

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

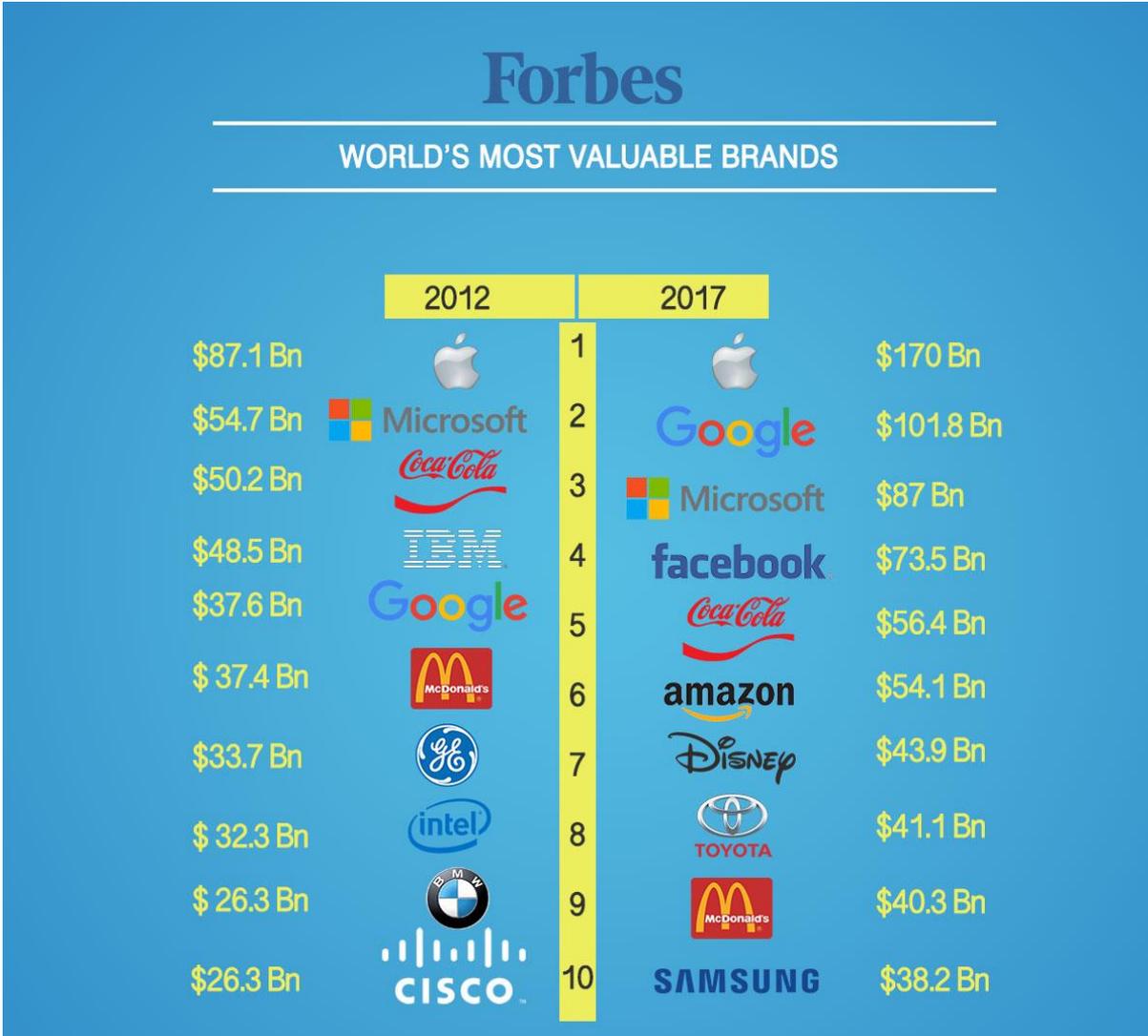
Your job is to build companies

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



- 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

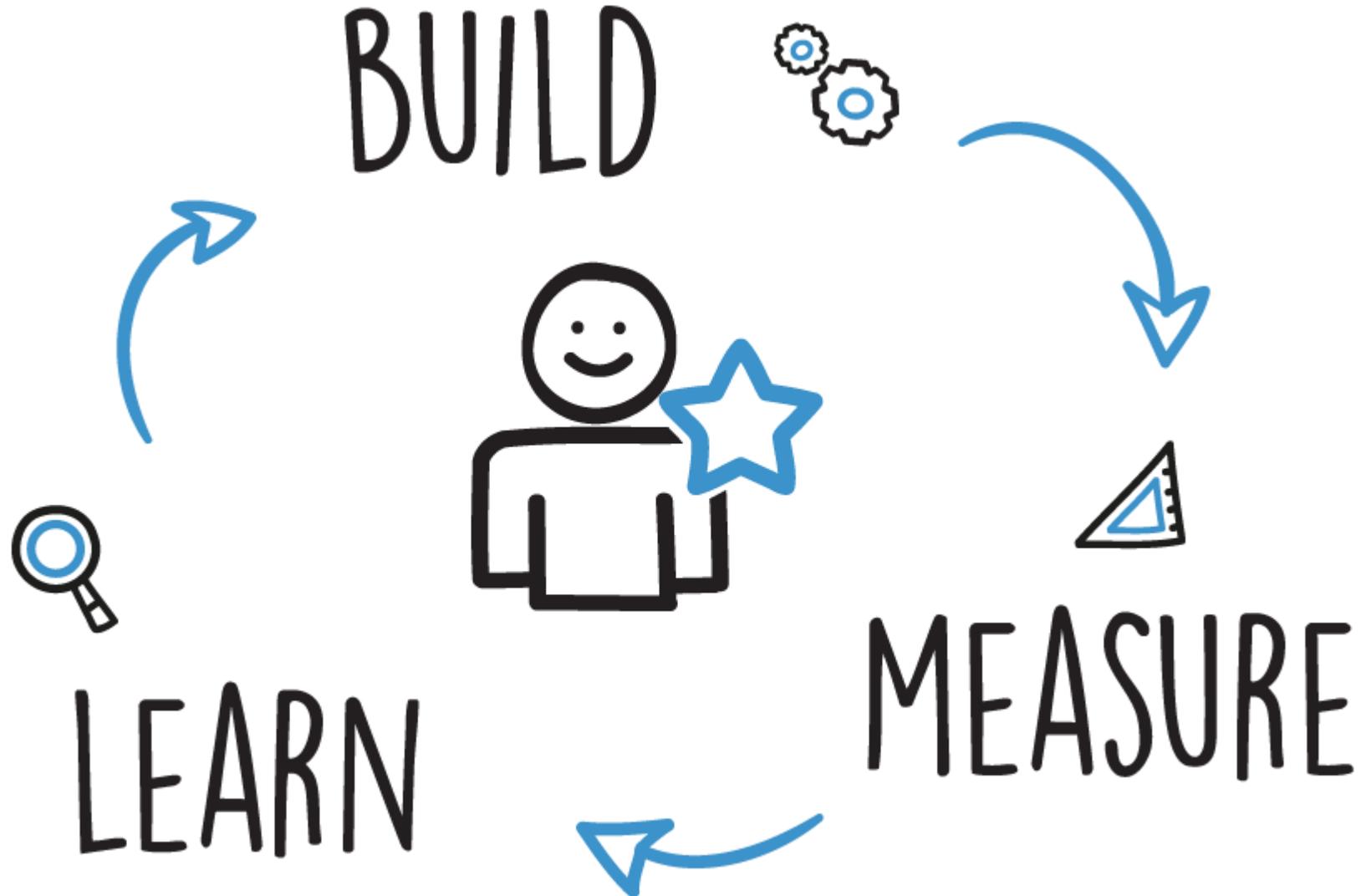
58% do not have IPR protection (e.g. patent) and more than 25% do not take any minimum/informal measure to protect their IP.



Patent timing: When do patents most affect funding



IP and lean startup



A black dress shoe is positioned in the upper left, about to step on a banana peel. The banana peel is yellow and curved, lying on a light green surface. The background is a blue sky with light clouds. The text is centered over the shoe and banana peel.

**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

