



IP Europe

B2cloud joins majors European Tech companies and research institutes to launch IP Europe.

Rennes, January 2016, 28th

Tech companies and organizations* that recognize the value of intellectual property launched IP Europe

*Airbus Group, Alstom, Ericsson, France Brevets, Orange, The Fraunhofer Institute, and innovative SMEs (B2Cloud, Cell&Sat, Delta Dore, Fractus, Green Tropism, Inside Secure, Intuilab, Lucibel, Mobilead, Naturex, Secure IC, Sigfox, Thomson Video Networks) committed to innovation, are joining forces with IP Europe to promote the protection of innovation within EU.

- IP Europe, a non profit entity, is committed to promote fair compensation of innovation, an efficient patent rights' protection and consumers' interest.
- IP Europe sets the stage to promote an ambitious pro-IP framework and to restrain technology free-riders from securing access to inventions and R&D efforts made by others at an unfair price.
- IP Europe calls on European Institutions to maintain a high-level protection of intellectual property with its trade partners and in the context of the Transatlantic Trade and Investment Partnership (TTIP)

The launch of IP Europe was held in Brussels, on January 26th at the conference "*Investing in R&D, securing returns and creating high-value jobs, what are the challenges and the industrial strategies for European technology innovators to continue competing*" with the participation of the Ambassador of France to the European Union Pierre Sellal, the Ambassador of Sweden, **Mr** H.E.M Anders Ahnlid, the EU Vice President Jyrki Katainen and with Members of the EU Parliament and European Commission.

« We believe that Europe is the most productive place dedicated to innovation. By joining the IP Europe Alliance, B2cloud is committed to promote innovation and interoperable digital ecosystems, to better serve the consumers' interests and to encourage the European SMEs market growth» Catherine Nohra China, CEO, B2Cloud

IP Europe called on the EU institutions to adopt industrial strategies that promote investments in R&D and innovation and that maintain a high level of safeguard for the companies' intellectual property so they can continue to innovate and invest human capital and financial resources in R&D. These innovative companies are the ones creating jobs and driving growth. Ensuring a virtuous circle of attracting, keeping and fairly remunerating innovators is likeliest to encourage market growth.

IP Europe voiced serious concerns on the effects that the IEEE rules are posing on the entire patents ecosystem. The new rules will wipe out incentives to invest in technology standards and will create an arbitrary system competitive advantage for companies implementing such standards in their products, to the detriment of companies that develops such innovative products.

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IP Europe is chaired by Mogens Peter Carl, former Director-General of the Commission's Directorate General TRADE in Brussels and Rubén BONET, SMEs Chair, CEO of Fractus (Spain). Claudia Tapia Garcia, Director IPR Policy & Licencing at Ericsson, is serving as the alliance's spokesperson, and Francisco Mingorance, Executive Secretary of the Alliance.

About IP Europe

IP Europe, founded by Ericsson, Airbus and France Brevets, brings together research and development groups, European companies and research institutes invested in innovation by SMEs and large companies, as well as non-profit research groups, players in many industries. All share a common goal: to maintain at all levels an effective protection of patents for those who innovate and to support equitable, reasonable, consensual and non-discriminatory policies that guarantee them fair compensation.

www.iptalks.eu

A propos de B2Cloud

Based in Rennes, B2Cloud is an information technology company focused on Europe and Innovation. B2cloud is investing to design a new recommender engine that is capable to handle the growing complexity, heterogeneity and scalability of B2B and cloud related web searching processes, for the SMEs market. Supported by the Rennes Atalante Technopole, B2Cloud was awarded the NICTs Start up Edition Contest Paris, in 2012. The company joined the Eurocloud Association in 2015 and is also a member of the French Tech Rennes.

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