

IP EXPERIENCE

Intellectual Property Experiential Program



Closing event

15th December, online event

Filippo Silipigni

Project Manager, Fondazione Politecnico di Milano

Supported by:

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 events in Milan and Barcelona

The project has executed a *program of interactive events* 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:** November 2019 - December 2020.

Supported By:

- **Project Partners:**



Coordinator



**POLITECNICO
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PoliHub
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Startup Accelerator



**UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH**



EUIPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

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

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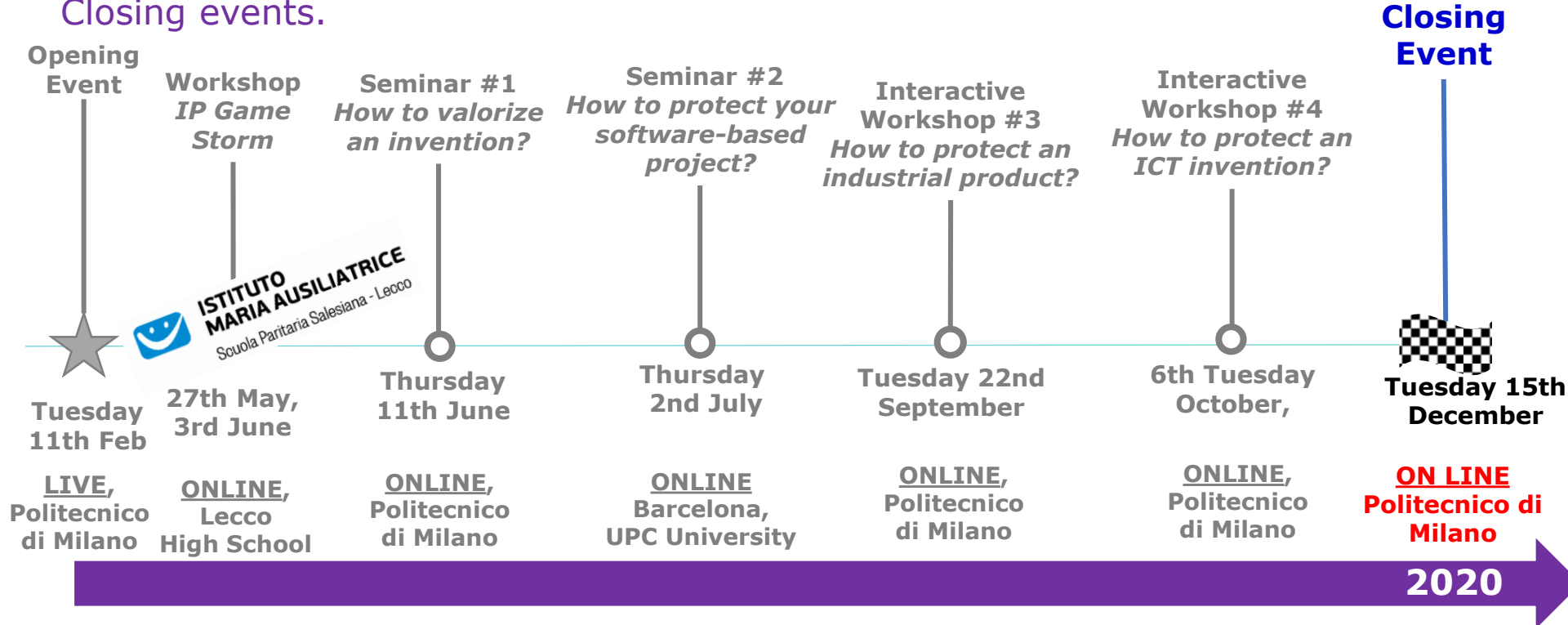
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IP EXPERIENCE – Results



Program of Interactive events

2 seminars to share experiences, 2 interactive workshops to simulate how IP rights work in real world, 1 IP Game storm Event, Opening and Closing events.



Key features:

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

In a nutshell:

- 230 Participants
(average value: 38/event);
- 1 disseminator of scientific culture:
 - G. Dettori– Primomiglio SGR;
- 6 Legal Attorneys:
 - M. Bain – ACROSS Legal
 - J. Juncosa, M. Seguì – Torner i Juncosa Associats (TJA)
 - M. Maggi – Studio Legale Maggi;
 - M. Mozzi – Jacobacci & Partners;
 - S. Pasqualetti – Perani & Partners;
- 2 Academic IP Experts:
 - G. Cascini – PoliMI;
 - L. Shiva – PoliTO / Netval ;
- 2 Entrepreneurs & Start-ups:
 - Mitiga Solutions ;
 - Nearby Computing;
- Companies/Enterprises:
 - Elettrotecnica Rold srl;
 - Pirelli Spa;

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IP EXPERIENCE – Results

Achieved Multipliers, Network and Visibility



Association of Italian Patent
Information Users
www.aidb.it



Progetti internazionali Giovani e Startup
Ufficio Proprietà Intellettuale
www.milomb.camcom.it



Consorzio Camerale Credito e Finanza

Project: Marchi e Disegni Comunitari,
www.marchiedisegni.eu/



Junior Enterprise Politecnico di Milano
www.jemp.it

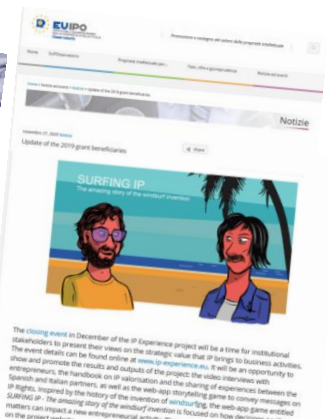
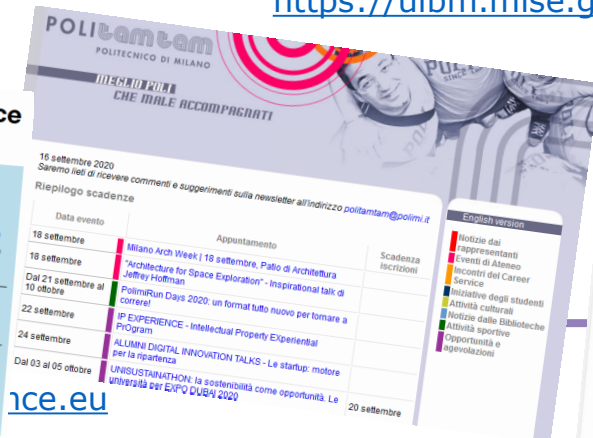


OpenInnovation Platform –
Lombardy Region, Finlombarda
<http://www.openinnovation.regione.lombardia.it>



Ufficio Italiano Brevetti e Marchi - UIBM
<https://uibm.mise.gov.it>

... and support from
other actors!!



IP EXPERIENCE – Outputs

Annalisa Balloi

Innovation Promoter, Politecnico di Milano, Technology Transfer Office (TTO)

Gerard Margalef

IP & Licensing Manager, Universitat Politècnica de Catalunya, TTO

Giacinto Schiavulli

Project Manager, PoliHub Innovation Park & Startup Accelerator

Handbook: Best practices on IP valorization

THEMES COVERED

- How Intellectual Property can be a valuable asset in the context of Universities?
- Which are the possible approaches to valorize an idea in the context of university?
- How to evaluate the patentability and the registration requirements and how to calculate the value of an intangible asset?
- Which are the possible exploitation strategies for the results coming from scientific and industrial research?

Freely available on this website:

<https://www.ip-experience.eu/handbook/>



Best Practices on IP valorization:

Handbook on Italian and Spanish best practices of Intellectual Property exploitation in an academic context



5 Videos on “Industrial experiences on IP importance and IP valorization from Italian and Spanish Companies”

“Why IP for young people and new entrepreneurs” – G. Dettori, expert in digital innovation

“What is the role of IP in the relation between University and Industry?” – G. Marsaglia, Pirelli

“How to protect your software” event – July 2nd

- Introduction to software protection strategies – **Malcolm Bain, Across Legal**
- Beyond software patents – ways to protect your software and Open Source software – **Malcolm Bain, Across Legal**
- Features and requirements of software-based patents – **Margalida Seguí & Jaume Juncosa, Torner i Juncosa Associats**
- Software, IP and Entrepreneurship – the case of Mitiga Solutions and Nearby Computing – **Alejandro Martí (Founder and CEO, Mitiga Solutions) & David Carrera (Co-Founder and CSO, Nearby Computing)**

Freely available on this website: <https://www.ip-experience.eu/videos/>

Web-app Game: **SURFING IP**, *The amazing story of the windsurf invention*

A Story-telling web-game inspired by the history of the invention of the windsurf and based on the decisions taken by its inventors to launch their business activity!

Milestones of the original historic event:

- **1968 Jim Drake and Hoyle Schweitzer file a US patent** application on the new wind-propelled board; they register also **a word mark and a design mark**;
- H. Schweitzer **founds a company, extends the US patent** abroad; he **licenses the windsurf patent and the trademarks around the world**; Revenues start to come;
- **Windsurfing** grows in popularity and becomes an **Olympic sport in 1984**;
- **A GB competitor challenges the novelty of the Schweitzer/Drake patent**, discovering prior art documents;
- **1984 the English court revokes the patent on the grounds of lack of novelty!!! The company ceases operations.**
- H. Schweitzer and J. Drake are universally considered to have successfully marketed **the windsurf to the world stage!**

Freely available on this website:

<https://www.ip-experience.eu/ip-game/>



SURFING IP web-app game in nutshell:

- Story-telling game developed from the *IP Game Storm workshop*;
- 4 different endings and about 30 different scenes;
- 7 different achievements related to IP issues;
- 4 characters (2 inventors; Intellectual Property Lawyer; Officer from the USPTO)

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Project Website: www.ip-experience.eu

Project Managers:

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

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