

IP EXPERIENCE



Intellectual Property Experiential Program

HOW TO PROTECT AN ICT INVENTION? Interactive workshop

6th October, online seminar

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HOW TO PROTECT AN ICT INVENTION? Interactive workshop

22nd September, online seminar

Annalisa Balloi

Innovation Promoter, Politecnico di Milano Technology Transfer Office

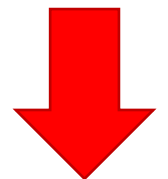
... let's start with few questions!

- 4 Questions on your profile,**
- 7 Questions** on your knowledge and perception on IP rights and the IP protection for software-based projects,
- Go to the Googleform, use your smart-phone, tablet or laptop;
- Answer 'True', 'False' or 'Not Known';

Googleform

<https://tinyurl.com/y5xufbjo>

It takes only 3 minutes. Thank you for your collaboration!!



IP EXPERIENCE – Intellectual Property Experiential Program



- **Object:** to **sensitize and empower University and High School students on the strategic value that Intellectual Property Rights bring 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

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www.ip-experience.eu

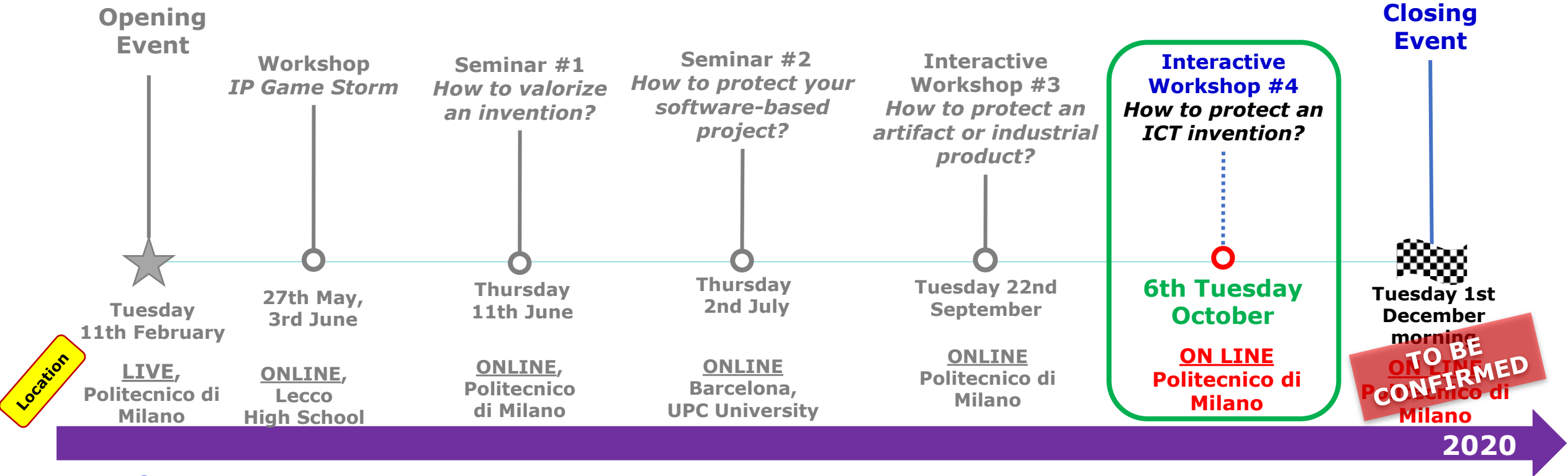
Please, fill the Googleform:
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IP EXPERIENCE – Program of events



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



Key features:

- Duration: 1,30 hours for online seminars;
- Free-of-charge, registration required on Eventbrite;
- Estimation of IP perception in the involved participants *Before* and *After* the Program;

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How to protect an ICT invention?



A **workshop engaging participants through online tools** to stimulate interactions with IP Experts with the aim to understand better how IP rights work in the real world

Agenda:

- ❖ Essence of Intellectual Property Rights: which right, what for and how to get it
- ❖ IP Experience interactive workshop
- ❖ Comments on answers by Legal experts

Panel of IP Experts and Legal Attorneys:

- **Michela Maggi** – Business Lawyer, PhD Intellectual Property, **Studio Legale Maggi**
- **Matteo Mozzi** – European Patent Attorney, **Jacobacci & Partners Spa**

Key points

- **Simulating the role of inventors of a selected industrial product**, with the aim to define a preliminary IP strategy to protect their future entrepreneurial activity (***experiential approach***);
- **Learning Intellectual Property fundamental concepts** dealing with a real industrial case study;
- **Legal experts** will comment your choices and provide professional advise;

Be ready with your smartphone, tablet or Laptop!

Please, fill the Googleform:
<https://tinyurl.com/y5xufbjo>



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.

Project Outputs available:

VIDEOS:

- [Talk #1 | Why Intellectual Property for young people and new entrepreneurs?](#)
- [Talk #2 | What is the role of Intellectual Property in the relation between University and Industry?](#)

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Project Partners



Fondazione
Politecnico
di Milano

Project Website: www.ip-experience.eu

Event Registration: www.eventbrite.it

Supported by:



POLITECNICO
MILANO 1863

TECHNOLOGY
TRANSFER OFFICE

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

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



PoliHub

Innovation Park
Startup Accelerator

Contacts:

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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH



Fondazione
Politecnico
di Milano

**We wait for you for the next event:
Tuesday 1st December, Closing Event**

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

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