

Online lecture series: Patents and Intellectual Property as strategic business tools



ESA
COMMERCIALISATION
GATEWAY
Space for Business | Business for Space




European Space Agency
SME-Office &
Technology Transfer and Patent Office

Online lecture series: Patents and Intellectual Property as strategic business tools

- [Intellectual Property Foundations 1](#) (22 September)
- [Intellectual Property Foundations 2](#) (29 September)
- [Quantum Computing and Intellectual Property](#) (13 October)
- [Intellectual Property in Software](#) (27 October)
- [Machine Learning and Artificial Intelligence](#) (10 November)
- [IP in Space Tech, Territorial Rights in an Extra-Terrestrial World](#) (24 November)
- [Disclosing your invention to investors/technical partners or customers](#) (8 December)
- [Litigation - what happens if there is a dispute?](#) (15 December)

Webinar Etiquette

Please:

- Switch off your camera 
- Ensure that your microphone is on mute when you are not speaking 
- Use the chat function to ask questions or to indicate that you wish to take the floor 

The presentation material will be made available on the ESA Learning Hub

 REC

This webinar is being recorded

Where can you find the presentations?

→ DOING BUSINESS WITH ESA

18 Mar 2021 - 09:00 to 10:30 (UTC)

WEBINAR

DESCRIPTION

This webinar will take place on 18 March 2021 at 10:00 CET. It is targeted at newcomers and companies new to ESA that wish to do business with the Agency in the future.

The session will consist of a presentation and a Q&A session.

OBJECTIVES

The main objectives of the session are to:

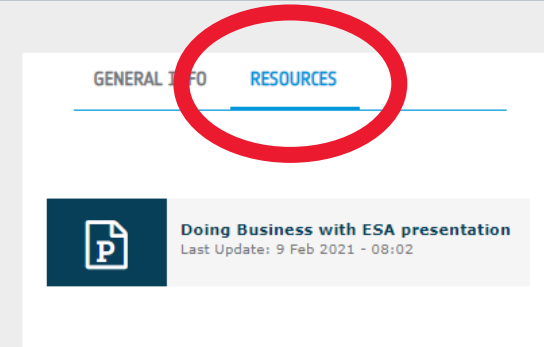
- understand ESA's main operating principles and basic institutional set up
- learn about the Agency's procurement principles and procedures
- get to know the Agency's Procurement tools
- learn about ESA's Industrial Policy
- learn how to sign up as a tenderer and access Invitations to Tender
- be introduced to the Agency's SME Initiative

TRAINER

ESA SME and Industrial Analysis section

CANCELLATION POLICY

If you sign up for the webinar but cannot attend, please send an email to: sme-office@esa.int at your earliest convenience to inform the organisers.



→ Please log in, visit the pages for the training and click on "Resources"

- **The SME Office**

The SME Office is part of ESA's Directorate of **Commercialisation, Industry and Competitiveness**

- **What we do**

The Office implements and manages the **SME Policy** adopted by Member States, and coordinates its activities with other institutional actors, such as national space agencies

- **Our objectives:**

- To **facilitate the involvement of SMEs**, including start-ups and newcomers, in the R&D activities and programmes of the Agency
- To **address problems that are traditionally faced by SMEs** (sustainability, viability, access to in-flight heritage, proper and timely information, etc)

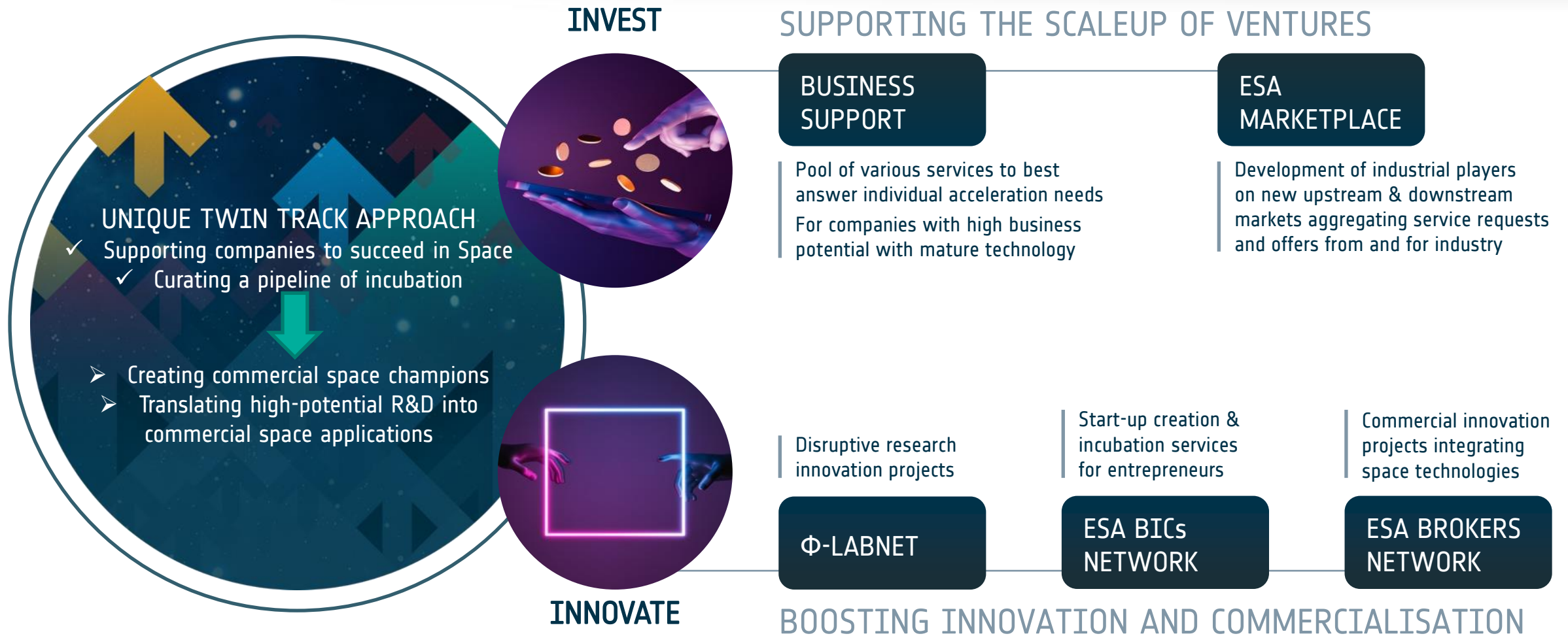
- The activities of the SME Office address the four main areas of the SME Policy:
 - **General Support Measures:** Training, Networking & Visibility, Supporting Awareness of ESA Business Opportunities, and Analyses and surveys
 - **Procurement Measures:** Reserved Share for SMEs in the Frame of Large Procurements, Model-subcontracts, COVID-19 measures ...
 - **Industrial Policy Measures:** SME specific procurement clauses, Advance Payments ...
 - **Financial Measures:** Financial viability of SME, Neutral Cash flow, Access to Finance



Information for SMEs

- the **SME Portal** www.esa.int/sme
 - the SME Initiative **Twitter** account [@ESAforSME](https://twitter.com/ESAforSME)
 - **SME Newsletter** <https://bit.ly/2TzBL0q>
 - **ESA Learning Hub** learninghub.esa.int
 - Industry matchmaking on esa-match
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- **SME Office Helpdesk** sme-office@esa.int





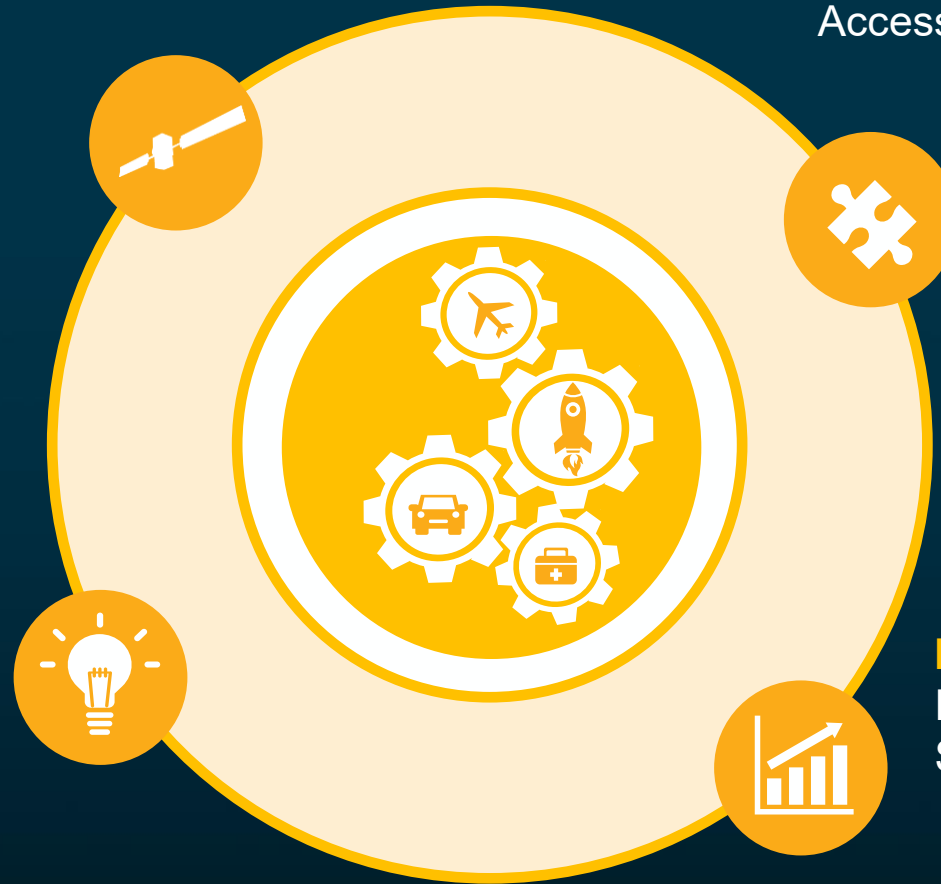
Give ACCESS to Space technologies and expertise

Identification of space technologies and know-how
Licensing of ESA patents

BRIDGING the GAP to terrestrial applications

Funding & support of de-risking activities
Access to ESA's technical expertise

Management of ESA IP
Maturation of ESA inventions
Management of ESA patents
IP Helpdesk



IP as leverage for business

Patent landscaping
Support on IP strategy

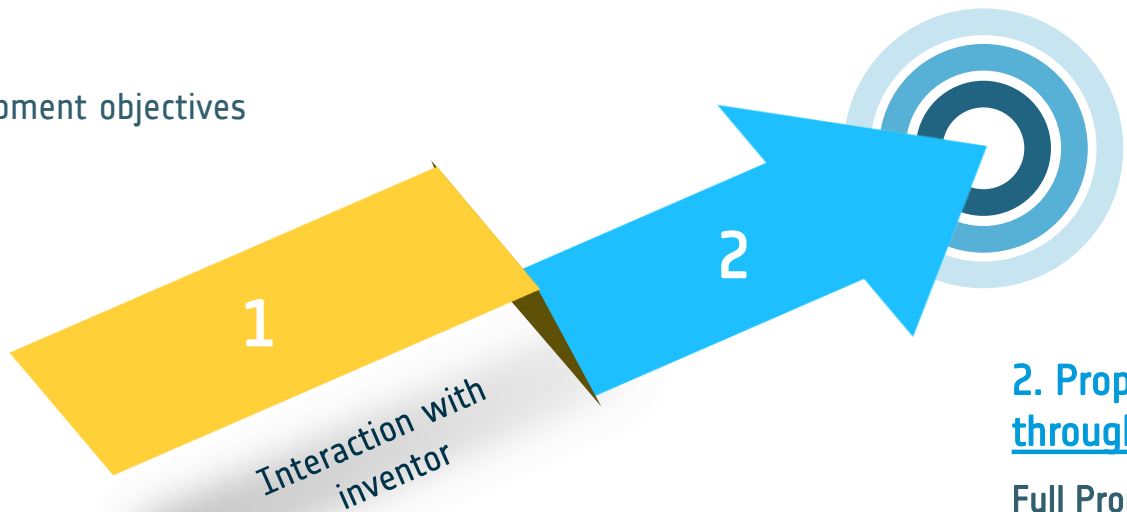
Call for ideas for the Technical and Commercial Maturation of ESA's Inventions



1. Idea Step - OSIP Open Channel:

Outline Proposal:

- Field of application.
- Technical benefits and development objectives (bulleted development plan).
- Commercial opportunity.



2. Proposal Step - competitive procurement through esa-star

Full Proposal:

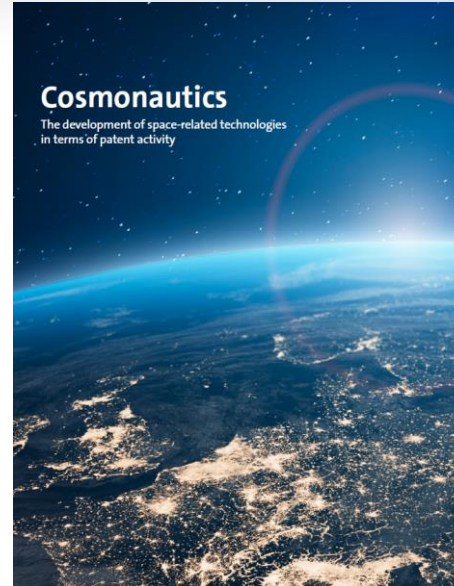
- Commercial opportunity
 - Market opportunity
- Technical opportunity
 - Related R&D
 - Maturation strategy
- Technical and Commercial Workplan, expected results, MPP
- Deliverables

Funding: 50-175k€ for industry-driven proposals
Implementation: max 18 months
6 inventions proposed every 4 months



OBJECTIVES

- ❖ Investigate future and emerging space technology trends
- ❖ Understanding the evolution of competitiveness and commercialisation in the space sector
- ❖ Compliment economic and policy insights with patent data
- ❖ Raising awareness about intellectual property rights in the space industry
- ❖ Provide exemplary analytical approaches for patent data relevant to space industry



07/2021



11/2021



10/2022

available at: <https://www.epo.org/searching-for-patents/business/patent-insight-reports.html>



IN COLLABORATION WITH



TOGETHER WE INVEST AND INNOVATE YOU SCALE UP!





IP patents lecture series

Webinars on Intellectual Property and Patents - part 2 of the series

Monday, September 11, 2023 - 11:00 (CEST)

Register Now for Upcoming Intellectual Property and Patents Webinars

In an effort to enhance knowledge and understanding of Intellectual Property (IP) and Patents, part 2 of a series of enlightening webinars is set to run from September through December 2023. These webinars, presented by the ESA Technology Transfer and Patent Office in collaboration with the SME office via the ESA Learning Hub, will offer invaluable insights suitable for participants of all experience levels. Part 2 of the series follows the successful first IP and patent lecture series, presented in 2022 (available for replay [here](#)).

[Session overview](#) (click on the hyperlink for more information about each webinar and to register):

- [Intellectual Property Foundations 1](#) (22 September)
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Do not miss this opportunity to expand your knowledge. Register for these webinars and gain valuable insights into the world of IP and patent management.

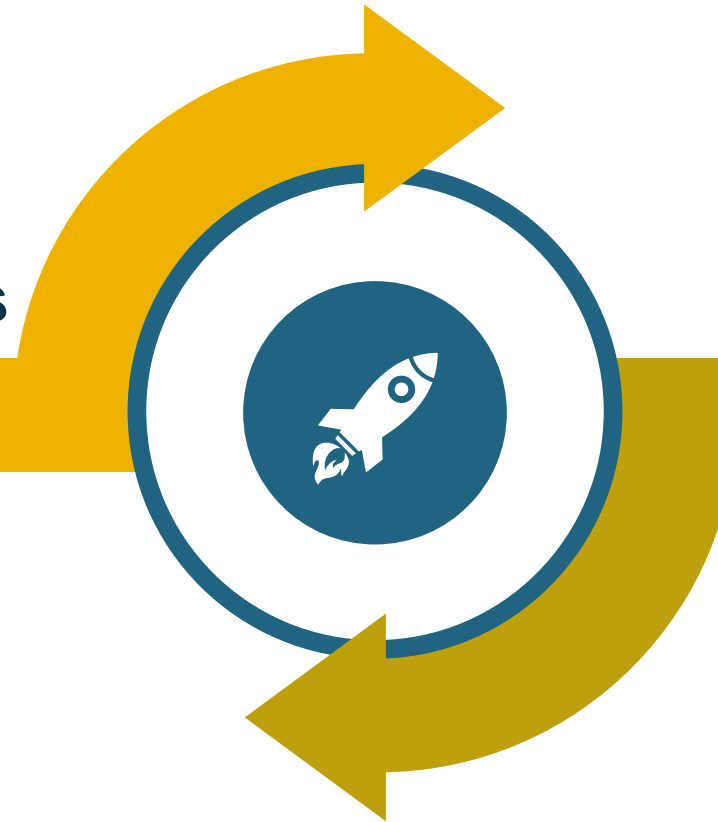
Patent licensing is just another element in the innovation chain.

- Access to established intellectual property and being able to enter the market more quickly.
- No need to gather resources to conduct research and development to develop their own products or services.
- No need to bear patent costs.
- Market credibility having ESA as a reliable partner.

www.esa.int/ip
Patent@esa.int

- ✓ Non-exclusive, free of charge right of use for **space applications**
- ✓ Favorable conditions for **non space applications**

ESA Member State industry

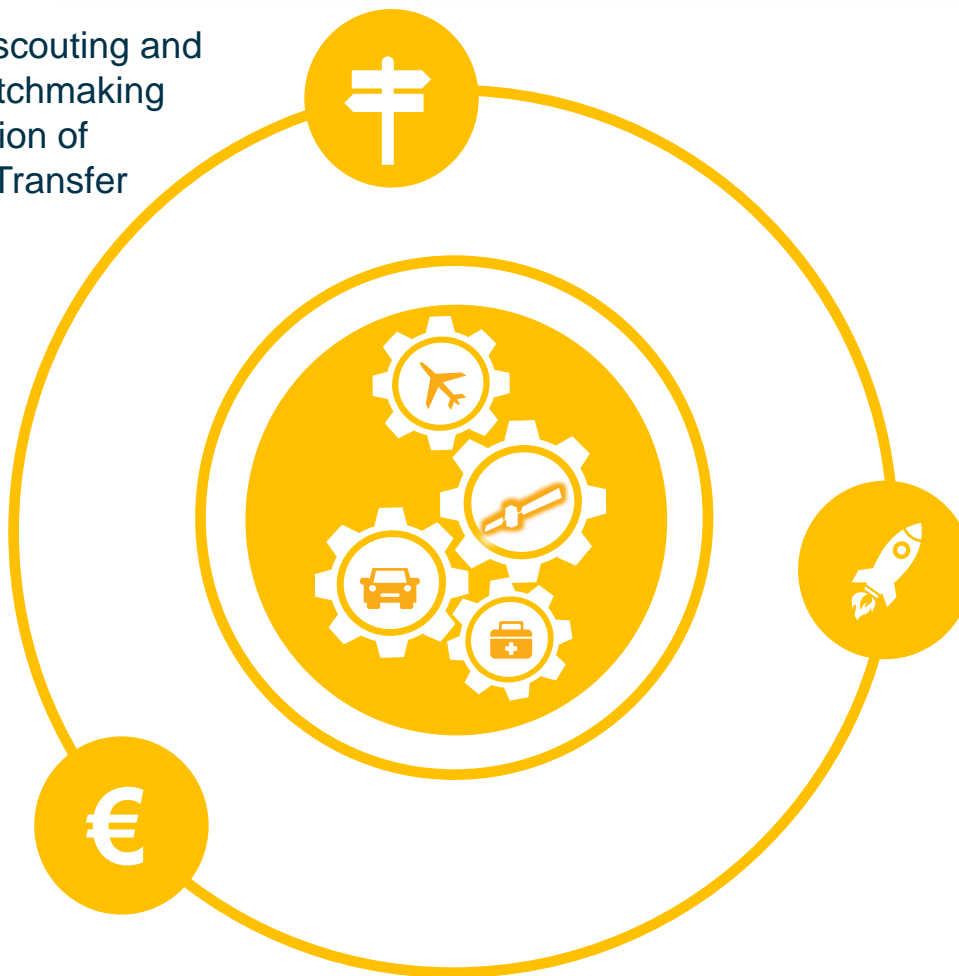


Non-ESA Member State industry

- ✓ **Market** conditions
- ✓ **Non-exclusive** constraints

ESA Technology Broker Network

- Technology scouting and potential matchmaking
- Implementation of Technology Transfer projects



Access to Space Expertise

- Finding space solutions and partners for non-space challenges
- Access to ESA's technical expertise and facilities.

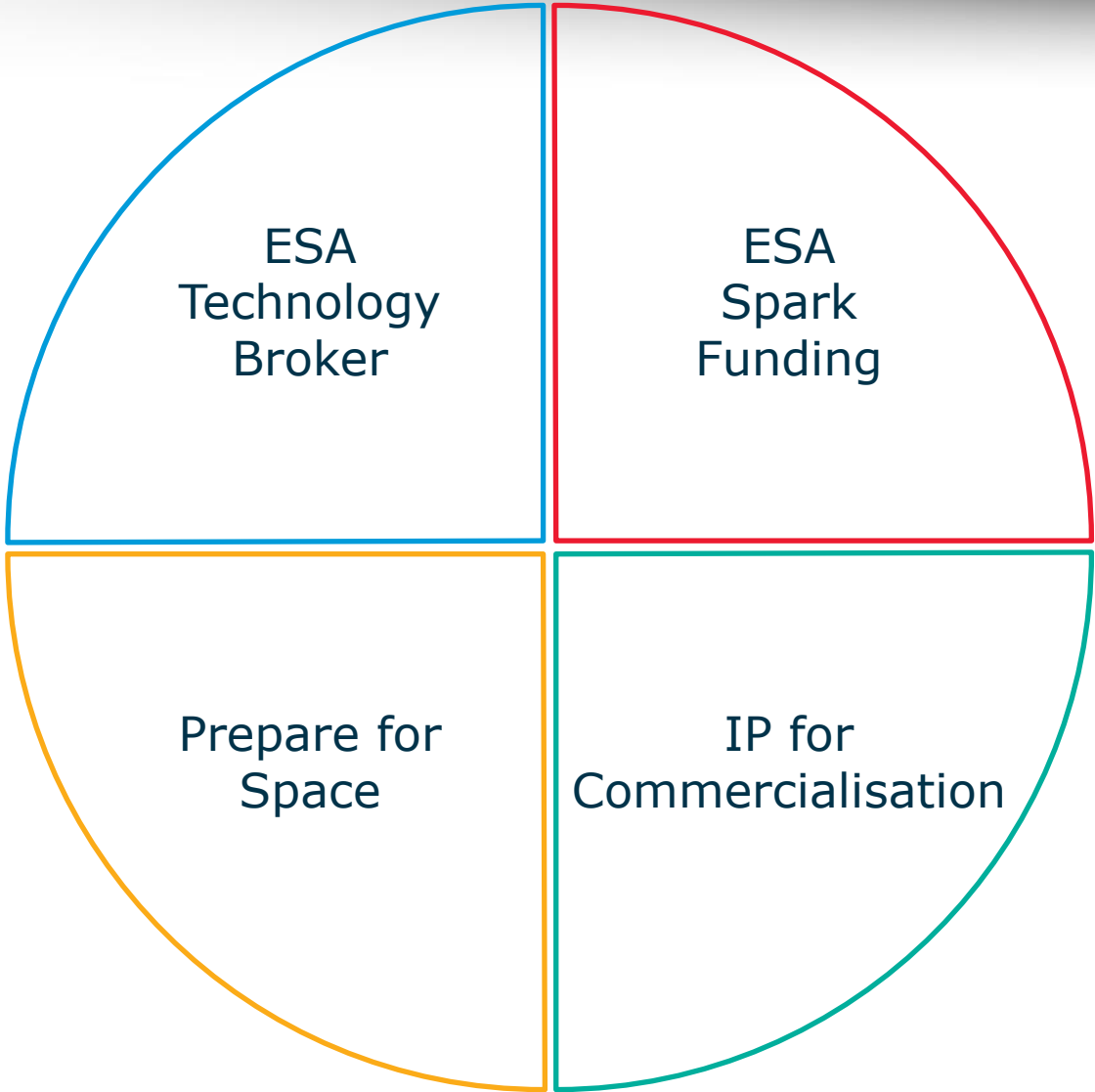
SPARK Funding

- Funding scheme for industry to innovate based on space technology, know-how or needs

ESA Technology Transfer 2.0



Hands-on support for generating innovation projects between space and non-space entities.



Funding to accelerate the product development process and refine the commercial roadmap

Coaching for companies understand space market and ESA programmes.

Funding for SMEs to develop a strategy for the protection and commercialisation of IP generated under ESA or National contracts.



- ### IP Support Scheme to Industry
- Funding scheme to support industry with IP strategy and commercialisation [arising from ESA contracts]



Funding scheme for industry-driven innovation based on ESA patents

- ESA funding scheme
- Commercialization Partnerships
- IP Licensing

Management of ESA's patents portfolio

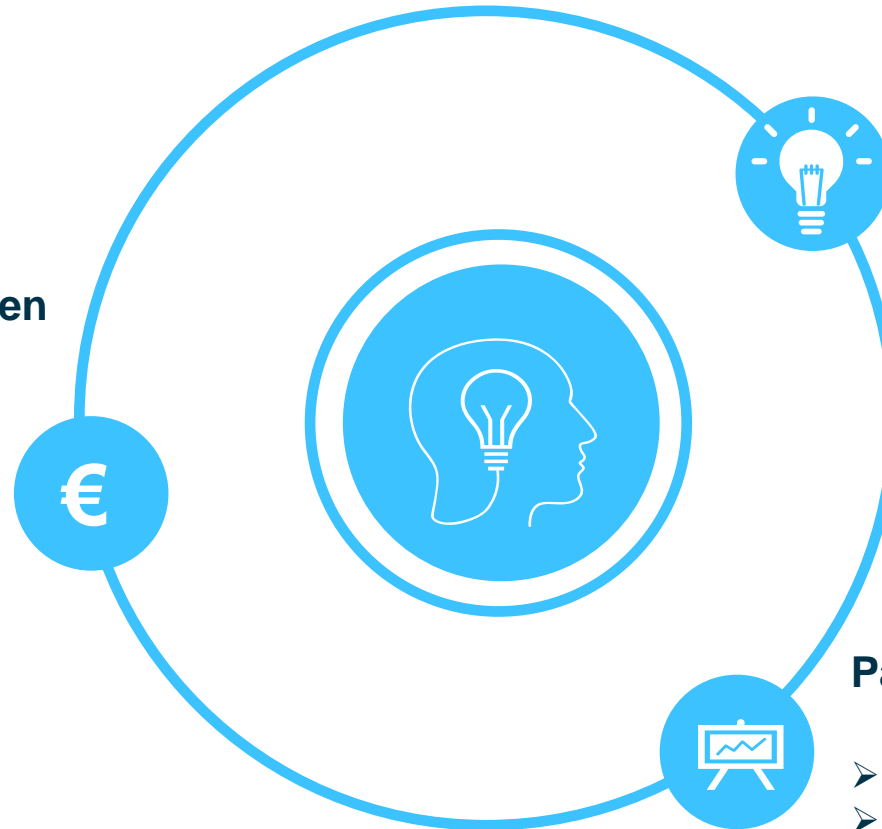
- Protecting ESA's inventions

Patent Intelligence

- Internal Prior Art Search
- Patent landscaping studies for ESA and industry

Funding scheme for industry-driven innovation based on ESA patents

- ESA funding scheme
- Commercialization Partnerships
- IP Licensing



Management of ESA's patents portfolio

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Patent Intelligence

- Internal Prior Art Search
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- R&D Proposal Writing
- Product Assurance in ESA Projects
- EEE Components Procurement
- ECSS
- Compliant Industrial Rates
- PSS Forms
- and many more

The screenshot shows the ESA Learning Hub interface. At the top, there is a navigation bar with a search icon, the text 'ESA Learning Hub', and 'Login / Register' with the ESA logo. Below this is a large banner image of Earth from space with the text 'ESA LEARNING HUB' and three menu items: 'COURSE CATALOGUE', 'RESOURCES', and 'E-LEARNING'. A 'Course Calendar' button is visible on the right. The main content area is titled 'UPCOMING COURSES AND EVENTS' and displays four webinar cards. Each card includes a title, dates, format (online), target audience (SME), a brief description, and tags for categories like 'Software', 'Product Assurance', 'Technology', 'Applications', 'LCA', 'ecodesign', 'cost rates', 'bidding', 'PSS', and 'Business with ESA'. A 'VIEW' button is at the bottom of each card.

<https://learninghub.esa.int>

General Support Measures – Networking



- Industry Consultation Processes and Events such as the ESA SME Forum
- Events in Member States, Associate States and Cooperating States
- The ESA Industry Space Days



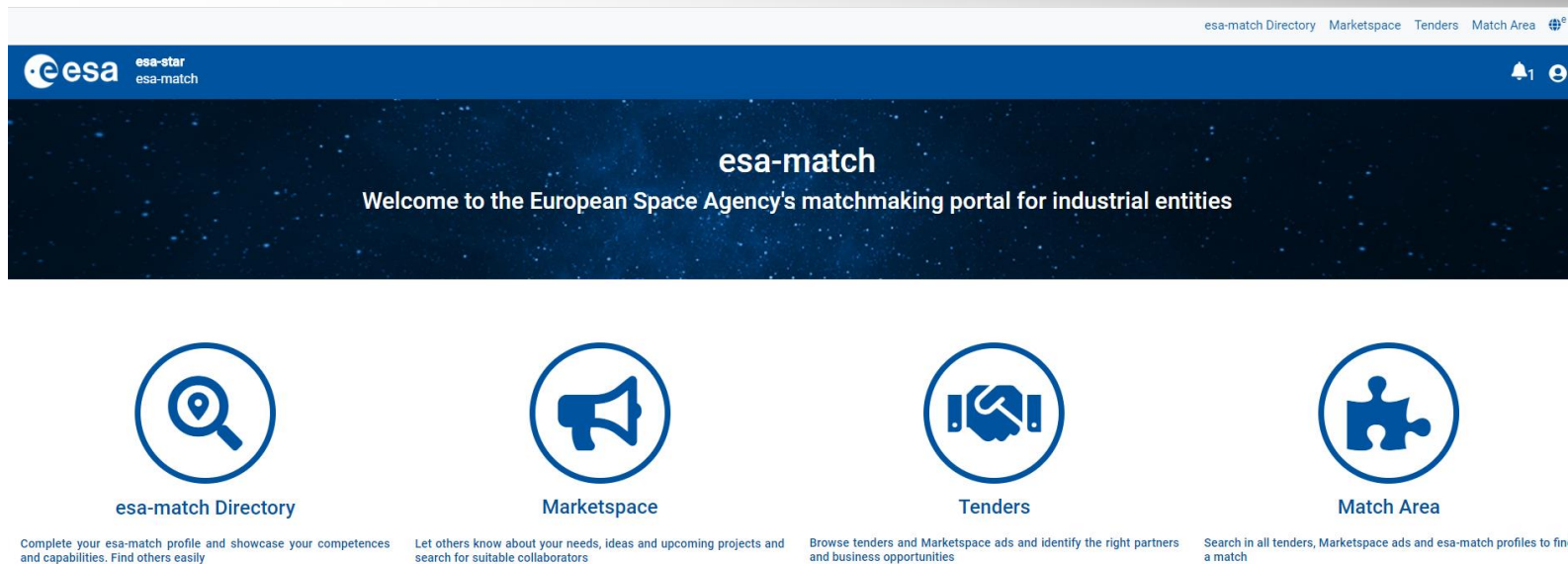
Next ISD: 2024
ESA/ESTEC (Noordwijk, NL)

Free attendance

<https://isd.esa.int/>



General Support Measures – Visibility



esa-match objectives:

- support entities in their **networking and visibility efforts** and help them **showcase their products, services and experience**
- **facilitate partnering, teaming and cooperation between companies**, especially SMEs, and key partners and customers
- **bring together (potentially unknown) products or services and (latent) needs**
- help entities to become involved in **ESA programmes** and **develop their space business**

<https://esastar-esamatch.sso.esa.int/>



Ownership, partnerships and linkages are taken into consideration when calculating staff numbers and financial amounts

**Recommendation of the European Commission 2003/361/EC of 6 May 2003 (OJ L 124, 20.5.2003, p.36)*