

THE REM

Trademarks

4th event – 10th July 2018

Training program on the Intellectual Property (IP) rights
for students, researchers and young entrepreneurs

Supported by:



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



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Fondazione
Politecnico
di Milano



POLITECNICO
MILANO 1863



POLIHUB
INNOVATION DISTRICT
& STARTUP ACCELERATOR

BY FONDAZIONE POLITECNICO DI MILANO

THEOREM-youTH intEllectual prOpeRty Education prograM

- **Object:** To raise the knowledge of Intellectual Property (IP) towards university researchers, future young start-uppers and entrepreneurs, through a program of awareness and training activities in Milano and Lombardy region carried out in collaboration with Politecnico di Milano, Technology Transfer Office of Politecnico di Milano and Polihub - the Politecnico di Milano incubator.
- **Target Group:** university students, young researchers, youngsters involved into the launch of a start-ups and already start-uppers of creative industries and high-tech start-ups, coming from Engineering, Architecture and Design university courses from Lombardy Region and Milan.
- **Project starting date/end date:** 1st Jan2018-31thDec18; 12 months.
- **Project Partners:**



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GR/001/17- Lot 2: Reaching to
younger generation and citizen;
Application reference N°077

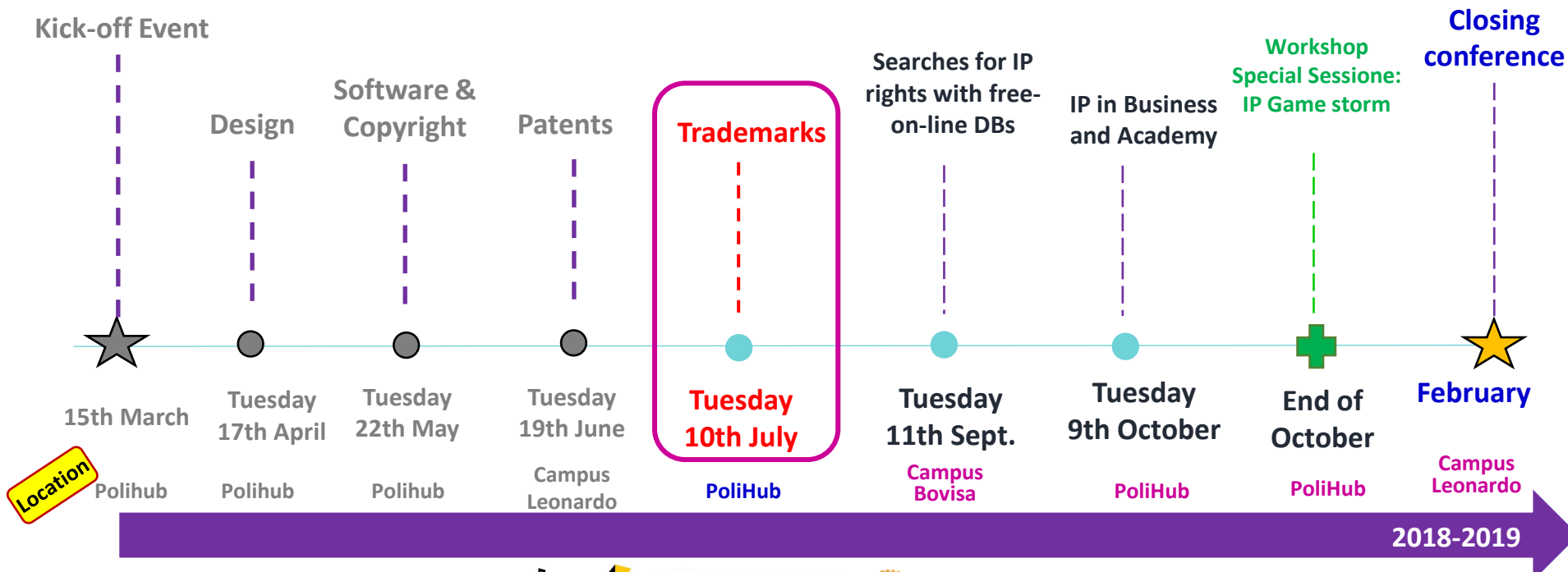
THEOREM-SCHEDULE & TOPIC

A training program on the Intellectual Property (IP) rights with 6 live events, in Milan.

Each event is focused on a target IP right or IP theme.

Each event consists of a **training session** (entry level) and a **debate and experiences session**.

Kick-off Event



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2018-2019

THE REM

4th event: *Trademarks*, 10th July 2018

Questions to be addressed:

- What are trademarks? What kind of trademarks exist?
- What exactly can trade marks protect?
- What is the value of a trade mark as a brand identity in the current market?

Agenda:

- Training Session 14.30-16.30
- Testimonials and Discussion Session 17.00-18.30;

Key Points

- ➔ Understanding of IP and change of Perception of the audience;
- ➔ Main message of the Event (*Narrative*)
- ➔ A *teaser* of the Event will be made

L2Pro-Learn to Protect, Secure and Maximize your Innovations

➤ Mobile e-learning platform on IP

- Free-of charge;
- Registration is required

➤ Content

- 13 learning modules on IP rights, IP management and IP for technology innovation;
- **Learning test** for self-assessment for each module



www.l2pro.it

Materials and docs of the Event will be uploaded on the *L2Pro* platform

THEOREM project



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THEOREM References:

- www.l2pro.it
- www.fondazionepolitecnico.it
- www.polihub.it
- www.polilink.polimi.it

Project Managers:

- Annalisa Balloi – Politecnico di Milano, Ufficio di Trasferimento Tecnologico;
- Domenico Pannofino – Polihub Start-up District
- Filippo Silipigni – Fondazione Politecnico di Milano

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UFFICIO DELL'UNIONE EUROPEA
PER LA PROPRIETÀ INTELLETTUALE

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www.fondazionepolitecnico.it

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A snapshot on Trademarks Statistics

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