

# IP EXPERIENCE



## IP EXPERIENCE –Intellectual Property Experiential Program

A program of workshops for University and High School students on the strategic value of Intellectual Property  
November 2019 – November 2020

### IP GAME STORM - A stimulating ideas generation workshop on Intellectual Property

27<sup>th</sup> May and 3<sup>rd</sup> June | online streaming

The **Intellectual Property Game Storm** is a stimulating ideas generation workshop, where all the participants, supported by IP experts, Game Designers, and other facilitators worked and competed together to design and formulate storytelling games for the promotion of patent protection culture.

This event is reserved for the 3<sup>rd</sup> level class of the branch *Administration Finance and Marketing* of the high-school [Istituto Superiore Maria Ausiliatrice](#) of Lecco.

The event will be performed **ONLY online in streaming**, in two sessions, and facilitators will interact with students directly online and remotely.

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

### Outline and Experts

#### 27<sup>th</sup> May – I Session, online

- 10.00 am **Opening, presentation of experts**
- 10.10 am **Intellectual Property Game Storm, what is it?**
- 10.30 am **Essence of Intellectual Property, key elements of a patent, basic searches in Espacenet**
- 11.15 am **Key elements to generate a story-telling game**
- 11.30 am **Debate, Questions & Answers, Conclusions**

#### 3rd June – II Session online

- 3.00 pm **Opening, Questions & Answers on Intellectual Property rights**
- 3.15 pm **Presentation of the concept of the story-telling game from each students group**
- 4.15 pm **Voting, ranking, and the winning storytelling games**
- 4.30 pm **Follow-up, next steps, debate, and conclusions**

#### Experts and facilitators

**Fondazione Politecnico di Milano**  
o Filippo Silipigni – IP Expert  
o Matteo Uggeri – Educational expert

#### Politecnico di Milano – Technology Transfer Office (TTO)

o Annalisa Balloi – IP Expert  
o Beatrice Saglio – IP Expert

#### We are Muesli

o Matteo Pozzi –Storytelling + Game expert