

IP EXPERIENCE



IP EXPERIENCE –Intellectual Property Experiential Program

A program of events for University and High School students on the strategic value of Intellectual Property

November 2019 – November 2020

HOW TO VALORIZE AN INVENTION?

11th June | 4.00 pm – 5.30 pm | online streaming free-of-charge

This seminar will deal with one of the key concepts of Intellectual Property (IP) valorization in the academic context. IP exploitation is an important factor in strategic alliances and joint ventures, contributing significantly to implement the transfer of technology and foster entrepreneurship.

The debate will focus on the opportunities that the University can offer to students and researchers for the economic valorization of IP steamed by academic research.

The seminar will be performed ONLY on online streaming.

The event is free-of-charge, but registration on [Eventbrite](#) is required. The day before the event all registered persons will receive a link to access the seminar. The event will be held in English.

Outline

4.00 pm Opening and IP Experience Project

Giacinto Schiavulli – *Project Manager (moderator)*, PoliHub Innovation District & Startup Accelerator
Filippo Silipigni – *Project Manager*, Fondazione Politecnico di Milano

4.10 pm From Research to Results Valorization - Role of Universities in Innovation Ecosystems

Davide Moscatelli - *Rector's Delegate for exploitation of research and Technology Transfer*, Politecnico di Milano,
Cristina Areste – *Head Innovation Unit*, Universitat Politècnica de Catalunya Technology Transfer Office (TTO)

4.25 pm Double interview on IP valorization experiences: Technology Transfer Offices from Politecnico di Milano and Universitat Politècnica de Catalunya

Annalisa Balloi – *Innovation Promoter*, Politecnico di Milano, TTO
Gerard Margalef - *IP & Licensing Manager*, Universitat Politècnica de Catalunya, TTO

4.50 pm The role of Intellectual Property in Pirelli: value and competitive advantage

Giacomo Marsaglia, *Head of Intellectual Property Trademark & Licensing*, Pirelli

5.15 pm Debate, Questions & Answers

5.30 Conclusions

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 events in Milan and Barcelona. The project is carried out by Fondazione Politecnico di Milano, Politecnico di Milano – Technology Transfer Office, PoliHub Start-up District, and Universitat Politècnica de Catalunya and is financed by the European Union Intellectual Property Office-EUIPO (GR/001/19 Agreement Number 1320190007). For further information visit www.ip-experience.eu.