
[4 Reasons to Patent: 4iP Council Launches Interactive Guide](#)

The European IP Helpdesk teamed up with [4iP Council](#), a European not-for-profit dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation, to develop a new interactive guide to help European SMEs unlock all the value of patents.

The guide "[4 Reasons to Patent](#)" launched by 4iPCouncil today is a practical interactive web guide that aims to help innovative European businesses draw economic and strategic value from their patents. The guide identifies four key benefits to patenting - market access, negotiating, funding and strategic value - and breaks these down simply into methods for value-creation with clickable case study links, quotes and facts.

It was developed with content input from ASTP, The European IP Helpdesk, The European Patent Office (EPO), France Brevets, GRUR, The Intellectual Property Awareness Network (IPAN), and Intellectual Property Institute of Luxembourg (IPIL). 4iP Council's network of academics and IP practitioners also contributed.

"The legalese, the regulations and the sheer hard work involved in generating intellectual property rights can deter even the most ardent entrepreneur but the rewards of IP can be plentiful. We have developed '4 Reasons to Patent' to help innovative SMEs create, compete and expand," said Axel Ferrazzini, Managing Director of 4iP Council.

This interactive tool will evolve with time to remain a long-term SME resource.

Download the "4 Reasons to Patent" flyer [here](#).

About 4iP Council

4iP Council is a European research council dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation.

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