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[Home](#) > All Under One Roof: Launch of the New, Joint IP Helpdesk Website

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The new, revamped website of the Intellectual Property (IP) Helpdesk has gone live.

Providing free-of charge, first-line support to European small and medium-sized enterprises (SMEs) on IP management, protection and enforcement, the IP Helpdesk consists of five dedicated regional IP Helpdesk services catering to the needs of businesses operating in five markets: China, Europe, Latin America, South-East Asia and most recently, India. In addition, the regional Helpdesk for Europe specifically assists EU SMEs and researchers in dealing with IP issues in the context of EU-funded research and innovation projects.

The launch of the [joint IP Helpdesk website](#) [2] is a key building block in the European Commission's strategy to establish a strong IP Helpdesk brand and create an information hub helping SMEs to navigate the individual IP Helpdesk services in the five regions.

The new website thus serves as a central access point to delve into the vast array of IP resources and supporting materials available for each region such as fact sheets, guides or infographics spanning various IP topics and taking into account different levels of IP knowledge: from a "Getting started" section highlighting IP basics to a section on IP management that covers more specific topics such as IP infringement and enforcement or IP in Horizon 2020/Europe projects, only to mention a few.

Moreover, SMEs are invited to make use of the Helpline services available for each region, keep up to date on the latest IP news from the various regions, or browse the fully-packed calendar of online IP

training opportunities and events offered by the IP Helpdesk team.

Visit the new IP Helpdesk website at: <https://ec.europa.eu/ip-helpdesk> [3]

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Links

[1] <https://ec.europa.eu/easme/en/news/all-under-one-roof-launch-new-joint-ip-helpdesk-website>

[2] https://intellectual-property-helpdesk.ec.europa.eu/index_en

[3] <https://ec.europa.eu/ip-helpdesk>