



Intellectual Property Guides

for Textiles and Clothing, Leather, Footwear and Furniture Industries

Small businesses which need to protect their valuable Intellectual Property (IP) like inventions, brands and designs can soon access new international accredited IP sector Guides.

These Guides will assist small and medium sized enterprises (SMEs), sector associations and research centres in understanding IP rights including trade marks, designs and patents.

IP rights are critical for every business. IP is the competitive advantage many businesses rely on which is why these new Guides are so important.

Awareness of IP and its effective management will help businesses grow.

The Guides explain the advantages of IP for an SME, how to use it and find out more about it, including issues of counterfeiting. They also explain how to include IP issue in everyday business strategy.

There will be 4 Guides, one for each sector:

- textiles and clothing;
- footwear;
- leather;
- furniture.

Guides in 13 languages

The following countries are covered: Bulgaria, the Czech Republic, France, Germany, Greece, Hungary, Lithuania, Italy, Poland, Portugal, Romania, Spain and the United Kingdom. The Guides will be available in the languages of these countries.

In order to promote the Guides and to train the SMEs on IP and counterfeiting issues, awareness seminars will be organised in each country from November 2009 until October 2010. A final international event will take place in Brussels in October 2010.

The Guides will be available in electronic form at www.innovaccess.eu website.

Contacts:

Dr. Agnieszka Turynska

University of Alicante

a.turynska@ua.es

Mobile: +34 600 948 679