

# IP EXPERIENCE

Intellectual Property Experiential Program



**HOW TO PROTECT AN ARTIFACT OR INDUSTRIAL PRODUCT?**  
Interactive workshop

**22<sup>nd</sup> September, online seminar**

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## HOW TO PROTECT AN ARTIFACT OR INDUSTRIAL PRODUCT? Interactive workshop

**22<sup>nd</sup> September, online seminar**

**Filippo Silipigni**

Project Manager, Fondazione Politecnico di Milano

# ... 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/y6euns3x>**

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](http://www.ip-experience.eu)

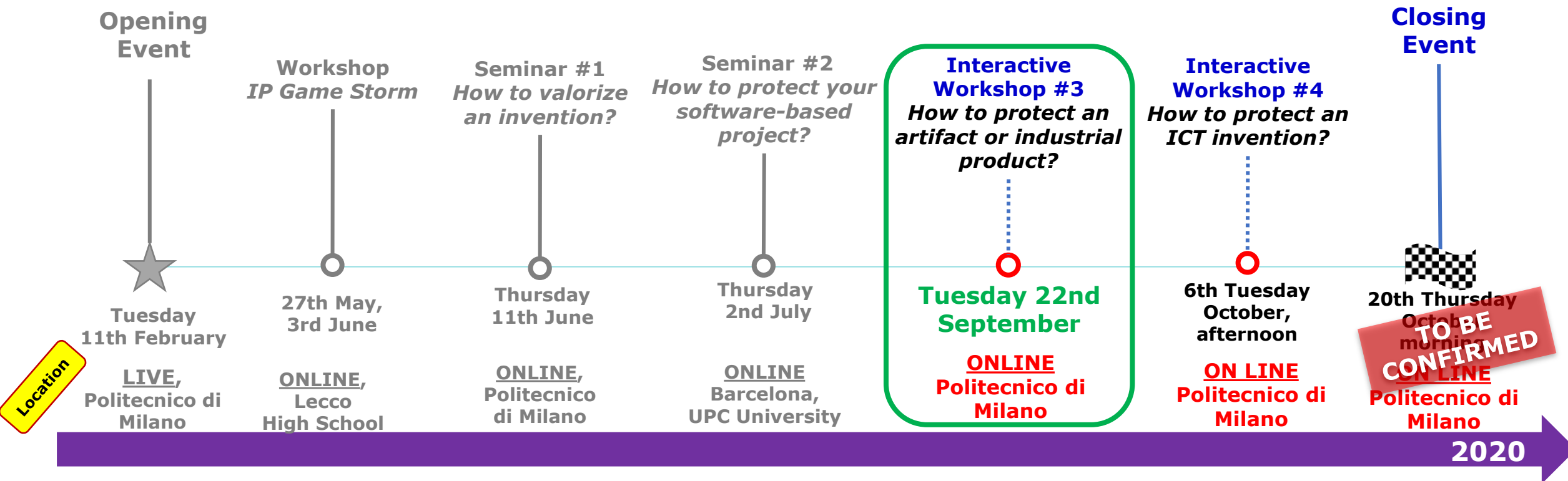
Please, fill the Googleform:  
<https://tinyurl.com/y6euns3x>



# 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 artifact or industrial product?



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:

- **Matteo Mozzi** – European Patent Attorney, **Jacobacci & Partners Spa**
- **Sara Pasqualetti** - Italian Trademark Attorney, Professional Representative before EUIPO, **Perani & Partners**

## 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:  
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# IP EXPERIENCE – Project Website



The screenshot shows the IP EXPERIENCE website header with navigation links: HOME, THE PROJECT, OUTPUTS, NEWS, EVENTS, CONTACTS, NEWSLETTER. Below the header is a video player featuring Gianluca Dettori, President of Primomiglio SGR. The video title is "A video message by Gianluca Dettori, expert on high-tech and digital innovation". Below the video, there is a quote: "Stimulating education that promotes creativity, innovation and entrepreneurship must not leave out protecting one's own work and respecting the work of others!". At the bottom of the video player area, it states: "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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# IP EXPERIENCE – Intellectual Property Experiential Program



## Project Partners



Fondazione  
Politecnico  
di Milano

Project Website: [www.ip-experience.eu](http://www.ip-experience.eu)

Event Registration: [www.eventbrite.it](http://www.eventbrite.it)

Supported by:



## 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



## Contacts:

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Tel. +39 02 2399 9107  
[www.fondazionepolitecnico.it](http://www.fondazionepolitecnico.it)

**We wait for you for the next event:**  
**How to protect an ICT invention?**  
**6<sup>th</sup> Tuesday October, Milan**

Supported by:



22<sup>nd</sup> September 2020, online interactive workshop

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