

GUIDE 39

FACT SHEET

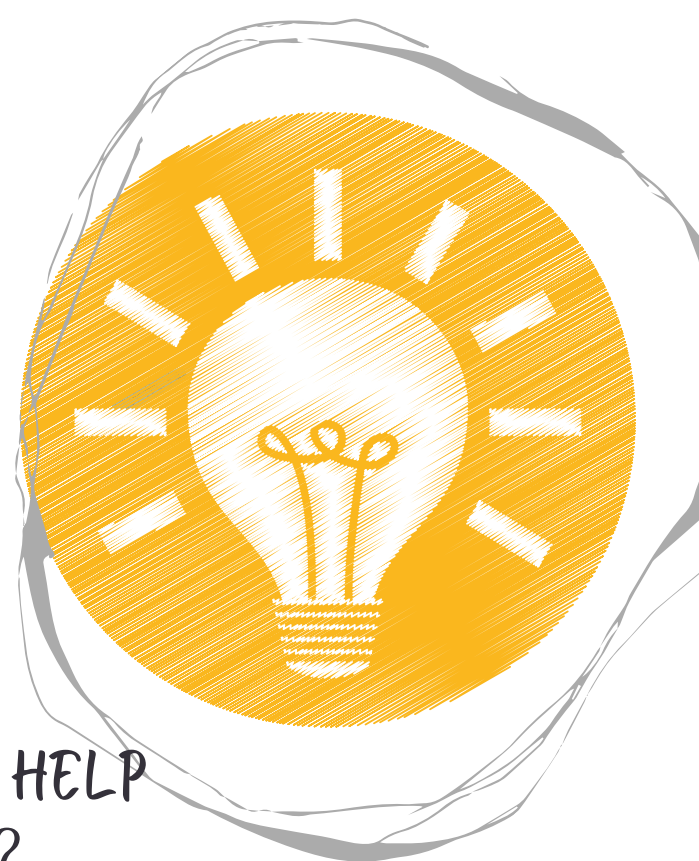
The Role of Standards in Support of Knowledge Valorisation and Technology Transfer

This Guide is aimed towards researchers, providers of new technologies, entrepreneurs, and start-ups that are interested in making use of standardization to support a research outcome into a market innovation.

The **full text** of CEN-CENELEC Guide 39 is available on the CEN-CENELEC website: [here](#)

1 STANDARDS AND INNOVATION

Standards are a crucial tool to get the most out of research results and promote innovation in the market place. Standards create trust, enable consistency, and ensure interoperability so that the market is likely to respond well to your innovation.



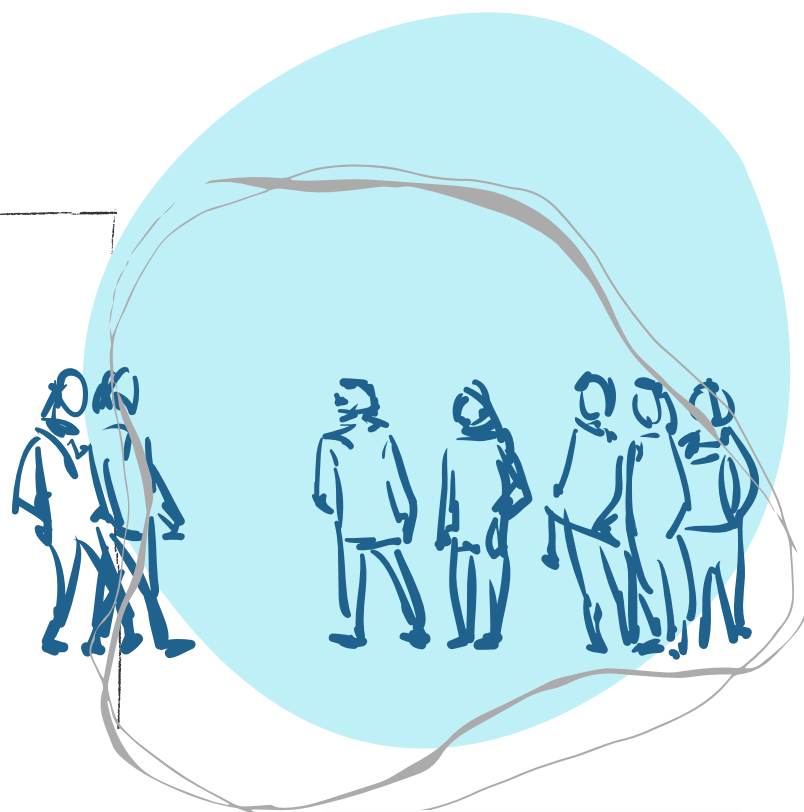
2 HOW DO STANDARDS HELP INNOVATION?

In addition to generating trust and enabling consistency and interoperability, standards also facilitate compliance with regulations; they provide information on leading industry technologies and practices; participating in standardization activities allows you to keep abreast of market, technology, and policy changes that can grow your network by crossing paths with a whole new range of potential partners, including users and customers of your novel technology.



3 CONTACTING THE CEN AND CENELEC MEMBERS

The standardization landscape is a diverse one. Recognized by Regulation (EU) No 1025/2012, at European level there are CEN, CENELEC and ETSI, and ISO, IEC and ITU at international level. As CEN and CENELEC national members are also members of ISO and/or IEC, they are the first point of contact, if you wish to learn more about standards or become actively involved in standardization. If you don't know how to reach them, you can ask the support of the **CEN-CENELEC research and innovation helpdesk** at research@cencenelec.eu.



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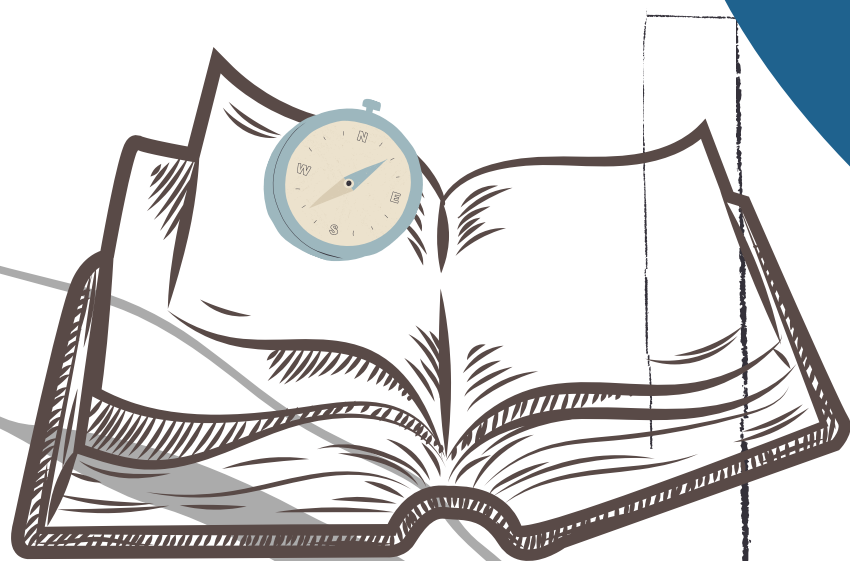
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Protecting your IPR while involved in standardization

In relation to IPR, Guide 39 also touches on licensing and copyright; it explains why CEN and CENELEC copyright on published standards does not prevent the academic or commercial exploitation of the knowledge that is contributed by the author.



Patents and standards

Can patents and standards coexist? Find out in our Guide how standards and patents can fit closely together. But remember: start your patent application before bringing your inventions to standardization!

