
[European IP Helpdesk Bulletin No.1 - IP Licensing](#)

Intellectual Property Licensing

With knowledge being one of the main driving forces of modern-day economies and “Open Innovation” becoming an increasingly important concept of collaboration, intellectual property (IP) has become a central (business) asset. Different kinds of IP – whether trademarks, patents, copyright, know-how or design – can be used and exploited in various settings and multiple ways. However, licensing is undoubtedly one of the most common ones when it comes to turning IP into profit and transferring knowledge between different parties – be it from a research organisation to a company or from one business entity to another.

The present Bulletin issue sheds light on different aspects of IP licensing and provides first-hand insights into real-life licensing practice. Alongside a brief introduction to licensing and a number of expert articles written by acknowledged professionals in the field, we also put a spotlight on sample cases and best practice examples from the world of technology transfer.

Taking up the theme of this year’s World IP Day “IP & Sports” this edition is rounded off with an article showcasing various ways of monetising IP in the realm of sports.

We hope you will enjoy delving into the different facets of IP licensing. Thank you for reading!

The European IP Helpdesk team

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