

# Intellectual Property and IPR what, why, when & why not!



IPR & Funding Session for SMEs and Startups 17.3.2025  
Aalto Startup Center, A Grid, Espoo

# Quiz

1. I am well informed about intellectual property rights (IPR) and experienced in applying or enforcing them
2. I am rather well informed about intellectual property rights (IPR) but lack practical experience
3. I have some knowledge about intellectual property rights (IPR) and am interested to learn more
4. I only know the very basics of intellectual property rights (IPR)

# Intellectual Property (IP)

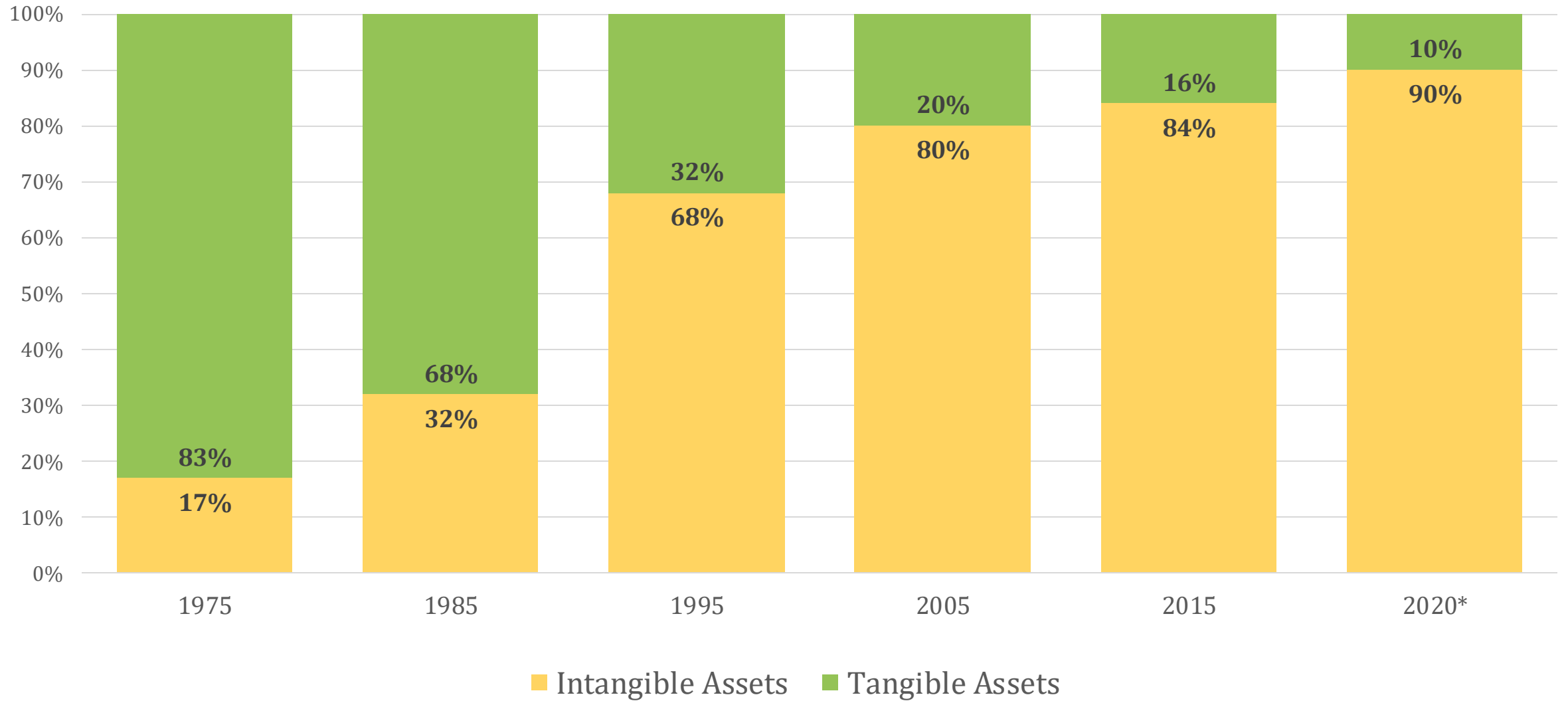
Intangibles & firm valuation

Intellectual property and its means of protection

Location Innovation Hub services

Feedback

## Components of S&P 500 Market Cap



# Apple market value

## Market value

213,49 USD/share \*  $15,1 \cdot 10^9$  shares  
=  $3,22 \cdot 10^{12}$  USD

## 2024 Balance sheet

Total assets =  $365,0 \cdot 10^9$  USD  
(tangible and fiscal assets)

→ 88,7% of Apple's value are intangibles

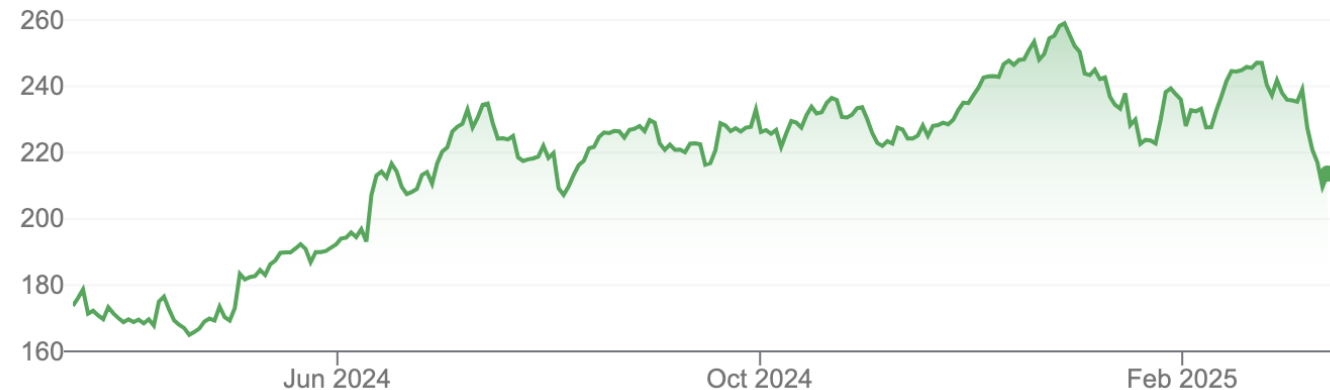
**213,49** USD

+39.77 (22.89%) ↑ past year

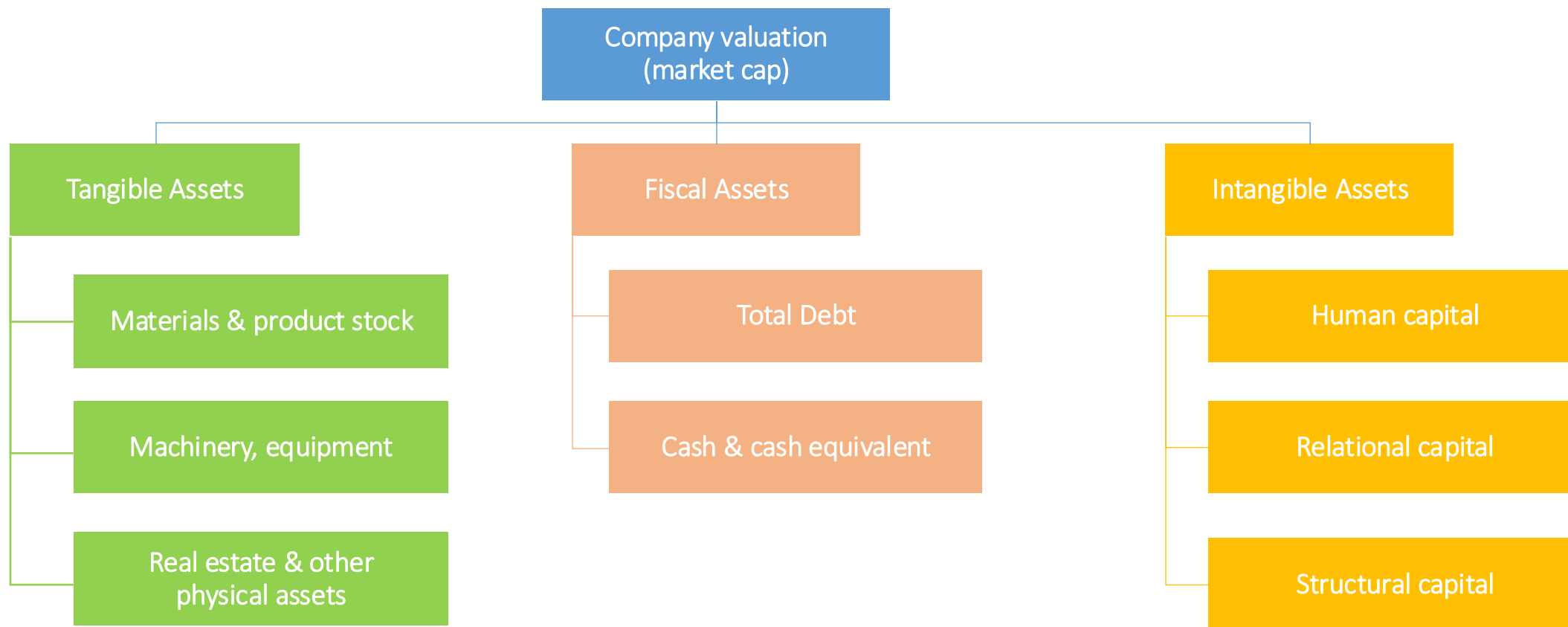
Closed: 14 Mar, 19.59 GMT-4 • Disclaimer

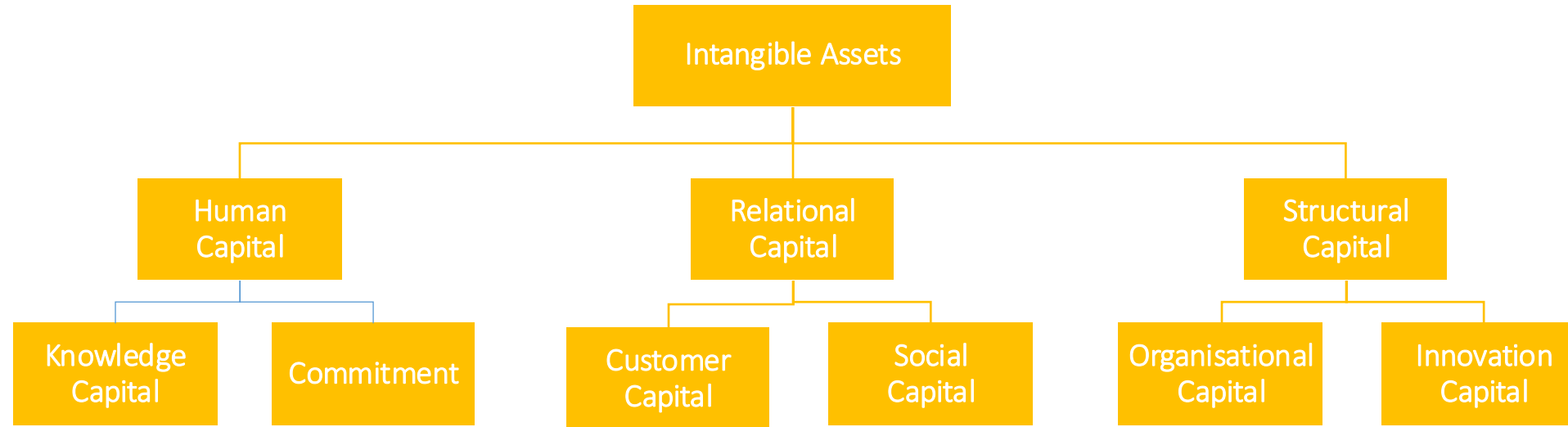
After hours 213,29 -0,20 (0,094 %)

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max







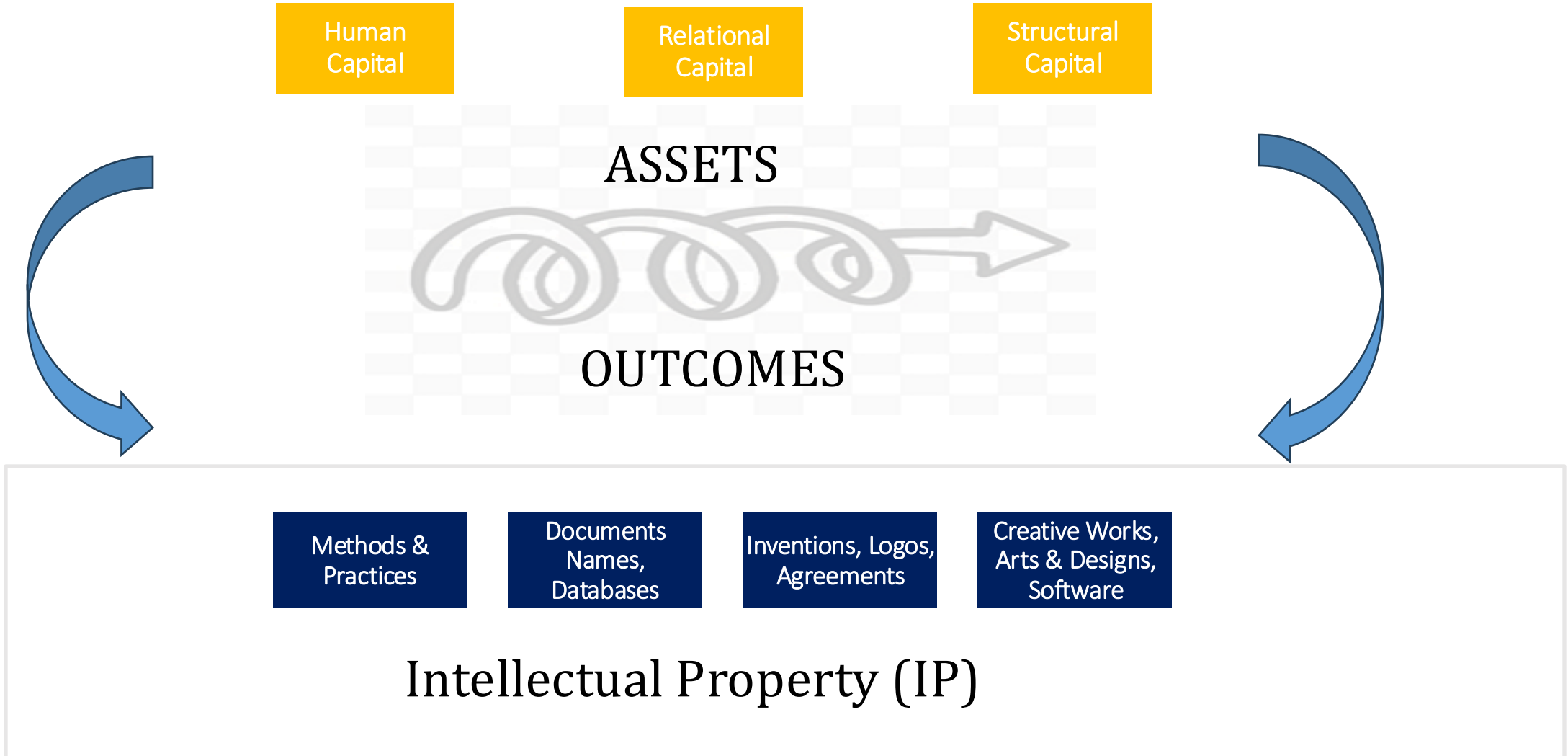


What our people know,  
how smart they are,  
what is their level of  
motivation

Networks & connections  
Agreements,  
Market & industry  
knowledge

Corporate &  
management culture  
Standard Operating  
Procedures  
Software, databases, reg.  
rights

# Intangible assets → intellectual property





## FORMAL IPR

## SOFT IP

Methods &  
Practices

Patent

Secrecy  
Speed-to-market  
Agreements  
Complexity

Documents  
Names,  
Databases

Copyright related rights  
Domain reg.  
Tradename  
Sui generis rights

Employee contract  
Agreements  
NDA

Inventions, Logos,  
Agreements

Patent  
Utility  
model

Publication  
Speed-to-market  
Continuous development  
Trade Secret

Creative Works,  
Arts & Designs,  
Software

Trademark  
Design right  
Copyright

Brand building  
Company reputation

# Key IPR assets

TRADEMARK

H&M

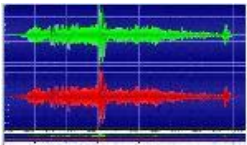
# What is a trademark

Anything that can be presented in a graphical form

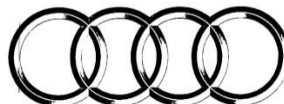
- Words, letters and numerals, slogans
- Figurative elements, logos, combinations
- 3D shapes
- Colours
- Sounds, notes, tunes



**JUST DO IT**



**PHILIPS**



*Coca-Cola*



# Why are trademarks important?

## For customers:

- Badge of origin showing where goods and services come from

## For businesses:

- Essential marketing tool allowing a business to identify itself, and facilitate continued sales
- Once a trademark has become well known and has developed into a 'brand' it drives customers to the company

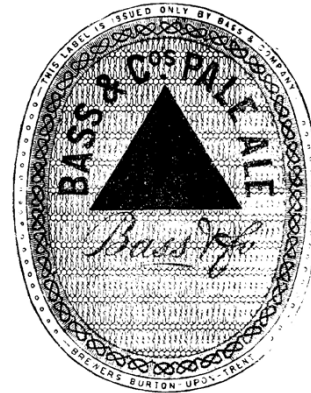
Trademark is the key for **building a brand** for the company!

Without a trademark there is no brand!

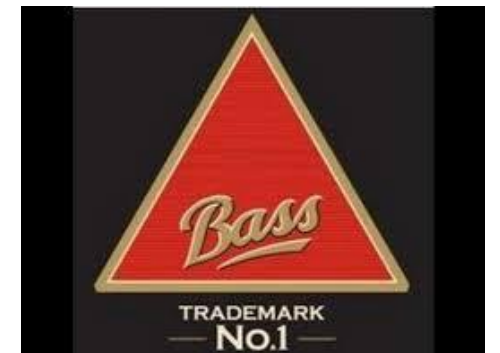
# Long-standing trademarks

The first ever trademark is owned by Bass Brewing Company

Application date	1-1-1876
------------------	----------















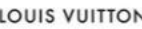










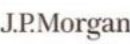
























Application date	16-7-1909
------------------	-----------



# Most valuable brands 2011-2021

1853,7 %

-57,0 %

01  +26% 408,251 \$m	02  +24% 249,249 \$m	03  +27% 210,191 \$m	04  +19% 196,811 \$m	05  +20% 74,635 \$m	06  +1% 57,488 \$m	07  +5% 54,107 \$m	08  +3% 50,866 \$m	09  +7% 45,865 \$m	10  +8% 44,183 \$m
11  +24% 42,538 \$m	12  +5% 41,631 \$m	13  +16% 36,766 \$m	14  +184% 36,270 \$m	15  +3% 36,248 \$m	16  +6% 36,228 \$m	17  -3% 35,761 \$m	18  -5% 33,257 \$m	19  +23% 32,007 \$m	20  +7% 30,090 \$m
21  +36% 24,832 \$m	22  +4% 22,109 \$m	23  +20% 21,600 \$m	24  +6% 21,401 \$m	25  -2% 21,315 \$m	26  +21% 20,905 \$m	27  +6% 20,034 \$m	28  +4% 19,431 \$m	29  +1% 19,377 \$m	30  -2% 19,075 \$m
31  +3% 18,420 \$m	32  +7% 17,758 \$m	33  +6% 16,656 \$m	34  +17% 15,174 \$m	35  +6% 15,168 \$m	36  +19% 15,036 \$m	37  -4% 15,022 \$m	38  +37% 14,770 \$m	39  +19% 14,741 \$m	40  +4% 14,466 \$m
41  +20% 14,445 \$m	42  +36% 14,322 \$m	43  +1% 14,133 \$m	44  -8% 13,912 \$m	45  -9% 13,503 \$m	46  +8% 13,474 \$m	47  +9% 13,423 \$m	48  +10% 13,408 \$m	49  +11% 13,381 \$m	50  +18% 13,065 \$m



# Applying for a trademark

## **Types of trademarks:**

- Word Marks, Figurative Marks, 3D Marks, Position Marks , Pattern Marks, Colour Marks, Sound Marks, Motion Marks, Multimedia Marks, Hologram Marks
- While scent, taste, and texture could theoretically be trademarks, they are difficult to register because they cannot be represented in a way that meets graphical representation requirements.

## **Trademark classes:**

- Selecting the relevant class(es) with care
- Goods & Products = classes 1-34
- Services = classes 35-45

## **Applications can be made through**

- National offices (PRH, etc.)
- EUIPO (EU-wide & UK trademarks)
- WIPO (global coverage)

# Funding for trademark application

## **EUIPO SME Fund grants cover partial costs (and provide resources for other IP)**

- IP Scan service 90% of 1500 € +vat  
Consultation for ca. 1,5 days to support SMEs in finding out and gaining awareness and know-how on IP & IPR matters.  
See [www.prh.fi/ipscan](http://www.prh.fi/ipscan)
- Trademark and Design applications 75% of official EU costs, 50% of international costs, max. 700 €
- EP Patent application 75% of official costs, max 1000 €
- More information: <https://www.euipo.europa.eu/en/sme-corner/sme-fund/2025>

# Use of Nice classification

- You might not get the mark of your choice if it is:
  - **identical** or **too similar** to a registered trademark
  - it is for the **same goods or services** class
- Similar trademarks can be registered if they cover different things
  - The Nice classification has 34 classes for products and 11 classes for services
- Check if the name is available as tradename, domain name and social media name before locking it with your business



# Recommendations

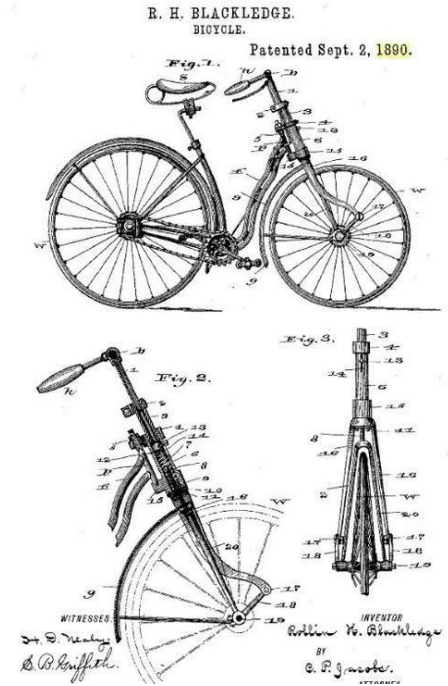
- Every business should make use of a trademark!
- Define your trademark and check its availability
  - trademark databases, domain registrations, business name registry
- Registration is easy and not expensive.
  - make use of expert service providers for best outcome
- Use your trademark comprehensively
  - remember to document the use of a trademark
- Monitor the market and take action against infringements

# Patent

Patent, utility model

in the US:

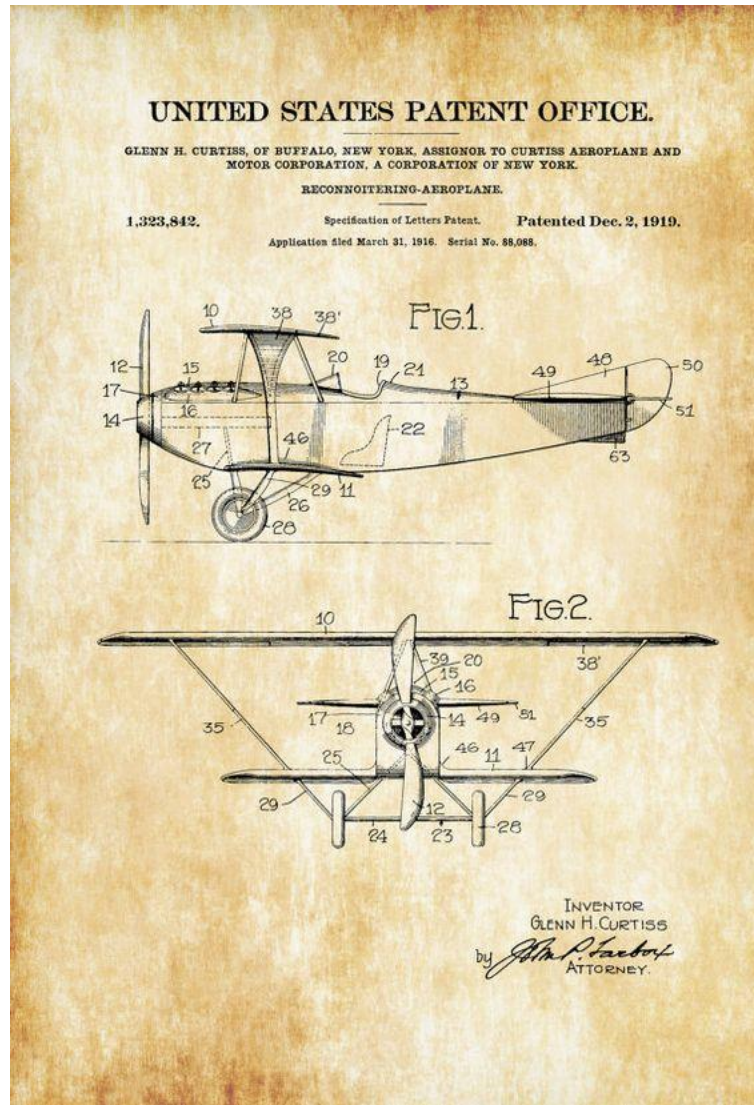
- patent = utility patent
- utility model = petty patent
- design right = design patent



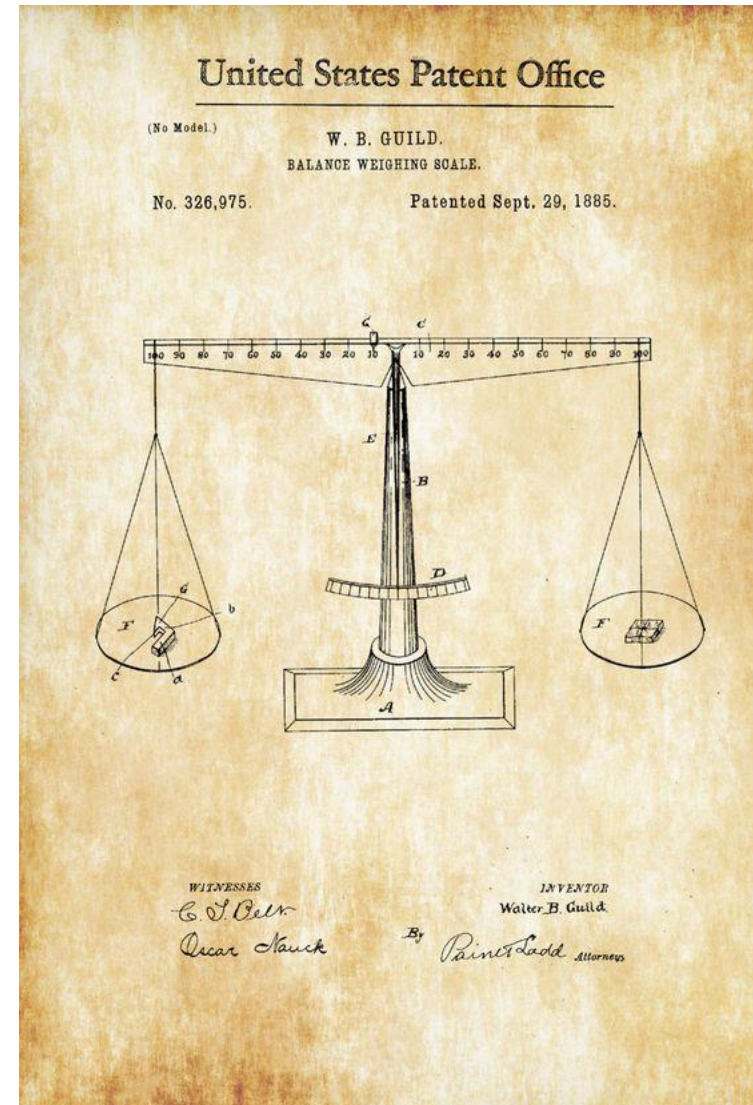
# What Are Inventions?

1. **new** to the world  
(not published earlier anywhere in the world)
2. **inventive** (i.e. non-obvious)
3. useful, beneficial
4. a technical solution to a problem
5. capable of industrial application





Curtiss 1919 Reconnaissance Biplane



Balance Weighing Scale 1885



# What rights does patent confer?

A patent gives its holder an exclusive right to the patented invention:

- prohibit others from unauthorized use of the patented invention and seek compensation for such use
- sell or assign the patent, or provide a license to use the patented invention
- abandon the patent or let it lapse prematurely

Enforcing the patent is the responsibility of the patent holder

- Monitor the market and identify potential infringements
- Act upon findings to secure the validity and value of the patent

**While a patent application does not confer any legal rights, a pending application can sometimes be extremely valuable**



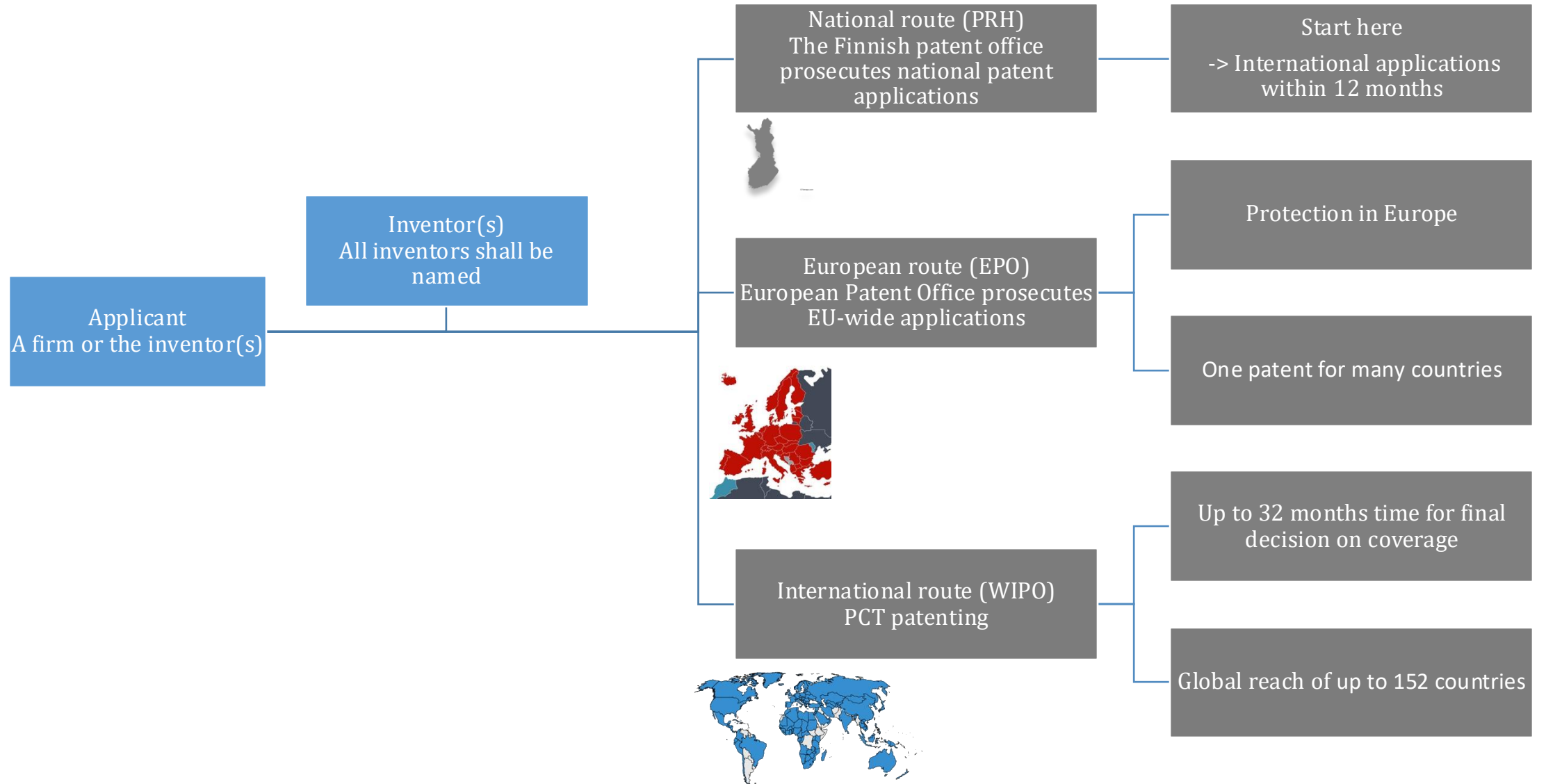
# Applying for a Patent

1. Prosecuting the first (priority) patent application in the selected jurisdiction (patent office)
2. Follow-up applications within **12 months (exactly!!!)** from the first filing date
3. The examiner searches for prior art documents relevant to the novelty (X) and considers the sufficiency of the inventive step (Y)
4. If found, the applicant shall respond either by a) challenging the examiner's findings or b) limiting the claims in the application
5. If granted, the patent is valid for maximum of 20 years from the filing date of the original priority application

# Applying for a Patent

- Patents and other IPR are **territorial rights** valid only where they are granted
- A patent application must be registered within each country/jurisdiction where the applicant wishes to secure protection
- Selection of countries/jurisdictions for patenting is based on a) markets, b) potential competitors' activities
- Always **contact a patent agent/attorney** to draft and prosecute a patent application!

# Patenting routes



# Recommendations

- Patents are the most expensive form of IPR
  - Make sure you understand what, when and why you are patenting
  - Follow your IP strategy for informed decisions
- A pending patent application already provides value
  - investors, clients, competitors respect pending applications
- Monitor potential infringements and take action, when found
- Assess and monitor your freedom-to-operate (FTO)
- Carry on with your R&D work for new inventions and sustained innovativeness

# IPR is a sword – not a shield



Prepare to use it for your advantage

If you don't... all your time and money is wasted!

# IP learning & working resources



# Learning & other resources

- <https://aino.ideajalostamo.fi>
  - low entry barrier learning library on intellectual property (In Finnish)
- [https://prh.fi/fi/tietoa\\_prhsta/ajankohtaista/kampanjat\\_ja\\_kilpailut\\_1/ainee\\_ttomiatarinoita.html](https://prh.fi/fi/tietoa_prhsta/ajankohtaista/kampanjat_ja_kilpailut_1/ainee_ttomiatarinoita.html)
  - video interviews of customer cases on IPR (In Finnish)
- <https://www.euipo.europa.eu/en/learning-corner>
  - other IPR related EU learning materials
- <https://welc.wipo.int/>
  - all IPR related learning resources
- <https://www.tmdn.org>
  - EU trademark and design database
- <https://branddb.wipo.int>
  - WIPO global brands database

# Learning & other resources

- [https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk\\_en](https://intellectual-property-helpdesk.ec.europa.eu/regional-helpdesks/european-ip-helpdesk_en)
  - EU IP Helpdesk materials & support services
- <https://e-courses.epo.org/>
  - patents related learning materials
- <https://www.uspto.gov/learning-resources>
  - US patent office materials
- <https://www.ipo.gov.uk/ip-support/welcome>
  - UK patent office materials

# Great news

No-cost advice & consultation is available  
for SMEs and PSOs (Public Sector Organisations)



# Developing Digital Capabilities in SMEs and the Public Sector

**Location Innovation Hub (LIH)** is part of the European Union's network of digital innovation hubs (EDIH). LIH helps SMEs and the public sector develop their digital capabilities and identify the potential benefits of location and spatial data.

Several leading companies and research institutions provide expert services for the three-year project. The services offered include technical solutions consulting, business and network development services, research services, test-before-invest services, events, and networking.

The services are free of charge and available to SMEs and public sector organizations in all EU countries.

- **Defining the digital maturity level of your operations**
- **Consulting on intangible assets and IPR rights**
- **Innovation development funding advice**
- **Business and innovation development services**
- **Mapping international markets for innovative companies**
- **Location data, cybersecurity, and software consulting**
- **Information on emerging markets**
- **Shortcut for SMEs to participate in public procurement**
- **Shortcut to location data development networks and events**
- **Access to services provided by other EDIH hubs**
- **Formation of innovative developer networks for the public sector and SMEs**
- **API Business Manual for location data to support the development of API-based business**

# Paper form or e-form

If you are interested, you can apply for the desired services by filling out [this form](#).  
Your application will be processed as soon as possible.

For more information:

Juhani Talvela | tel. 050 62471 | [juhani.talvela@intellisys.fi](mailto:juhani.talvela@intellisys.fi)

Form QR Code



In collaboration with you

---



# SHORT FEEDBACK FORM

1. Please, **pick up your PHONE**
2. Aim your camera on the QR code and **open the link**
3. Provide **feedback** on today's event to help us improve
4. Thank you!



<https://link.webropolsurveys.com/S/BC00D91855E8E2C6>



# The end!

juhani.talvela@intellisys.fi

+358 506 2471