

# Country Report - Hungary

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WIPO-PPO-KIPO EASTERN EUROPEAN REGIONAL FORUM  
ON USING INTELLECTUAL PROPERTY (IP) PANORAMA  
FOR BUILDING CAPACITY OF SMALL AND MEDIUM-SIZED  
ENTERPRISES (SMES) FOR STRATEGIC INTELLECTUAL  
PROPERTY MANAGEMENT

**Warsaw, April 2, 2009**



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**Country Presentation of Hungary**



**Hungarian  
Patent  
Office**

**Abstract:**

E-learning is for sure one of the most important knowledge sharing technology that has to be efficiently utilized to reach one of the most clientele in need of national patent offices, namely SMEs. However, e-learning requires a different pedagogy approach, marketing, course management, etc. as compared to the traditional ways of education. In the following paper, we would like to share the distillate of the knowledge gained during the e-learning development and education experience of the Hungarian Patent Office (HPO). The presentation on the other hand will feature a live English language demo of HPO's e-learning tool.

## E-learning



It is rather hard to gather people in their professional life after leaving the universities. SMEs, developers, economic leaders of companies are usually very busy ones to be gathered regularly into a classroom and teaching them practical IP issues. A flexible education scheme such as one operated via e-learning can be a great advantage.

On the other hand, one major obstacle of a successful education university education programme penetration of cross-faculty roll-out is related to the organizational issues. It is impossible to find a block of lecture hours convenient for every students of the different faculties. A flexible teaching methodology could help here as well.

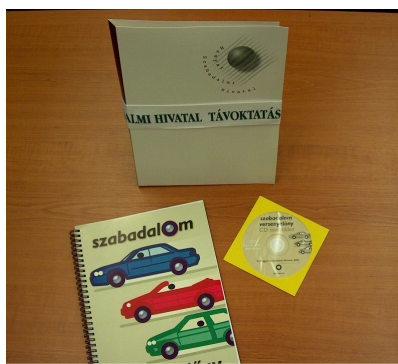
Due to the above e-learning is a rather important element of both graduate and adult education schemes. Therefore HPO issued high priority for the formulation of its own e-learning material development.

However there is an important difference in the pedagogic approach to be followed from the traditional classroom based methodology when developing distant e-learning material. We have gathered and set-up some useful methodology recommendations distilled by HPO's own development and course management experiences, which we are happy to share on the following pages.

First, let us see where did it all start from.

### Product line development at HPO

The HPO started its distant learning package development in 2000. The CD-ROM and paperback workbook based patents related material was launched in the higher education in 2001. The module package was developed under the co-operation between the Budapest University of Technology and Economics (BUTE) and HPO, in which the special pedagogic, and didactic methodology aspects were brought by the Centre for Distant Learning of BUTE, while the professional intellectual property content was provided by HPO. The patent module package was distributed for the public - amongst other ways - via the Infopoints of the National IP Information Network free of charge.





After 4 years with special respect to the EU and EPC accession of Hungary, the distant learning material became obsolete and needed updating. This was the time when the HPO decided to shift to the e-learning platform.

It also dedicated to fully re-write the material based on guidelines having obtained during the years of practice.

Taking advantage of the Bologna process, the Hungarian Patent Office has developed recommended IP e-learning programs for both BSc/BA and MSc/MA levels. The BSc program spans 1 semester, and the teaching material equals to 20-24 learning hours of traditional teaching, while the MSc program recommendation takes 2 semesters of studies and equals to 60-65 hours of classroom based studies. The BSc content is already applied and presented for the European IP community at the PATLIB 2006 conference in Prague, 22<sup>nd</sup> May, 2006, while the MSc package is running since 2007.

The module is already accredited at BUTE, and is under accreditation at the University of Miskolc, the University of Debrecen, and the North-Western Hungarian University of Sopron city being the most significant higher educational bodies in the country, offering technical, economic, legal and art education to the students.

HPO offers the e-learning material as a part of a value added Virtual Education System (VES). The VES framework offers a highly customisable interface enabling the course manager to set up the individual IP education programs according to the specific requests. It enables to set up different length and depth recommended material content, to fulfil the needs of the audience. The VES can automate most of the functions of the education process, however it includes an internally managed virtual mentoring scheme that adds high value to the students. Virtual mentoring is offered 3 types of communication channels to optimise interaction.

## Experiences and recommendations



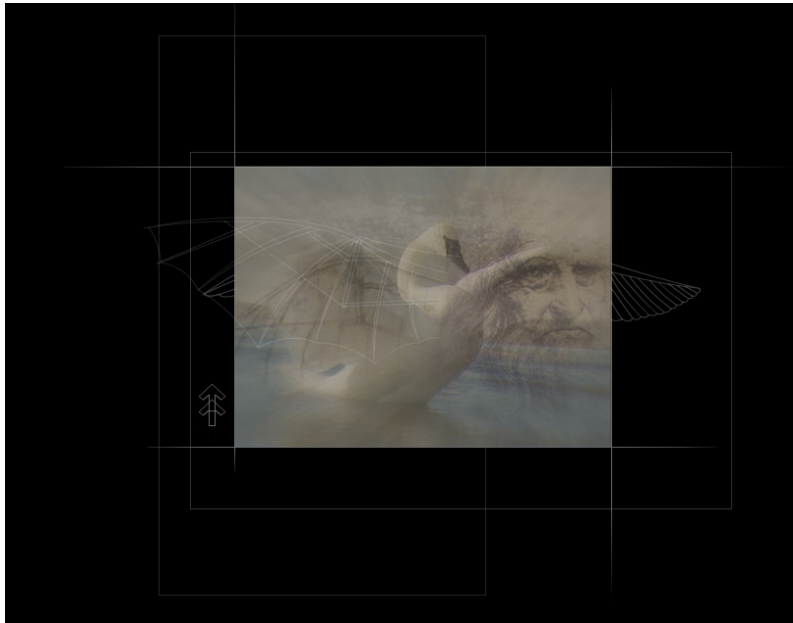
The HPO has been providing IPR education since the 1950's. It has developed a certain routine and pedagogic approach for the classroom based educations.

However when implementing the first distant learning package in 2001 it had to be realized, that it requires some basically different learning methodology than face-to-face education.

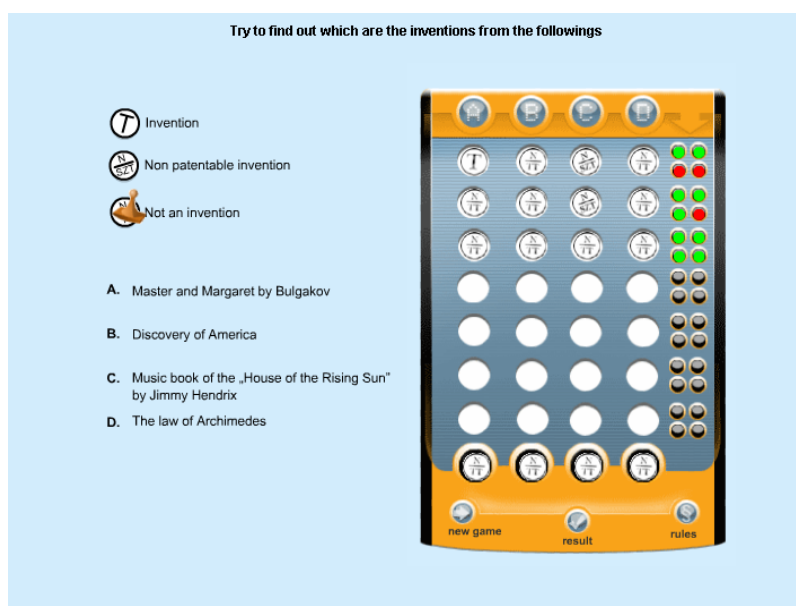
Based on the experiences gained during the 4 years of distant learning programme operation and the altered pedagogic and methodology approach developed for the e-learning technology, the following guidelines set and advantages claimed by the new technology are as follows:

- Modularity: the design and development of the educational content is organized in a way, that any changes in the legal framework can be altered at one place, at a specific chapter and the rest of material could function undisturbed. Maintenance becomes much easier if it was no need to track the changes in the whole document anymore. This way different educational content elements can be placed and replaced by wish as if shelves in a cupboard. Updating of the course eases considerably this way.
- Flexibility of course set-up: Due to the modular structure of the teaching material specific courses can be built up from the education material element bricks. Collaborating the HPO experts university partners can specify different length, content, etc. courses. This way, an economic major school can be served just as well as an art major, 2 semester long education programmes will be able to run just as 12 hour spanning sub-programmes.
- Mobility of education material: With eliminating the physical existence of the educational material, the newest version is available of the digital training in a 7/24 manner. There is no need to have information distribution channels and printed materials, posting, etc., no more residues. The course is available for anyone at any time. In our sole hope it contributes to the rise of interest of new target groups (managers, SMEs, etc.)
- Pedagogic approach: the material is developed with special attention to pedagogic methodology. The whole learning cycle is modelled in the system:
  - o Gaining new information
  - o Understanding and enforcement, Integration into existing knowledge
  - o Practice, practical application
  - o Distillation
  - o Verification/feedback

- Extensive application of technology benefits: The digital education is interactive as much as possible to nowadays technology and context. There are many ways, a multimedia content can help understand the topic. Different visual and graphic presentation of the information, animations help the learning process. Activity based practical application tasks foster the preservation of concentration of the student, etc. Our university partners provide maximal positive feedback on the extensive application of technology benefits of the material.



Extract from the intro movie of the patent module of the e-learning package



An example of the interactive didactic games making the learning experience fun (edutainment)