

Alicante, 17 February 2021
OBD/PM/API/CC/KK/TF- DIN0097981593

To the European Union Members of the Cumulus Network – by email only

Protect your Creativity!

Dear Sir / Madam

It is my pleasure to contact you asking for your collaboration and input in respect of a mapping on Intellectual Property (IP) for Universities and Colleges of Art, Design and Media Education. Activities aiming at improving the understanding of IP in education are part of the Strategic Plan 2025 of the European Union Intellectual Property Office (EUIPO).

The EUIPO is an EU agency that offers IP rights protection to innovators across the EU and beyond through registration of trade marks and designs. The EUIPO can provide exclusive rights for trade mark and design protection throughout the European Union (EU) with just a single application.

The EUIPO works in partnership with national and regional EU intellectual property offices, user groups, the European Commission, the European Parliament as well as other EU bodies and international organizations.

The Intellectual Property in Education project aims to promote creativity, innovation, entrepreneurship and responsible digital engagement among young Europeans.

The objective of the mapping is to analyse how Intellectual Property Rights (IPR) – notably trademarks, designs, patents and copyright – and IP related issues such as ownership, authorship, originality, licensing, confidentiality, trade secrets and branding are being taught in the Universities and Colleges of Art, Design and Media Education in the 27 EU Member States (MS).

IP Education Definition:

IP education should include references to skills and competencies that students can be expected to acquire during the studies which enable them to become familiar with intellectual property, understand its potential to generate income and economic growth and lead them to respect intellectual property rights, whether their own or those of others. It is a process that supports students in becoming IP creators.

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The mapping will be carried out in collaboration between the EUIPO Observatory and the Cumulus network through a survey during spring 2021. The first results will be shared in the Cumulus Rome "Design Culture(s)" conference in June 2021 (<https://cumulusroma2020.org/>).

The purpose of the survey is to identify where IP elements already exist in the study programmes/courses/modules, and how they are implemented. The final goal is to support colleges and universities throughout Europe to foster IP awareness, creativity, innovation and entrepreneurship.

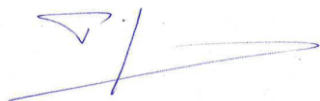
You may access the survey, which should only take a short amount of your time, under the following link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=ZQy6MLsE6USL0MzaphGty6X59DsBJ2xII1xGP6jptGFUNUQ5SldHVvQzM0I3WlIFTEJlOUNERTdZMC4u>

Based on the outcome of the mapping, the IP in Education project in collaboration with the Cumulus and the Bureau of European Design Associations (BEDA) networks will develop dedicated IP related materials to support IP teaching and learning in the forthcoming years.

For any further information or questions don't hesitate to get in touch with Kari Kivinen (by email: IPinEducation@euipo.europa.eu).

Yours sincerely



Paul Maier