Navigating IP landscapes: Strategies for effective exploitation in NeoGiANT

Intellectual property (IP) is a cornerstone in the competitive landscape of contemporary business environments, particularly in emerging fields like circular economy or animal welfare where innovation thrives. As NeoGiANT is composed of research entities and private companies, the development of efficient strategies is essential to effectively navigate the IP landscapes within the realm of biotechnology and animal health.

The activities begin by outlining the current IP landscape, highlighting the challenges and opportunities presented by global IP regimes, using questionnaire and IP training. It then delves into NeoGiANT's partners approach to IP, which integrates proactive patent filings, strategic licensing, and collaborative R&D initiatives. The core of the strategy lies in the alignment of IP objectives with individual business goals, ensuring that every IP decision bolsters NeoGiANT's results market position.

Moreover, the interplay between IP and collaborative innovation ecosystems are examined to highlight the importance of fostering partnerships while safeguarding proprietary interests. The idea is to address the challenges inherent to the IP landscapes within the context of a Horizon 2020 project, including regulatory complexities and ethical considerations.

At last, by synthesizing theoretical frameworks with practical insights, these strategies aim at equipping all partners in the project with actionable guidance to harness the full potential of IP assets and underscoring the pivotal role of strategic IP management in driving sustained competitive advantage and fostering innovation in the rapidly evolving landscape of NeoGiANT.

NeoGiANT

Horizon 2020
European Union Funding
for Research & Innovation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036768