



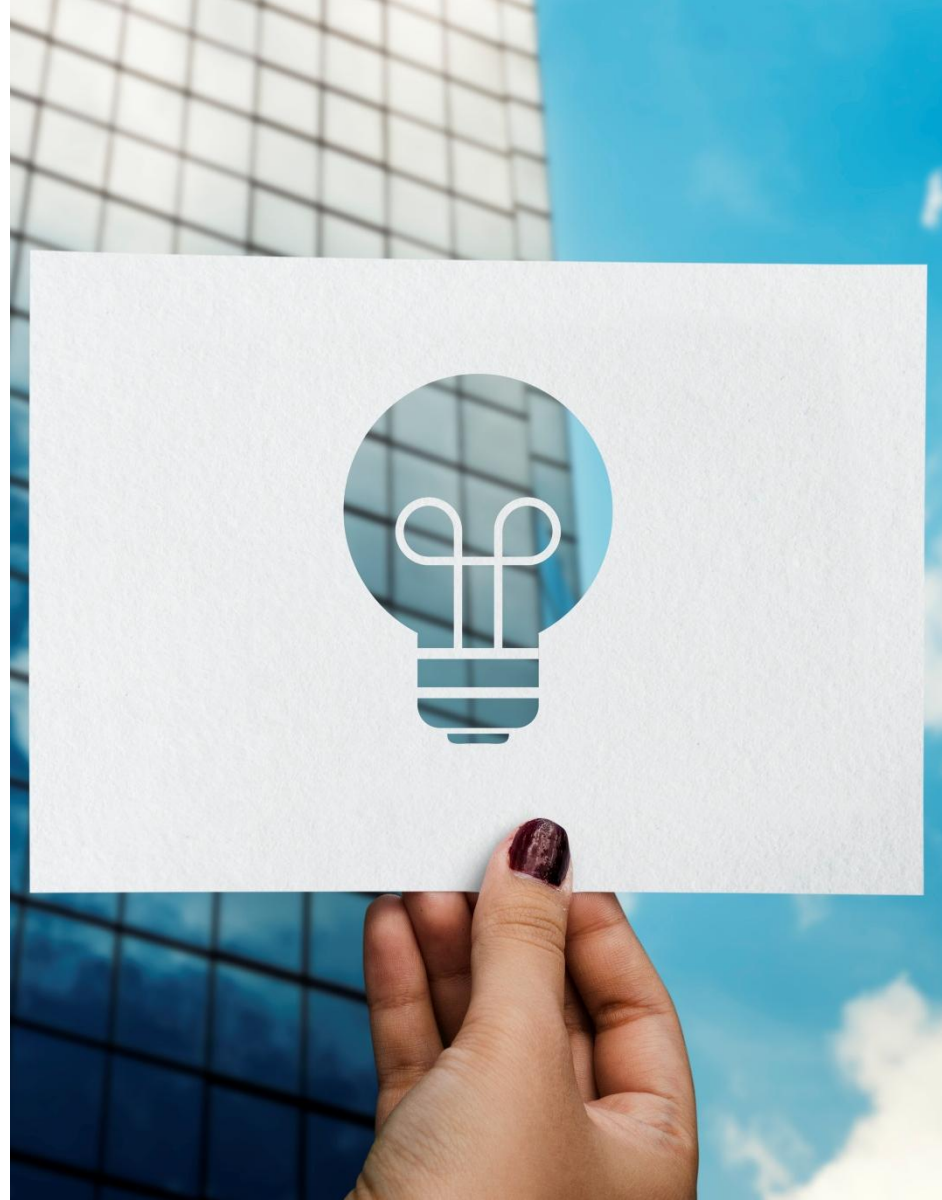
feuga

fundación  
empresa  
universidad  
gallega

# FEUGA iHUB

IP as a Strategic Asset for Technology Transfer & Fundraising

# Agenda



A glowing lightbulb sits on a stack of books on a wooden desk. In the background, a person is working on a laptop, and the office environment is softly blurred. A yellow banner is overlaid on the bottom right of the image.

# IP Rights and Technology Transfer

# IP Basic Knowledge

Intellectual property includes a set of **exclusive rights** to the **intellectual creations**

## Industrial Property

Inventions, trademarks, industrial designs and models, and designations of origin



A technical innovation



A design innovation



A recognizable sign

## Copyright

Artistic, literary and scientific works, software, original databases

A creative activity



A software



A know-how or knowledge



# IP Rights Toolkit

	Patent	Utility Model	Industrial design	Trade Secret	Copyright	Database Sui Generis protection	Trademark	Geographical Indication
What does it protect?	A <b>new and innovative</b> way of doing something or a <b>technical solution</b> to a problem.	<b>Inventions</b>	An <b>original ornamental</b> or <b>aesthetic aspect</b> of a product or article	Any type of <b>information</b> which may be <b>sold or licensed</b> and that is kept <b>confidential</b>	An <b>original intellectual expression of an idea</b> : Literary works, software, original data bases, etc	<b>Non-original databases</b>	A <b>sign or symbol</b> capable of <b>distinguishing</b> the goods or services of a company.	<b>Distinctive sign</b> according to specific geographic origin
Registration required?	YES	YES	YES	NO	NO	YES	YES	YES
How long does protection last?	20 years	10 years	5 years + renewals (max. 25 years)	Unlimited time	Author's life + 70 years	15 years	10 years + unlimited renewals	Unlimited time

*Inventions with practical use not part of the existing knowledge*

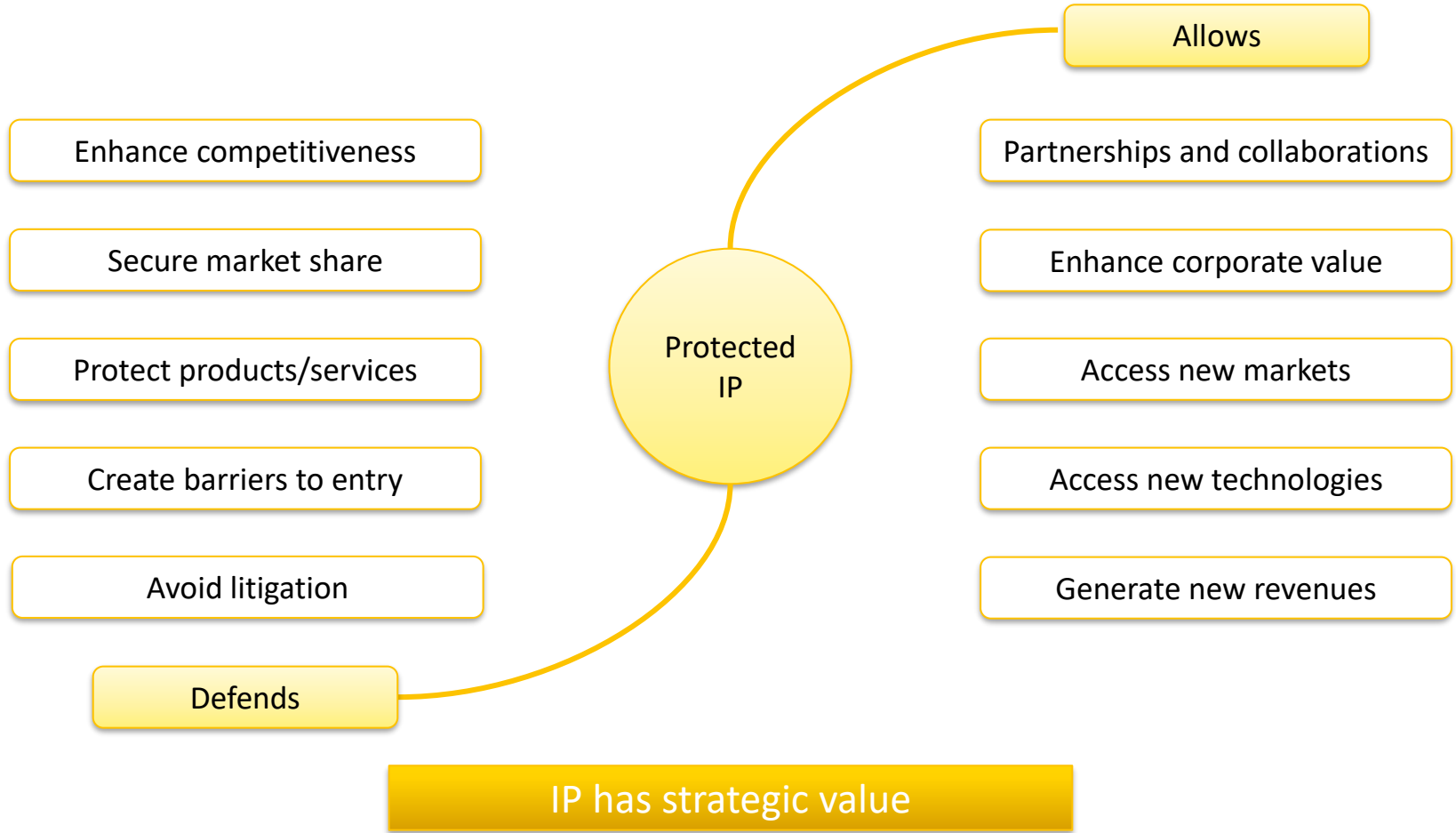
*Packages, containers, graphic symbols, computer icons, logos, etc.*

*R&D data, financial information, know-how, etc.*

*Audio-visual Works, literature, pictures, databases, software, etc.*

*Words, letters, names, shapes, colors, sounds, etc. or its combinations*

# IP in Collaboration Models



# Why having an IP strategy?

**Collaborative projects: Initiatives in which several individuals or groups work together to achieve a common goal.**

## Innovation ecosystem participants

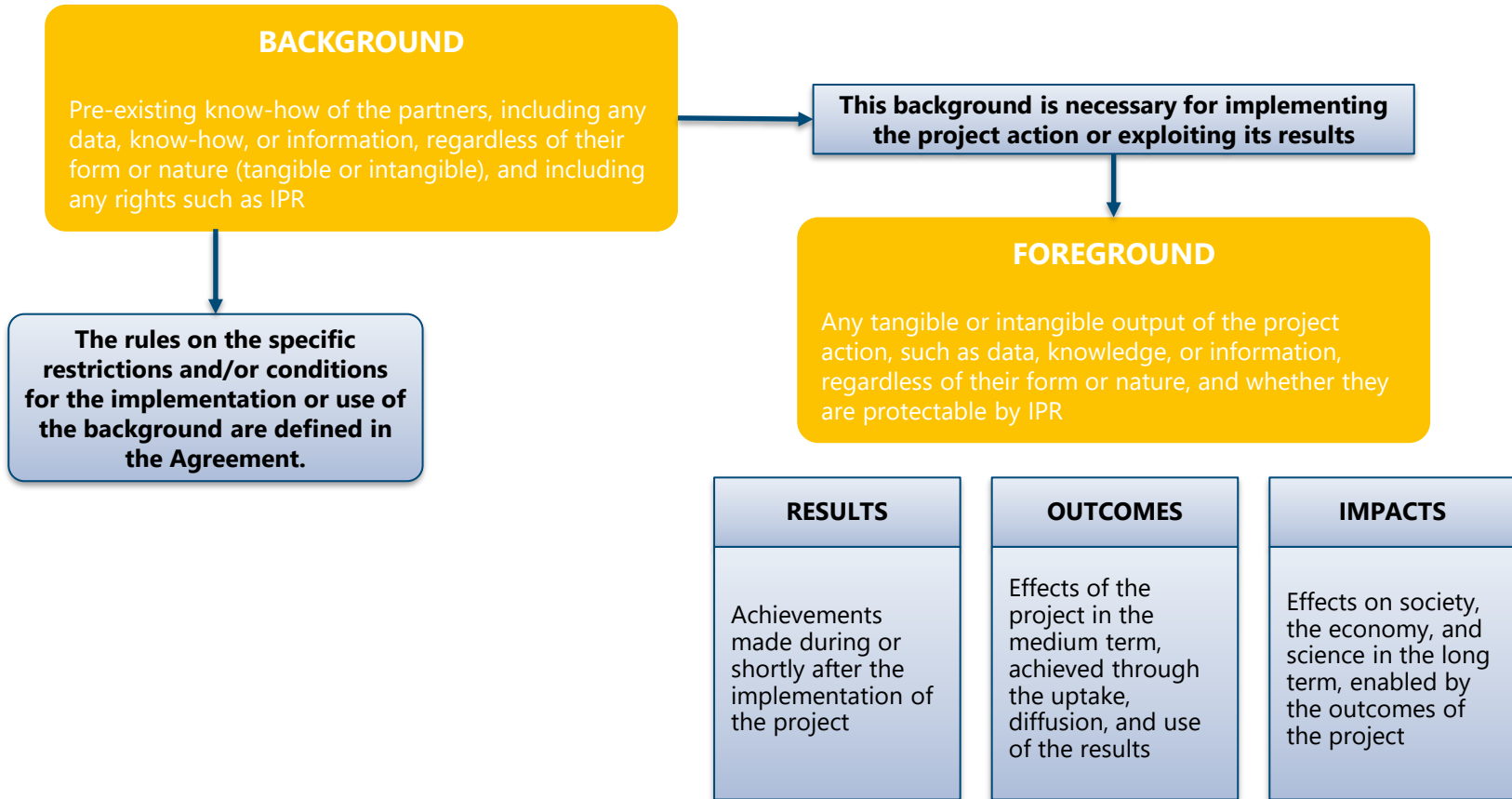
- ✓ Research institutions
- ✓ Industry - companies
- ✓ Government
- ✓ Capital providers
- ✓ Service providers

## Project Proposal Stage

- Define existing background knowledge
- Check opportunities and risk of sharing knowledge
- Definition of agreements under what terms or conditions and which knowledge will be shared, as well on new produced during the project implementation

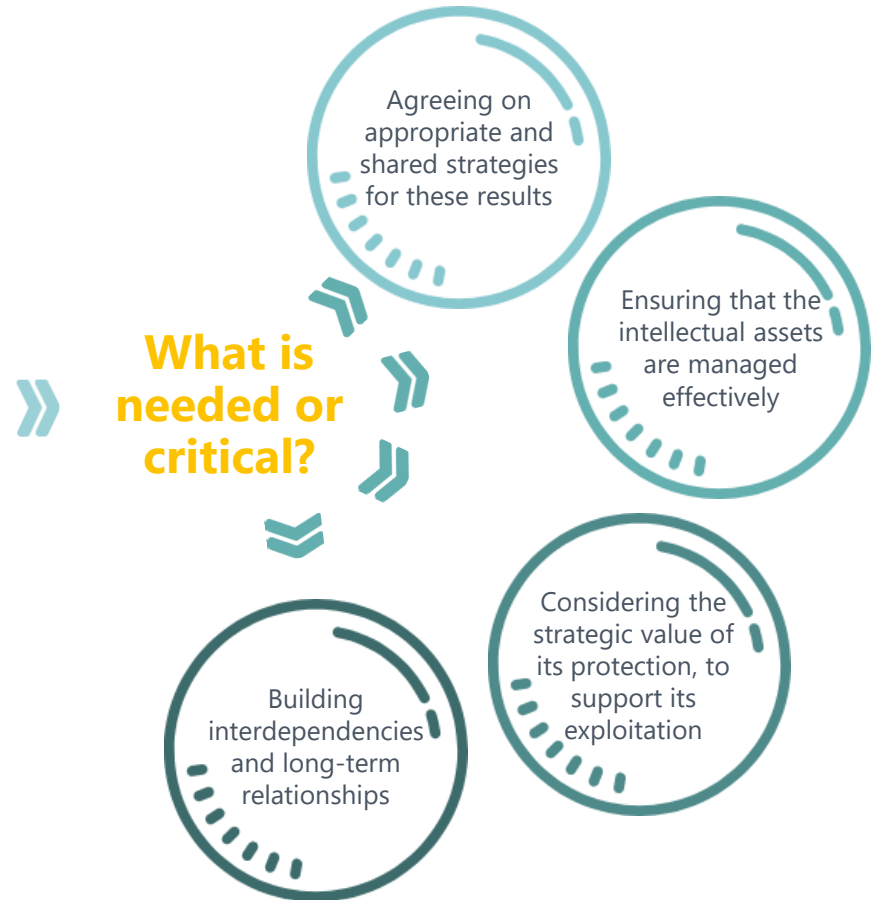
***Definition of project objectives and actions that will be executed to reach the specific objectives.***

# Background & Foreground



# IP management in collaborative projects

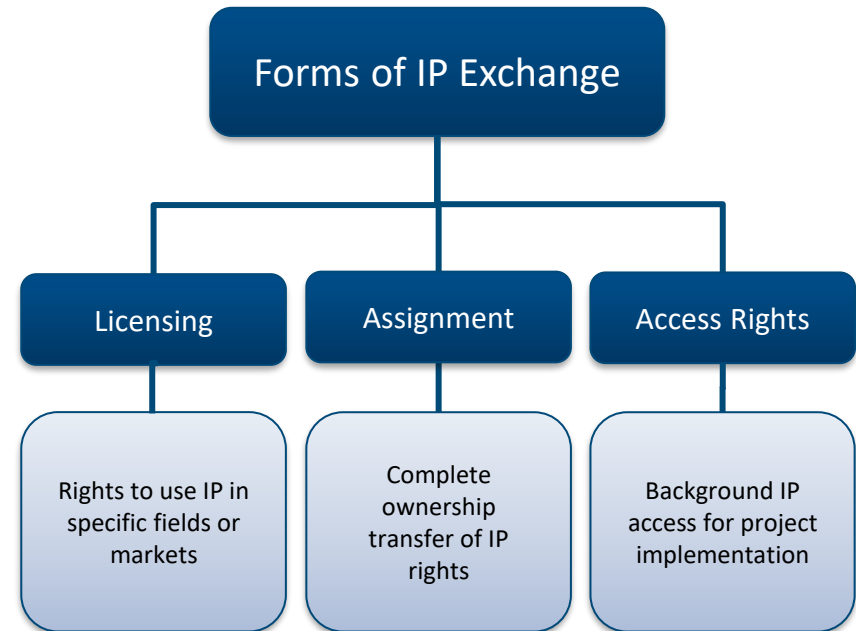
**Results are co-created and co-owned as they are based on the combination of knowledge from different partners**



# IP Rights as Exchange Currency

## IP as "Intellectual Currency"

- » IP functions as a mechanism for valuing intangible innovations
- » Creates tradable assets from research outcomes
- » Enables strategic exchanges between partners
- » Foundation for technology transfer negotiations



# Strategic IP Management

- ✓ Quality over quantity in patent portfolios
- ✓ Cross-functional collaboration between R&D, legal, and business teams
- ✓ Early agreements prevent conflicts and align expectations
- ✓ Integration with funding requirements and compliance

Making IP Work as Currency

Clear Agreements

Establish rights, roles, and responsibilities upfront

Fair Valuation

Realistic assessment of IP worth in context

# Key Takeaway

## How to use your IP?

IP protection



Preparation of your IP portfolio and ensure all your intellectual assets are properly protected

TRL



Define your technology readiness level

Freedom to Operate



Perform a FTO analysis

Technology valorisation



Valorisation of your technology to reach market or attract investors: value proposition, pitch, materials...

Commercialisation strategy




How to commercialise your technology or your technology's IP rights

Investor engagement

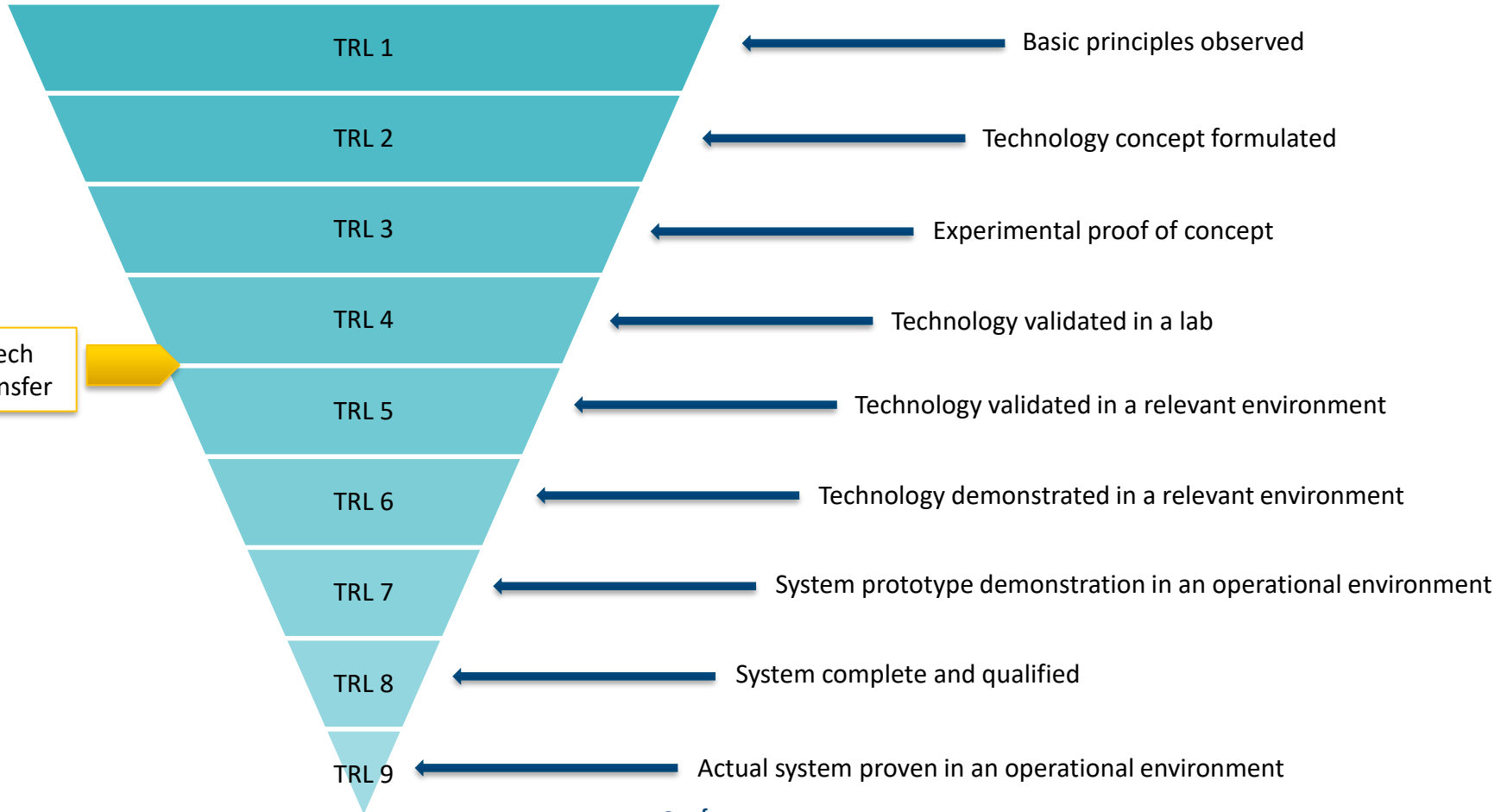


Strategy to attract investors and funding

A top-down view of a wooden desk. On the left, two laptops are open. In the center, there is a white coffee cup with a red handle. To the right of the coffee cup, there are three sticky notes: one orange and two yellow. A person's hand in a dark suit sleeve is shaking another person's hand in a blue denim sleeve. In the bottom right corner, there is a document with a blue bar chart. A teal banner with white text is overlaid on the bottom right of the image.

# Technology Valuation & Readiness

# Technology Readiness (TRL)



# Competitive Positioning

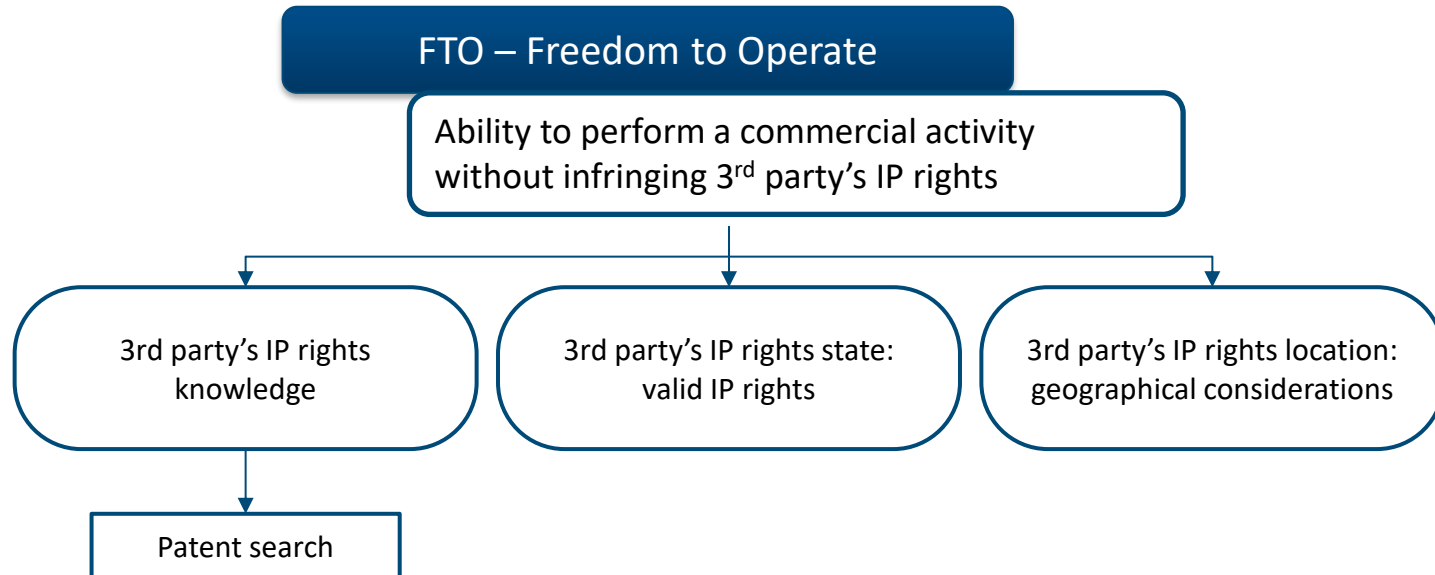
## IP has strategic value

- » Increase in a company's book value and market/quotation value
- » More competitive positioning for innovative products
- » Competitive improvement compared to key players in the same market
- » Increased profitability of the protected intangible asset, through licenses, assignments, transfers and even mortgages
- » Facilitate international expansion
- » Guaranteed exclusivity in exploitation
- » They are part of the company's corporate image
- » Protection against counterfeiting and fraud, since provides legal tools to deter and eventually prevent copying or imitations

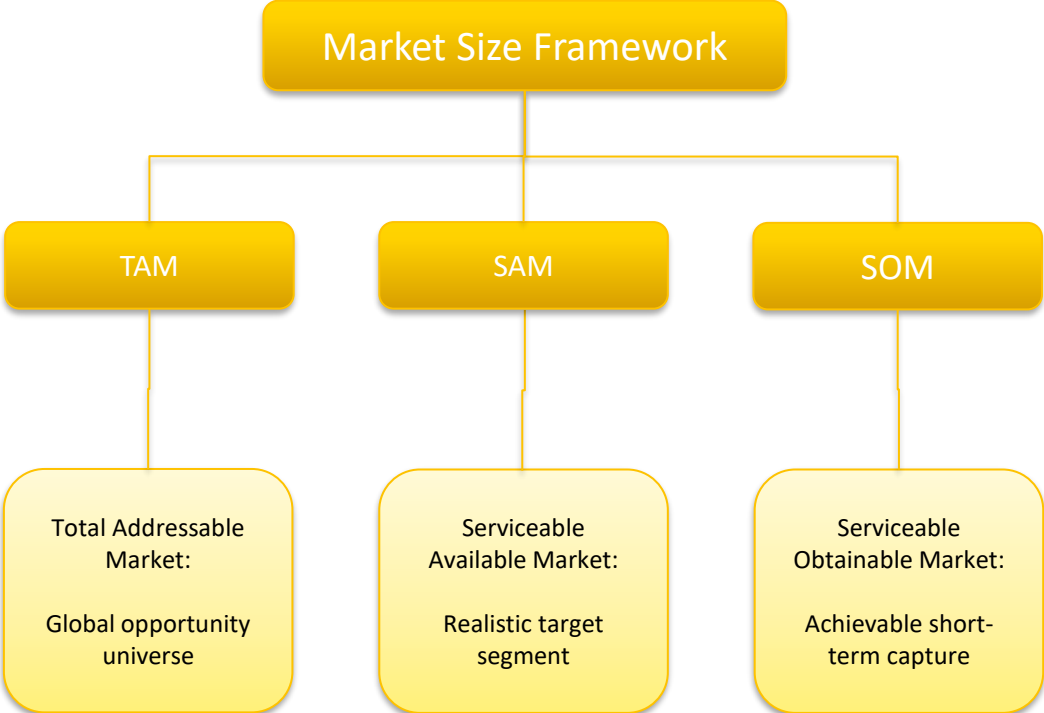
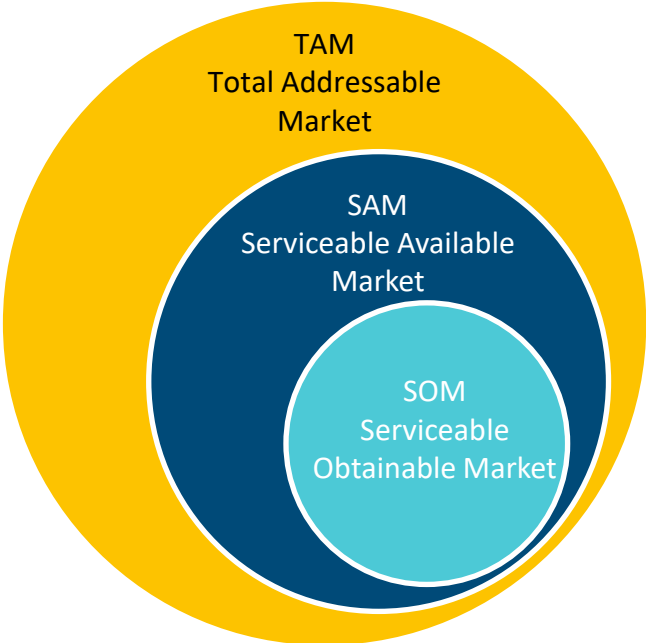
# Competitive Positioning

IP has strategic value

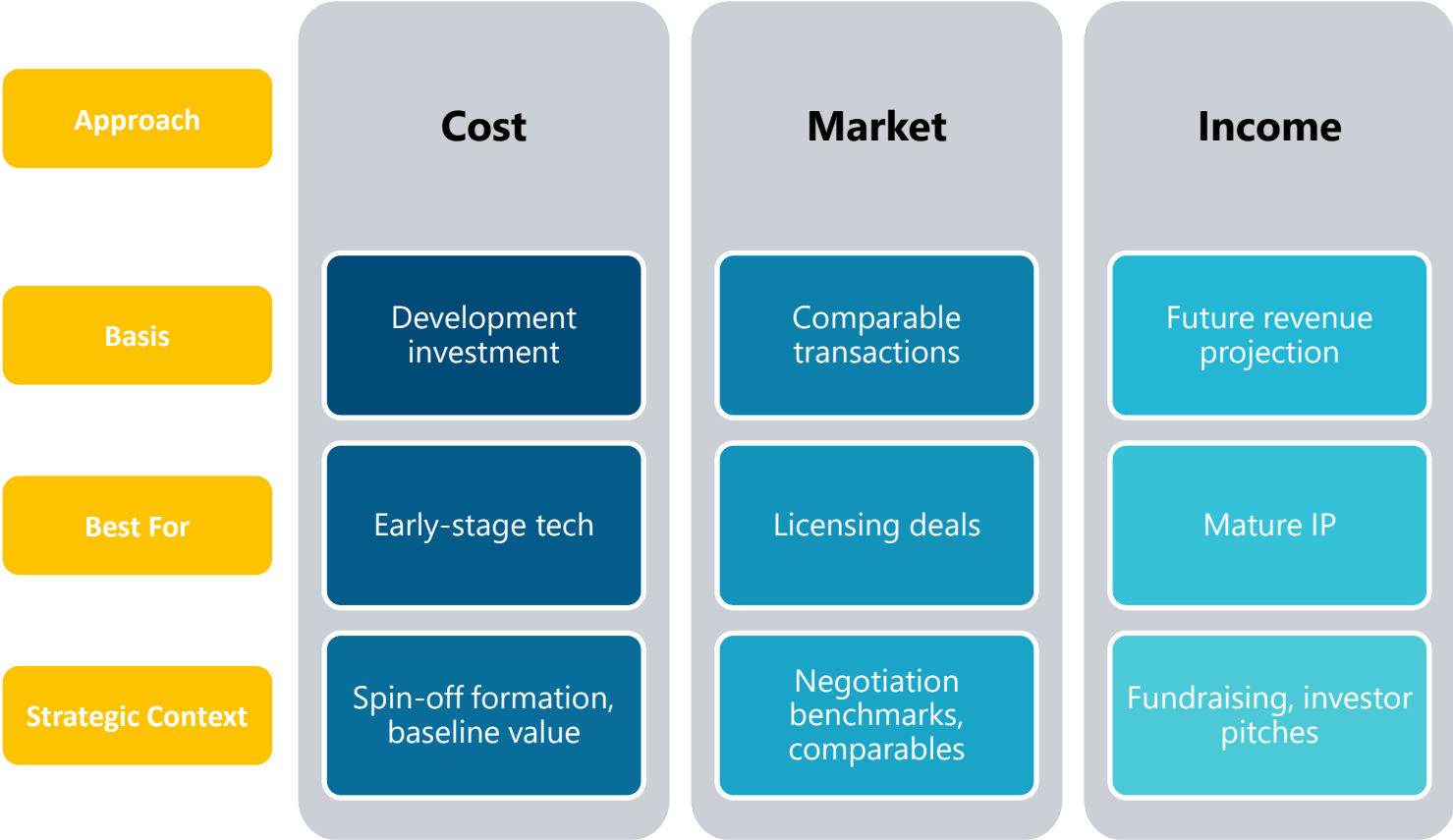
Always ensure Freedom to Operate



# Market Potential



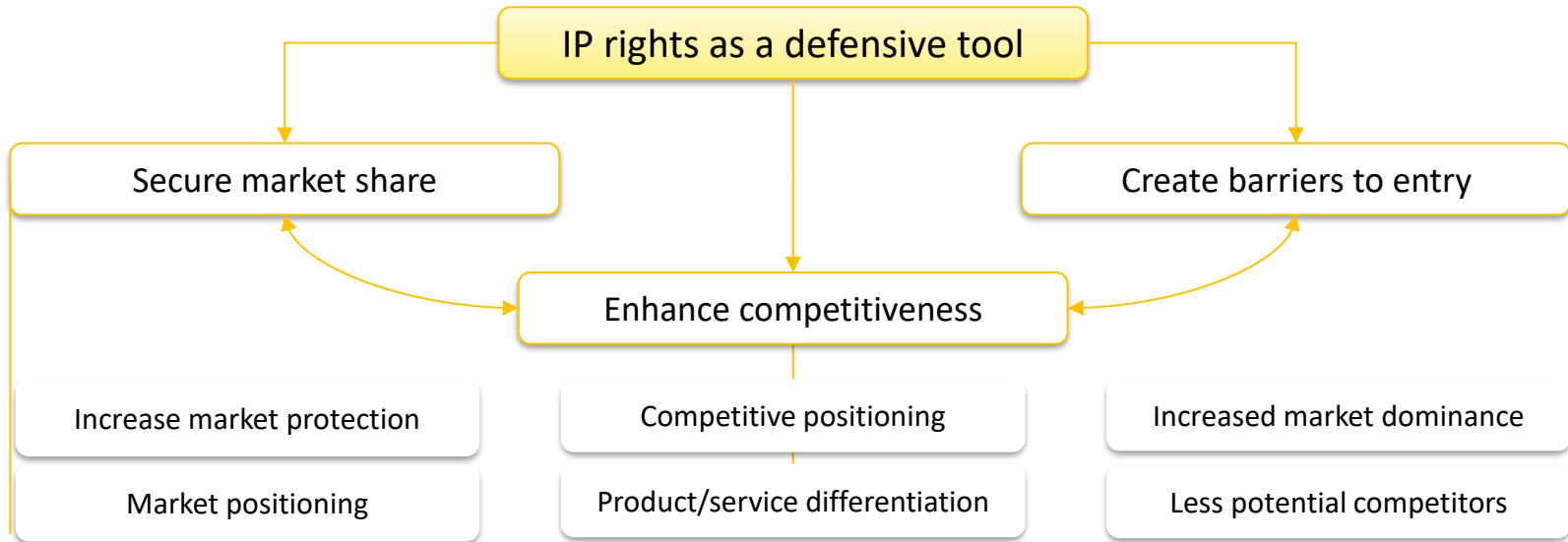
# Market Potential



A glowing lightbulb sits on a stack of books on a wooden desk. In the background, a person is working on a laptop in a blurred office environment. A yellow banner is overlaid on the bottom right of the image.

# IP for Fundraising

# Why Investors Care About IP



# Why Investors Care About IP

“The **European Commission** has established rules concerning ownership, protection, access rights, dissemination and exploitation of project results, which establish guiding principles for IP management in Horizon Europe. IP rules are mainly defined in the Grant Agreement (GA) and the Consortium Agreement (CA). Beneficiaries in Horizon Europe projects need to comply with **specific IP provisions** laid down in the Grant Agreement, such as:”

## Obligation to protect



Each beneficiary must examine the possibility of protecting its results and must adequately protect them, for an appropriate period and with appropriate territorial coverage

## Ownership/ joint ownership



In collaborative projects, particular emphasis should be given to establish rules and procedures for ownership (and the management of ownership – including protection strategies) of key project results

## Background and results



Project partners need to create a list of background IP, which they will bring to the project, as well as specific IP they wish to exclude access to

# Case Study: BlackBerry → Malikie Innovations

\$170M for 32,000 telecom patents (2023)

**Key Insight:** Company's products were declining, but IP portfolio value exceeded operational business

IP



Liquid asset even when product fails

Patent portfolio



Insurance policy

Strong IP



Exit options beyond traditional M&A

# Case Study: Moderna IPO (2018)

**\$7.5B valuation with ZERO approved products**

**IP Portfolio:** 170+ US patents, 110+ international patents, 430+ pending applications

Platform patents



> single-product patents

Strong IP



Premium valuation pre-market

Patent-protected  
optionality



Drives investor confidence

# Moderna: The Investor Lesson



"Strong IP transformed early-stage science into a \$7.5B asset before a single product reached the market"

Platform patents



> single-product patents

IP portfolio



De-risked future revenue streams

Patent-protected  
optionality



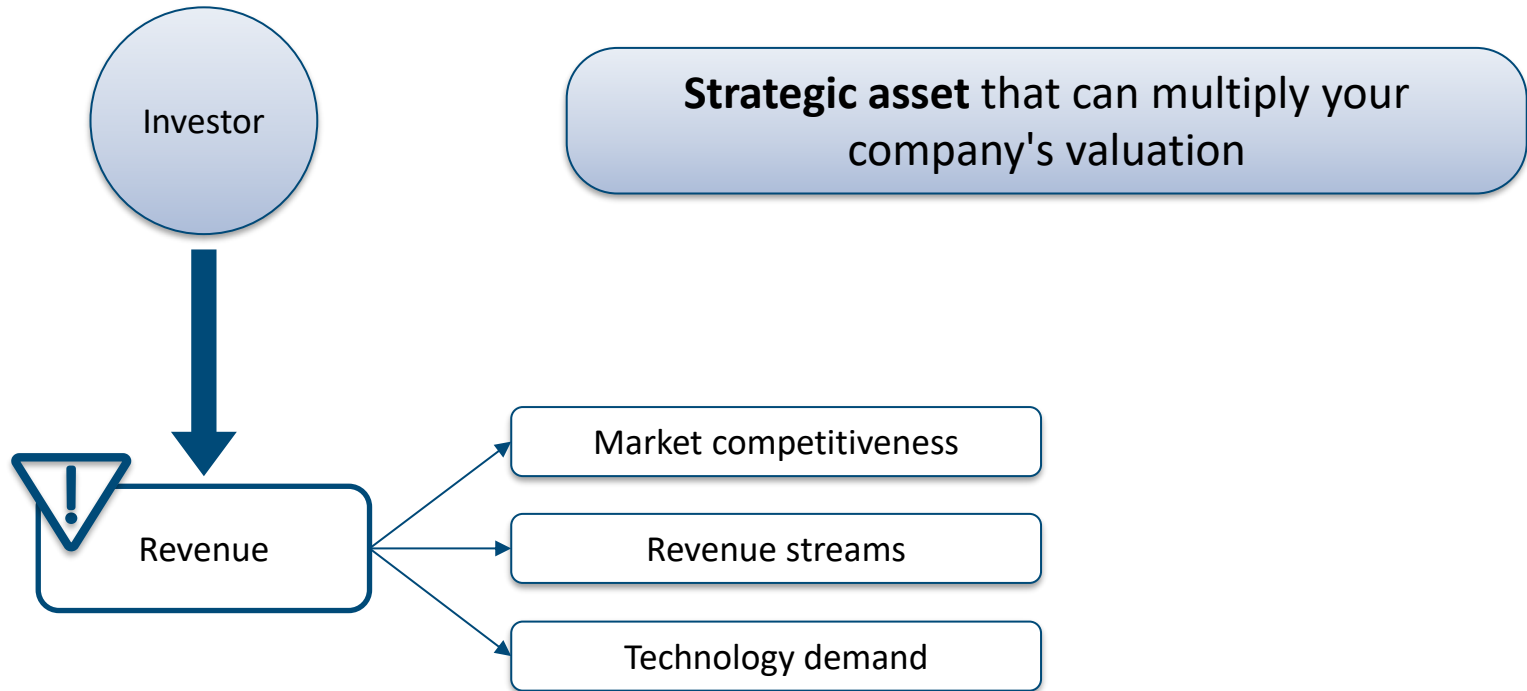
Drives premium valuations

# Investor Due Diligence Checklist

## What do investors check?

- Ownership of the IP → Who owns the IP? Is it a potential collaborator? Competitor?
- Is there Freedom to Operate? → Is it possible to commercialise the technology?
- Patent landscape → Overview of competitors' technologies and market landscape: entry barriers, market competitiveness
- Existing licensing agreements → Existing barriers

# IP Valuation in Practice





# Commercialisation Pathways

# Strategic Options

Licensing



Transfer rights to use IP in exchange for fees/royalties

Spin-off



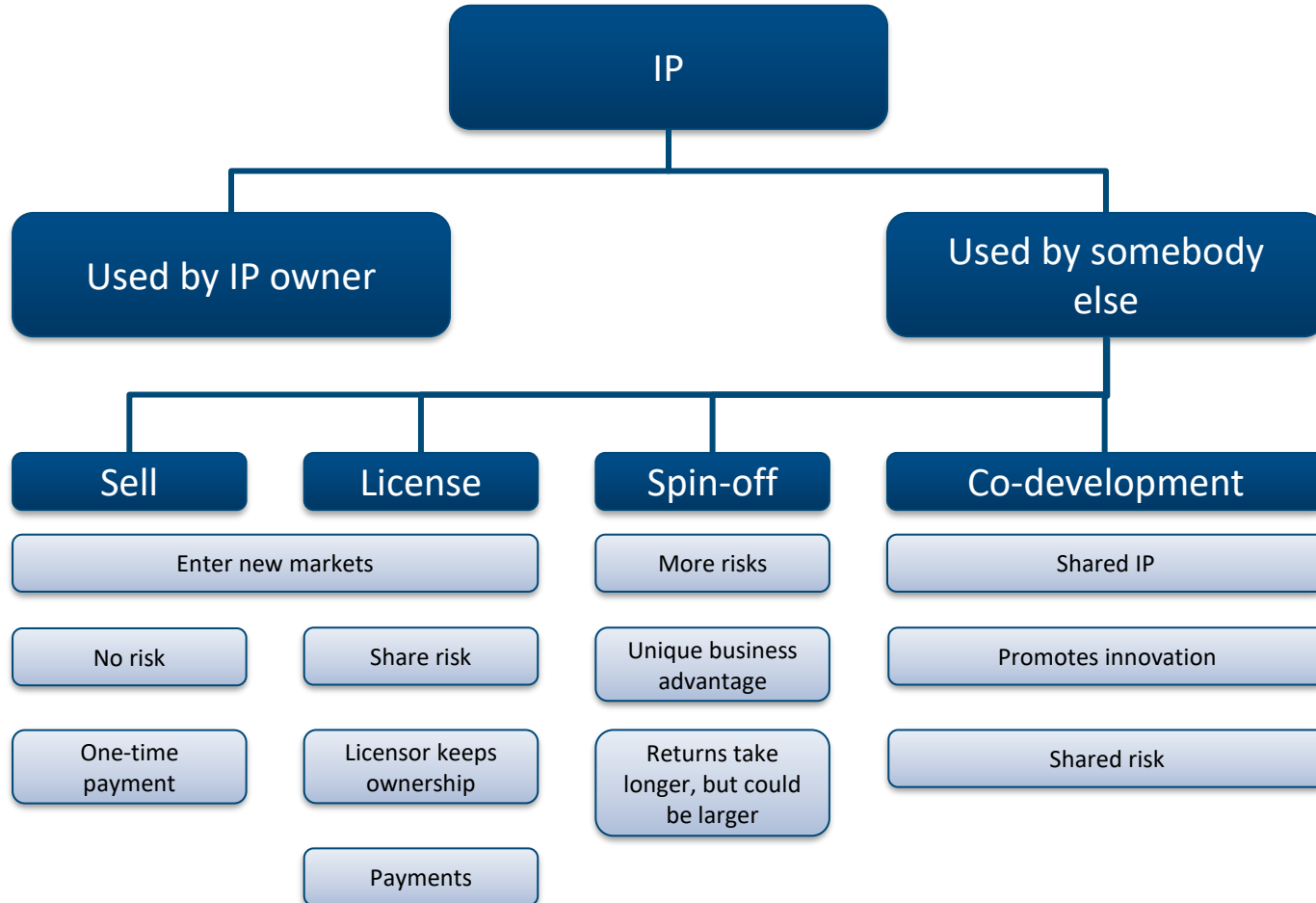
Create new company to develop and commercialize technology

Co-development

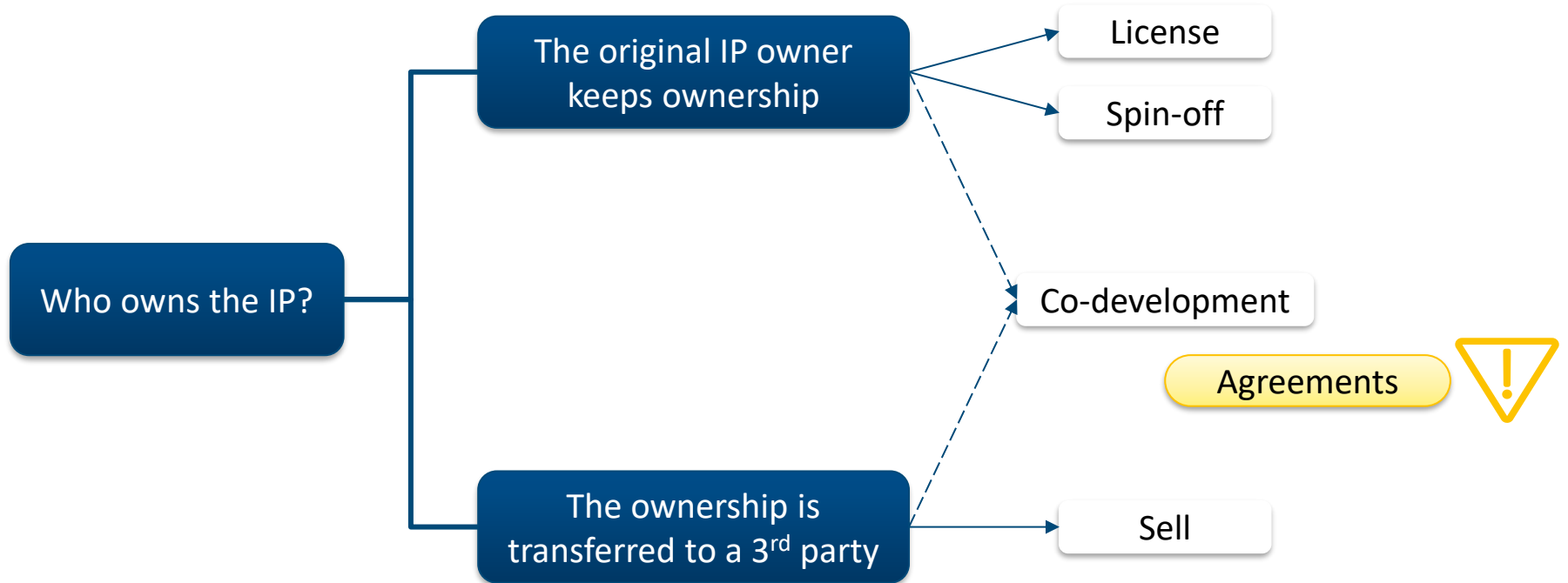


Collaborate with partner to jointly develop technology

# Strategic Options



# Strategic Options



A glowing lightbulb sits on a black notebook on a wooden desk. In the background, a person is working on a laptop. The scene is softly lit, suggesting an office or study environment.

# Success Factors & Next Steps

# Success Factors & Next Steps

## What do you need to check?

IP protection



Is your invention properly protected? Do you own the corresponding IP rights?

Freedom to Operate



Has a proper FTO analysis been carried out? Is there Freedom to Operate?

Investor engagement strategy



How to communicate and valorise your technology to attract investors: value proposition, pitch, materials...

# Useful material

- » [Guiding notes to use the TRL self assessment tool](#)
- » [IP Helpdesk: IP in Business collaborations for SMEs and Start-ups](#)
- » [IP Helpdesk: Freedom to Operate](#)
- » [IP Helpdesk: IP Commercialisation & Licensing – Advanced](#)
- » [Your guide to intellectual property management in Horizon Europe](#)



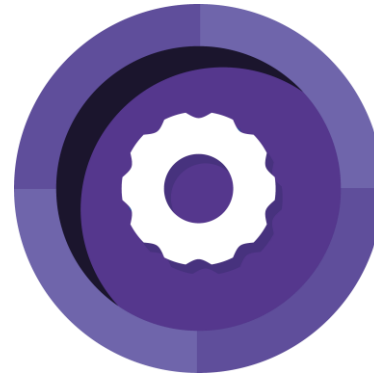
**iHUB**  
**EIC Service Catalogue**

# The iHUB EIC services

Our **EIC services** are targeted to  
**EIC Pathfinder** and **EIC Transition** beneficiaries



**EIC Pathfinder**



**EIC Transition**


# What Types of Services Are Provided?

These service categories are designed to meet R&D-based organizations' diverse needs, ensuring comprehensive support from initial innovation to market and IP strategy design



## MarketLift - Coaching and Training

EIC Accelerator, EIC Transition

 Business Planning



## Matchmaking – Bonding with the Galician Ecosystem

EIC Accelerator, EIC Pathfinder, EIC Transition

 Matchmaking



## Unlocking the IP state-of-the-art potential

EIC Accelerator, EIC Pathfinder, EIC Transition

 Intellectual Property & Legal





Q&A

**feuga**

fundación  
empresa  
universidad  
gallega

**Teresa Sixto Anello**

Innovation and Technology Transfer  
Manager

[tsixto@feuga.es](mailto:tsixto@feuga.es)

[www.feuga.es](http://www.feuga.es)