

# INTELLECTUAL PROPERTY MANAGEMENT SERVICES

Creativity is the driving force of society's progress, and its protection through intellectual property is essential to ensure an environment conducive to innovation development. Promoting intellectual property stimulates balanced economic growth, providing an important foundation for the continued development of society.

## RESEARCH LIAISON OFFICE CONNECT@HYGIA

The service is addressed to companies engaged in research and development activities, as well as those developing their own products/services/processes and are interested in protecting their intellectual property to fully benefit from their own inventions.

This is a key service offered by the Research Liaison Office Connect@Hygia and represents **assistance & consulting for the protection and exploitation of intellectual property rights**.

## Benefits for Individuals and Legal Entities:



### Increasing the Company's Market Value

Companies become more attractive to investors and strategic partners and additional investments can lead to expansion in national and international markets.



### Various Funding Opportunities

There are several funding opportunities for research at the national level, aimed at supporting innovation and technological development.



### Internal/External Recognition

Recognition of intellectual property consolidates the credibility and reputation of the organization, business partners and the public opinion.



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**IP SPECIALIST**

She is an Intellectual Property advisor (qualification obtained through a diploma issued by OSIM) and is registered with the National Chamber of Industrial Property Advisors of Romania (CNCPIR).

## TYPES OF IP

### Trademark

- It offers the possibility to identify products on the market.
- It's a tool for conquering new markets.
- It provides protection against competition (prohibiting commercial acts under the same trademark).

### Invention patent

- It is a tool to protect a technical solution.
- A way of protection against competition (use only with the owner's authorization).

### Industrial design/model

- This protects the new design of a product.
- It's a way to prohibit competitors from using a particular design without the owner's authorization.

### Copyright and related rights


- The author can decide when the work will be made public.
- Also, he can retract it, if necessary.

# WHAT INVOLVES

## INTELLECTUAL PROPERTY MANAGEMENT SERVICES

Connect@Hygia services

TAS services

 **TAS Registration:** a team of well-trained and experienced lawyers specialized in intellectual property and commercial law, with over 12 years of experience in the field.



### 1. Promoting the need for intellectual property protection

- Promoting the field of IP and creating a culture around it in society.
- Developing a guide to disseminate information and best practices in IP and promoting the exchange of experiences and methodologies.
- Organizing and participating in conferences and fairs (national/international) to initiate and strengthen relationships between the business and R&D environment, as well as to match supply and demand.

- Specialized support at events through IP experts who will participate as speakers and/or consultants.
- Assistance in developing specialized materials.



### Specialized consultancy for protecting IP rights

- Promoting public policies supporting IP.
- Identifying IP facilities (tax or otherwise).

- Proposals for methods to protect ideas/products/innovative services at both national and international levels.
- Drafting a documentary research report on patents.
- Drafting a documentary research report on brand availability (in the field of trademarks).



### 4-5. Drafting notice of violation of intellectual property rights & monitoring of registered rights

- Ensuring intellectual property protection through various forms of registration at national offices (OSIM, ORDA) and internationally (WIPO, EUIPO, EPO, US Copyright Office, Benelux Office).
- Drafting infringement notices, oppositions before OSIM, appeals before OSIM and representation in court if necessary.



### 2. Identifying, evaluating and developing innovative ideas

- Planning the process of developing identified potential.
- Conducting an IP audit within companies and/or other interested entities.



### 6. Transfer of IP rights

- Creating and developing a database (portfolio of IP clients/suppliers).
- Initiating and mediating transactions for attracted IP demand and supply, as appropriate.
- Specialized legal assistance in trading intellectual property rights.
- Providing a platform for mediating intellectual property rights, in agreed situations and after a procedure established between partners and with the clients' consent.
- Initiating and mediating transactions for attracted IP demand and supply, as appropriate.

#### Relevant national institutions:



#### Relevant international institutions:




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