

# POLIHUB

Innovation District & Startup Accelerator

*La Gestione della IP nelle Start-up*  
*L'esperienza di Polihub*



## Why are you here?

- NOT to learn how to file a patent
- NOT to learn how to file a trademark
- NOT to learn how to file a copyright
- NOT to become IP lawyers

**Your job is to build companies**

## What is IP?





















# IP is a Business Tool

- IP is not the goal
- IP is a means to an end
- IP is in service of business objectives
- IP works with other business tools
- IP is a part of your business strategy

# The value of IP

## Forbes

### WORLD'S MOST VALUABLE BRANDS

	2012		2017	
\$87.1 Bn		1		\$170 Bn
\$54.7 Bn		2		\$101.8 Bn
\$50.2 Bn		3		\$87 Bn
\$48.5 Bn		4		\$73.5 Bn
\$37.6 Bn		5		\$56.4 Bn
\$37.4 Bn		6		\$54.1 Bn
\$33.7 Bn		7		\$43.9 Bn
\$32.3 Bn		8		\$41.1 Bn
\$26.3 Bn		9		\$40.3 Bn
\$26.3 Bn		10		\$38.2 Bn

- Google acquisition of Motorola a Mobility \$12b.
- Apple VS Android patents
- Auction for Nortel patents
- i4i \$240 m. against Microsoft
- Winkelvoss twins against Facebook

## All 5 valuable brands have:

- **copyrights** over their knowledge system and codes for their software programs;
- **trade marks** connected to their goods and services;
- **patents** over inventions they own, license, and distribute;
- **design rights** over the shape, size, etc of the products they own or make;
- **trade secrets** for their business methods.

## IPR in the Italian Startups

- 79% have declared high R&D investments
- 74% have developed product / service innovation
- 48,5% have developed completely new products

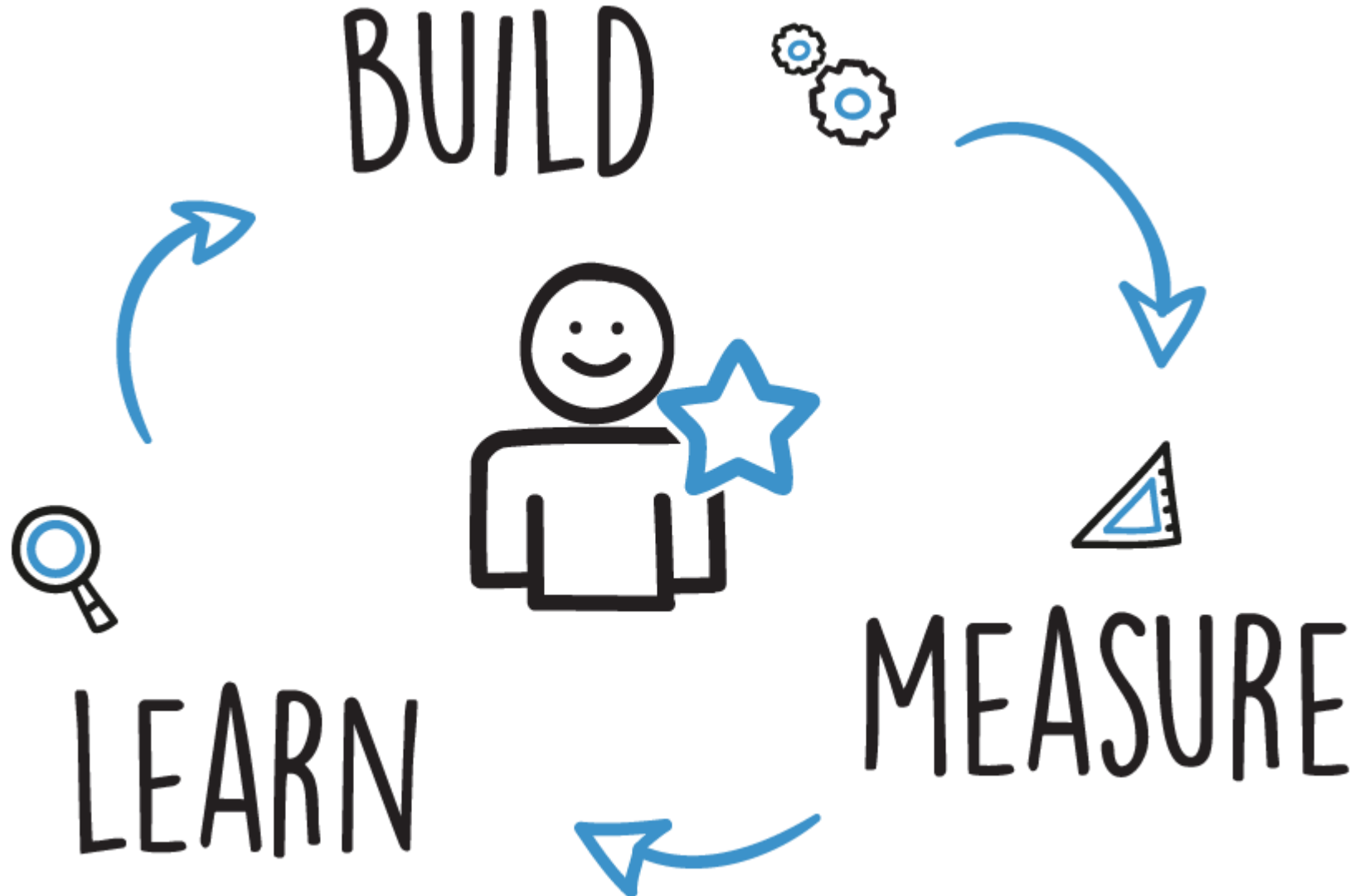
**58% do not have IPR protection (e.g. patent) and more than 25% do not take any minimum/informal measure to protect their IP.**

# Patent timing: When do patents most affect funding





## IP and lean startup





A black dress shoe is shown from a high angle, positioned as if about to step on a banana peel. The banana peel is yellow and curved, lying on a light green surface. The background is a clear blue sky with some light clouds. The text "Intellectual Property Mistakes Startups Must Avoid" is overlaid in white, bold, sans-serif font.

# **Intellectual Property Mistakes Startups Must Avoid**



## Brand image





## Brand name





# Trade show public disclosure





## Failing to protect sensitive information





## DYI is not the best option with IPR

