



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 – December 2020

Closing Event

15th December | 11.00 am – 12.00 pm | online streaming free-of-charge

During 2020, the IP EXPERIENCE Project has run a cycle of seminars and workshops to point out the strategic value of Intellectual Property in the context of start-ups and new entrepreneurial activities, the protection of results from research activities, and collaborations between industry and research institutions.

Start-uppers, enterprises, and managers have shared their experiences on the impact of IP on business activities and attendees have been engaged in IP issues during workshops, simulating the setting of a preliminary IP strategy for creative solutions, with the help of patent and trademark attorneys.

The closing event of the Project targets university students, young researchers, entrepreneurs, and in general **anyone interested in IP as a strategic asset** to commercially exploit results spreading out from research and innovation activities.

During the event, **IP system representatives will provide some insights on trends, initiatives, and guidelines that are running at the European Union level** to spread IP awareness and finally to strengthen the innovation potential of the EU companies.

In particular, representatives from the European Union Intellectual Property Office-EUIPO will shine a light on two topics. The first one will be related to **the strategic value of IP for businesses, in particular, SMEs**, remarking the importance of Intellectual Property to support innovation and creativity. The second topic will be related to the **new generations and the role of IP**, and the importance to raise awareness of IP at university and tertiary education, stressing how Universities and other public institutions face new challenges in understanding and responding to the needs of the new generations.

Finally, the **results of the IP Experience Project** will be presented and discussed:

- Project achievements;
- Video interviews to experts and entrepreneurs engaged during the project;
- An handbook on best practices on IP valorization, sharing experiences from Italy and Spain;
- The webapp story-telling game inspired the history of the invention of the windsurf.

The event 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**.

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 co-financed by the European Union Intellectual Property Office-EUIPO (GR/001/19 Agreement Number 1320190007). For further information visit www.ip-experience.eu.

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Outline

11.00 am **Welcome and opening**

Davide Moscatelli - Rector's Delegate for exploitation of research and Technology Transfer, Politecnico di Milano

11.05 am **The role of IP for businesses and new generations**

Claire Castel - Head of the IP in the Digital World and Awareness Service at the Observatory, EUIPO

11.20 am **The role of IP in the context of university-industry collaboration – *preliminary title***

Maurizio De Iusi - Responsible for Intellectual Property Office, Chamber of Commerce of Milan

11.30 am - **IP-Experience project results**

Annalisa Balloi - Innovation Promoter, Politecnico di Milano, Technology Transfer Office

Gerard Margalef - IP & Licensing Manager, Universitat Politècnica de Catalunya, TTO

Giacinto Schiavulli - Project Manager, PoliHub Innovation District & Startup Accelerator

Filippo Silipigni - Project Manager, Fondazione Politecnico di Milano

11.45 am - **Discussion and Conclusions**

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