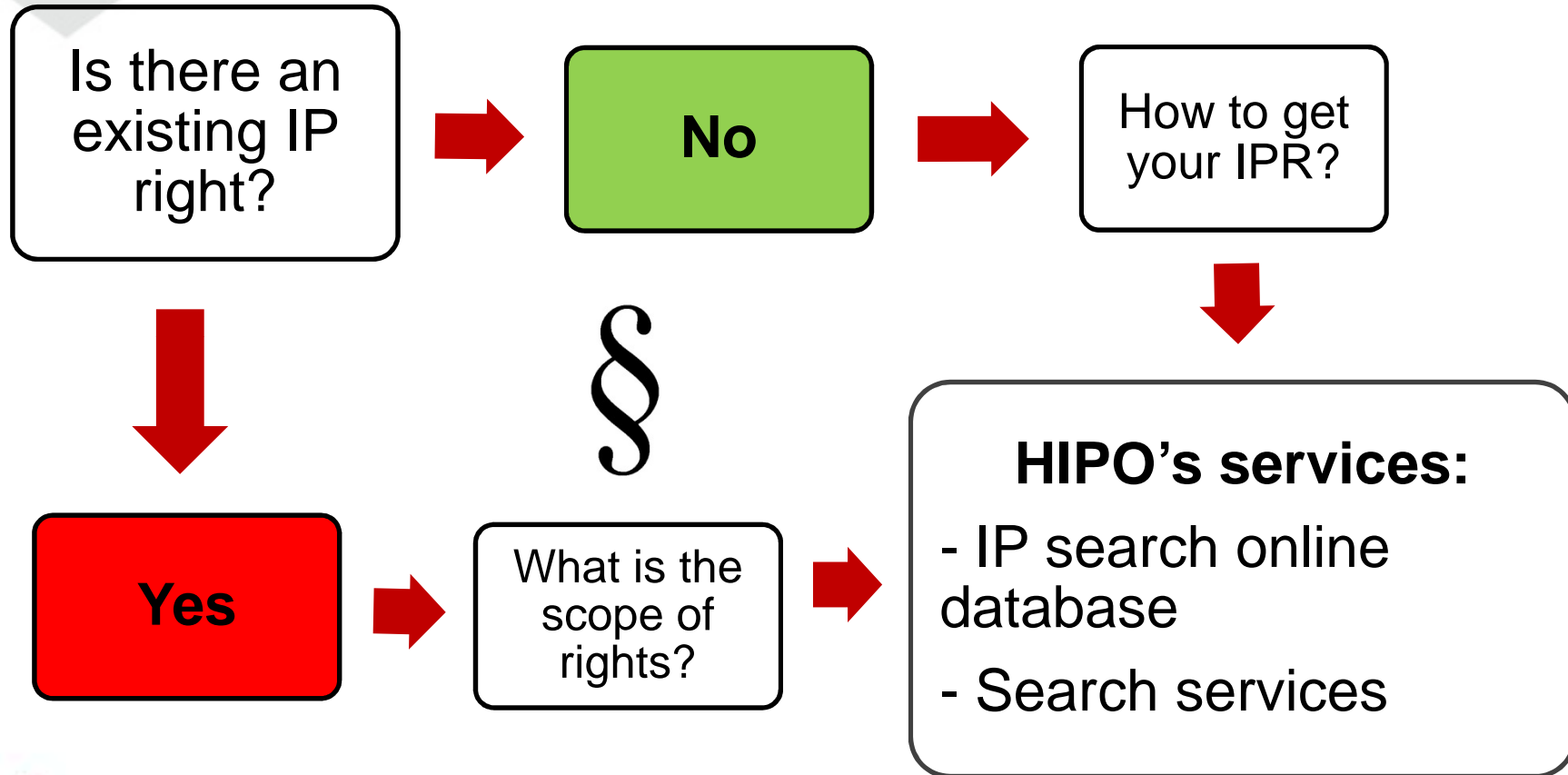
- to support innovation and competitiveness within companies,
- to underline the value of an IP policy to the company,
- to estimate what benefits the IP could bring, taking into consideration the future prospect of the company.

Challenges and tools to tackle them

Two sides of the same coin:



Keys to avoiding breach of rights



Keys to IP protection

- **Trainings** to understand rights and boundaries
- **Information** to be aware of who/how/when/what can help
- **Enforcement** to take action in case of breach of rights

HIPO's services to support IP protection

- **Trainings:**
 - detailed training portfolio on industrial property rights and copy rights
 - trainings tailored for the needs of various users
- **Information:**
 - network of info points in the country
 - HIPO services on how to obtain IPRs
- **Enforcement:**
 - HIPO services on existing rights



HIPO's information services

- Search services
 - Patent search services
 - Trademark search services
- IP search: <http://epub.hpo.hu/e-kutatas/?lang=EN>
 - online, free, all IPRs

A screenshot of the HIPO IP search website interface. The browser address bar shows "epub.hpo.hu/e-kutatas/?lang=EN". The page header includes the HIPO logo and the text "Hungarian Intellectual Property Office" and "IP search". The main content area is titled "SEARCH" and features a sidebar with search options: "Simple search" (selected), "Advanced search", "Patent", "Supplementary Protection Certificate", "Plant varieties", "Utility models", "Trademarks" (with sub-options for Community trademarks), "Geographical Indications", "Design protection" (with sub-option for Community Design protection), "Topography", "Copyright research" (with sub-options for Voluntary register of works and Orphan works). The main search area is titled "Simple search" and contains input fields for "Identifier:", "Title/Mark name:", "Names:", "Dates:" (with a dropdown for "Application Date" and a date range selector), and "Quick search:". Each field has a search button and a help icon. At the bottom, there is a "Search" button and an "Empty form" button. A footer note states: "The operation of our public services is ensured continuously in 7 x 24 hours under the highest availability. Our services are suspended only during the maintenance works on the system, which are announced 3 days before the suspension of the services." A "Privacy policy" link is also present.

Main partners of HIPO

- **Patlibs** at universities mainly work in or at TTOs;
 - TTOs provide service mainly to the university but also to SMEs that work with the university
- **Chambers of Commerce and regional Innovation Agencies**
 - primary mission is to support the SMEs' business management and development in the region
 - partners of HIPO, maintaining IP information points





Thank you for your attention

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