

IP EXPERIENCE



Intellectual Property Experiential Program

HOW TO VALORIZE AN INVENTION?

11th June, online seminar

Filippo Silipigni

Project Manager, Fondazione Politecnico di Milano

IP EXPERIENCE – Intellectual Property Experiential Program



- **Object:** to sensitize and empower University and High School students on the strategic value that Intellectual Property Rights brings into their future business activities, through a program of workshops and live events in Milan and Barcelona

The project will execute an *interactive workshops program* to promote the fundamentals of IP Rights through an experiential educational and simulation approach.

- **(Main) Target Groups:** university students and high school students (15-24 years)
- **Project starting date/end date:** middle November 2019- middle November 2020; 12 months.

- **Project Partners:**



Supported By:

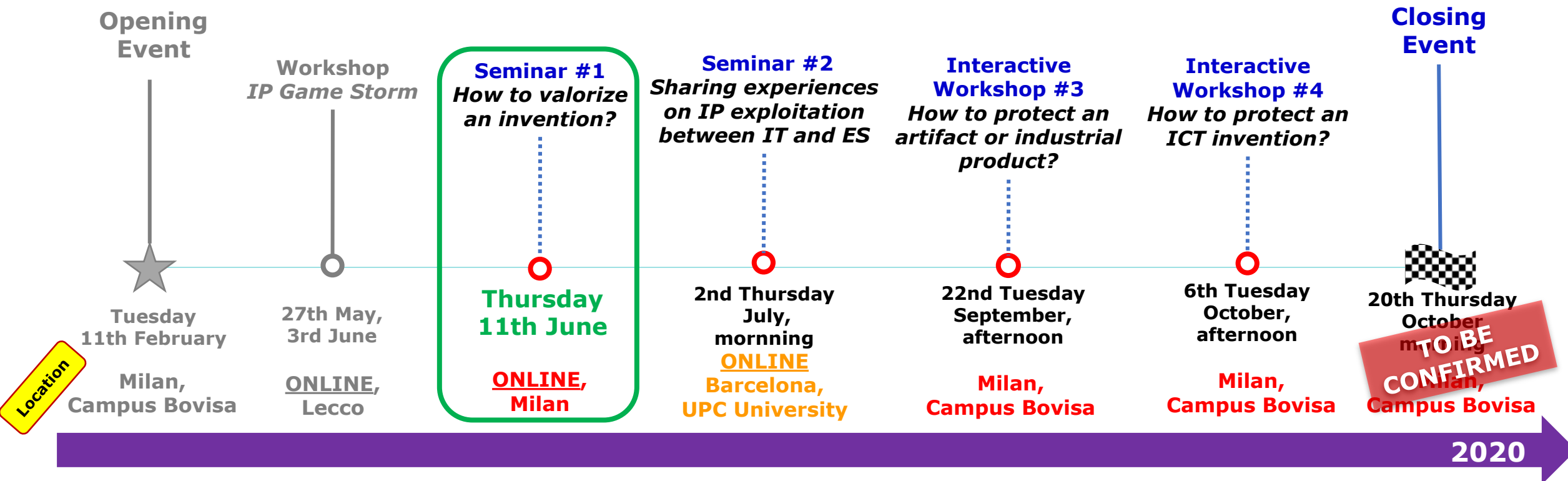


GR/001/19- Lot 2: Reaching consumers/citizens and especially young people; Application reference N° 0185

IP EXPERIENCE – Program of events



A program of events for University and High School students on the strategic value that Intellectual Property Rights brings into their future business activities



Key features:

- Duration: 2 hours for online seminars, about 4h for live meetings;
- Free-of-charge, registration required;
- Estimation of IP perception in the involved participants *Before* and *After* the Program;
- Location (for Italian live meetings): Politecnico di Milano, Campus Bovisa, Building B1, Room Castiglioni;

IP EXPERIENCE – Project Website



IP EXPERIENCE HOME THE PROJECT OUTPUTS NEWS EVENTS CONTACTS NEWSLETTER

Gianluca Dettori
President of Primomiglio SGR
A video message by Gianluca Dettori, expert on high-tech and digital innovation

Stimulating education that promotes creativity, innovation and entrepreneurship must not leave out protecting one's own work and respecting the work of others!

The IP EXPERIENCE Project aims to **sensitize and empower University and High School students on the strategic value that Intellectual Property Rights brings into their future business activities, through a program of workshops and live events in Milan and Barcelona.**

www.ip-experience.eu

IP EXPERIENCE – Intellectual Property Experiential Program



Project Partners



Fondazione
Politecnico
di Milano



Project Website: www.ip-experience.eu

Event Registration: www.eventbrite.it

Project Managers:

- Cristina Areste – Universitat Politècnica de Catalunya
- Annalisa Balloi – Politecnico di Milano, Ufficio di Trasferimento Tecnologico;
- Giacinto Schiavulli– PoliHub, Innovation District & Startup Accelerator
- Filippo Silipigni – Fondazione Politecnico di Milano

Contacts:

Filippo Silipigni - [filippo.silipigni\[AT\]fondazione.polimi.it](mailto:filippo.silipigni@fondazione.polimi.it)

Supported by:



GR/001/19- Lot 2: Reaching consumers/citizens and especially young people;
Application reference N° 0185

We wait for you for the next event:

HOW TO PROTECT YOUR SOFTWARE-BASED PROJECT?

Thursday 2nd July, ONLINE seminar from UPC University, Barcelona



Piazza Leonardo da Vinci, 32
20133 Milano - Italy
Tel. +39 02 2399 9107
www.fondazionepolitecnico.it



11th June 2020, online seminar

www.ip-experience.eu

IP EXPERIENCE



Intellectual Property Experiential Program

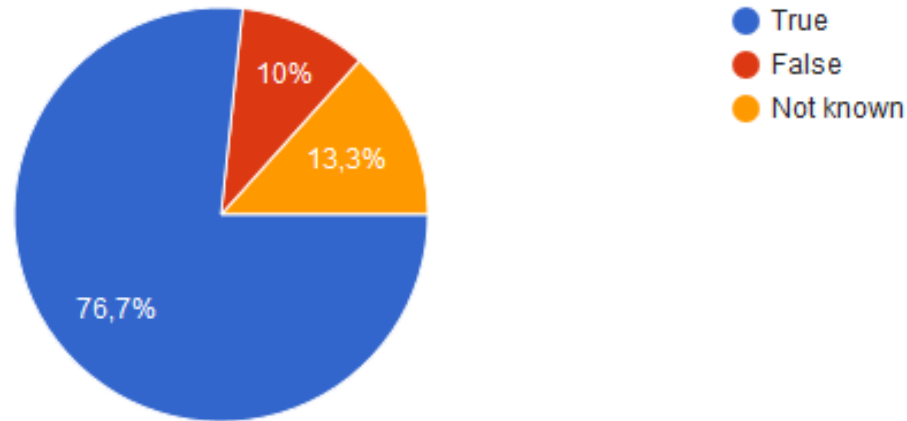
FEW COMMENTS FOR THE ANSWERS RECEIVED IN THE QUESTIONNAIRE ON THE PERCEIVED AWARENESS ON INTELLECTUAL PROPERTY

Preliminary comments:

- Proposed questions have been designed to address the essence of the Intellectual Property Rights system, basic *not-to-do* actions and some naïve activities to avoid;
- In the following, few comments are provided to the answers that some participants gave to the IP perception survey before the seminar. Such comments are a very overview of more articulate topics and are not exhaustive. So they do not bind the authors, the IP Experience project and the persons involved in the IP Experience project. In case you need any support in IP issues, refer always to Patent Attorneys and IP professionals!

1. The IP system provides holders of IPR the right to exclude others from making, using, offering for sale, selling or importing these rights without authorization.

30 risposte



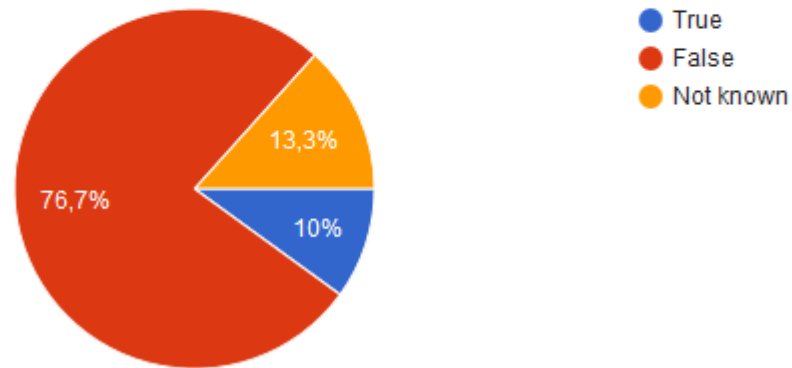
1. TRUE!

This is the proper definition of the Intellectual Property system.

The State recognizes the author of target intellectual creation and gives him a limited monopoly in the commercial exploitation of such intellectual creation. The monopoly is limited in time and to the specific geographic area (the jurisdiction of the State). In return for this monopoly condition, 1) the author has to pay maintenance fees; 2) at the time end of the monopoly condition, everyone could make, use, offer, sell such intellectual creation.

2. Once a patent has been filed, inventors/researchers are not involved in the IP valorization phase

30 risposte



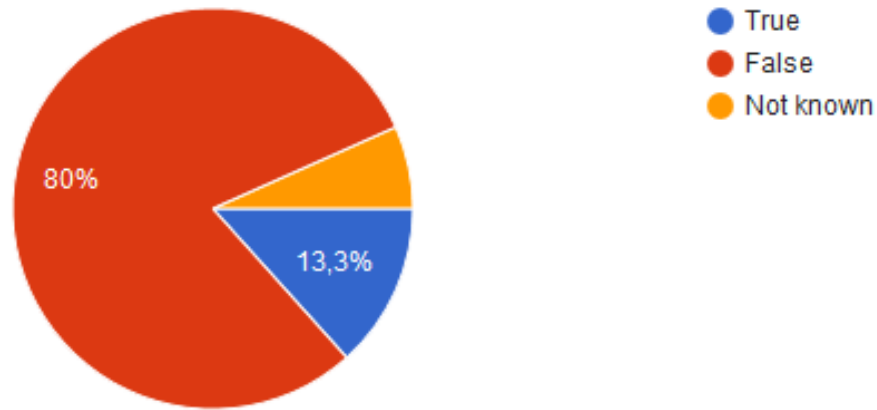
2. FALSE!

The first persons to be involved in the IP valorization process are for sure the inventors/researchers!

They know how the state of the art typically solves the selected problem, how their invention solves such a problem, which are the benefits of their invention in respect of the State of the Art. Recurrently they know also players involved in such a market and can play a proactive role, suggesting subjects potentially interesting to buy their invention. They need to be actively involved in the process of IP valorization!

3. Intellectual Property rights can not be transferred to others

30 risposte

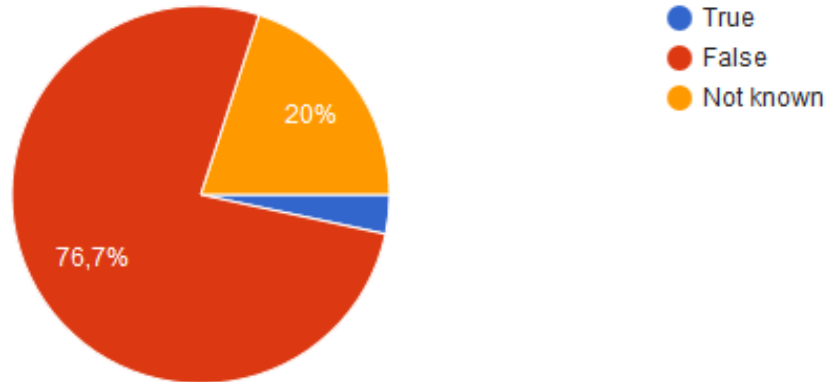


3. FALSE!

Moral rights are the rights to be recognized as the author of the selected invention, the creator. They are perpetual and inalienable and referred only to physical persons. Economic rights are the ones related to the commercial exploitation of selected intellectual creation. They can be transferred and licensed.

4. IP Rights can be used to protect from counterfeiting, but not to support strategic partnerships

30 risposte

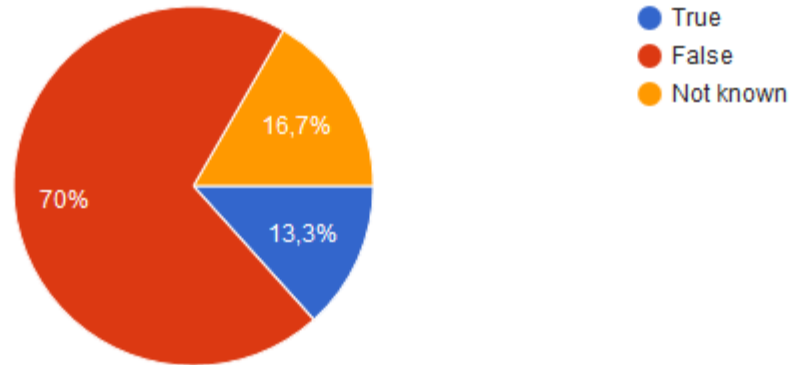


4. FALSE!

The use of IP rights to protect from imitation is only one of the possible use of a patent. IP Rights support proficiently the creation of strategic partnerships through commercial contracts, franchising, licensing agreements, representing important assets to be exchanged.

5. To establish a start-up, filing a patent application or registering other intellectual property rights is necessary

30 risposte



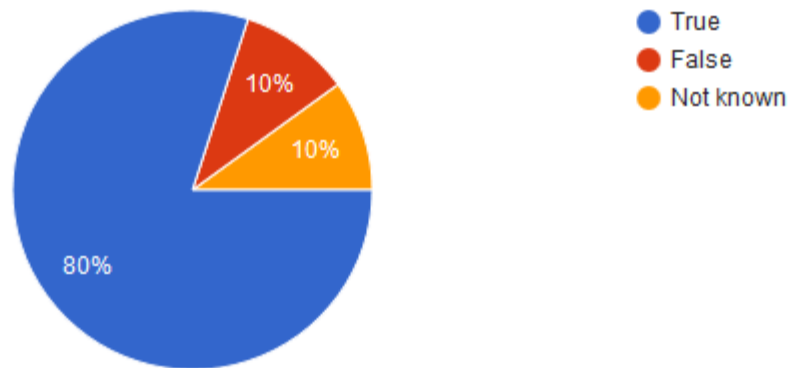
5. FALSE!

It is a completely wrong statement. Instead, it is widely recognized that a start-up that owns some IP rights to protect his R&D results has higher odds to get some capitals from investors and recent studies^(*) show that patents are not exclusively linked to the main idea that triggers the birth of the new business venture, but rather are the outcome of the start-up activity in the first five-ten years of activity.

(*) OECD '[A portrait of innovative start-ups across countries](#)' 2018, Breschi et al.

6. Licensing is when an owner of an IP right transfers to another the right to exploit that right while retaining ownership to it.

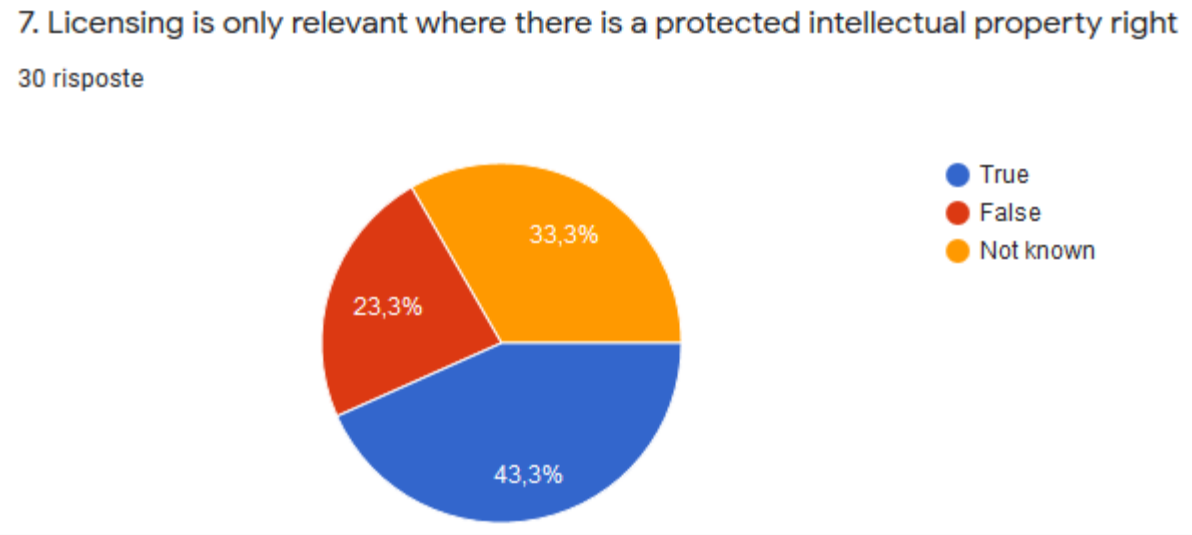
30 risposte



6. TRUE!

This is the proper definition of the license concept.

It is the act to assign the ownership of a patent to a third party either exclusively or non-exclusively, for an amount of pre-decided royalties. It is a mutual agreement between individual or companies or a company which the owner chooses to make, use, and sell his product in the market. As one is the patent holder, one's ownership retains in the invention and one enjoys royalty payment on the product.



7. TRUE!

The concept of patent licensing is strictly linked to the patent right, which is limited to the specific geographic area in which the State grants the patent right. So patent licensing is viable only for such countries in which the patent right is granted and still alive.

IP EXPERIENCE – Intellectual Property Experiential Program



Project Partners



Fondazione
Politecnico
di Milano



Project Website: www.ip-experience.eu

Event Registration: www.eventbrite.it

Project Managers:

- Cristina Areste – Universitat Politècnica de Catalunya
- Annalisa Balloi – Politecnico di Milano, Ufficio di Trasferimento Tecnologico;
- Giacinto Schiavulli – PoliHub, Innovation District & Startup Accelerator
- Filippo Silipigni – Fondazione Politecnico di Milano

Contacts:

Filippo Silipigni - [filippo.silipigni\[AT\]fondazione.polimi.it](mailto:filippo.silipigni@fondazione.polimi.it)

Supported by:



GR/001/19- Lot 2: Reaching consumers/citizens and especially young people;
Application reference N° 0185

We wait for you for the next event:

HOW TO PROTECT YOUR SOFTWARE-BASED PROJECT?

Thursday 2nd July, ONLINE seminar from UPC University, Barcelona



Piazza Leonardo da Vinci, 32
20133 Milano - Italy
Tel. +39 02 2399 9107
www.fondazionepolitecnico.it



11th June 2020, online seminar

www.ip-experience.eu