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## [4 Reasons 4 Copyright: New Interactive Guide for SMEs](#)

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Once again, 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](#) helping innovative European businesses to understand the strategic value of copyright as an intellectual property tool.

The guide identifies four key benefits of copyright: competitive edge, reputation, collaboration and funding, and breaks these down simply into methods for value-creation with clickable case studies, orientation links, examples and facts.

This new interactive guide is the sequel to [4 Reasons to Patent](#) launched in May 2019. The guide was created with input from ASTP, Bournemouth University, the European IP Helpdesk, GRUR, the Intellectual Property Awareness Network (IPAN) as well as contributions from 4iP Council's network of academics and IP practitioners. More guides will be released on the [4SMEs website area](#) in the future.

### *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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For more, see

[Interactive Guide "4 Reasons 4 Copyright"](#)

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