



The strategic management of IP protection in Academy and Start-ups

6th event – 9th October 2018

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

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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:** 19th March 2018-19th March 2019; 12 months.
- **Project Partners:**

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EUIPO
UFFICIO DELL'UNIONE EUROPEA
PER LA PROPRIETÀ INTELLETTUALE

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

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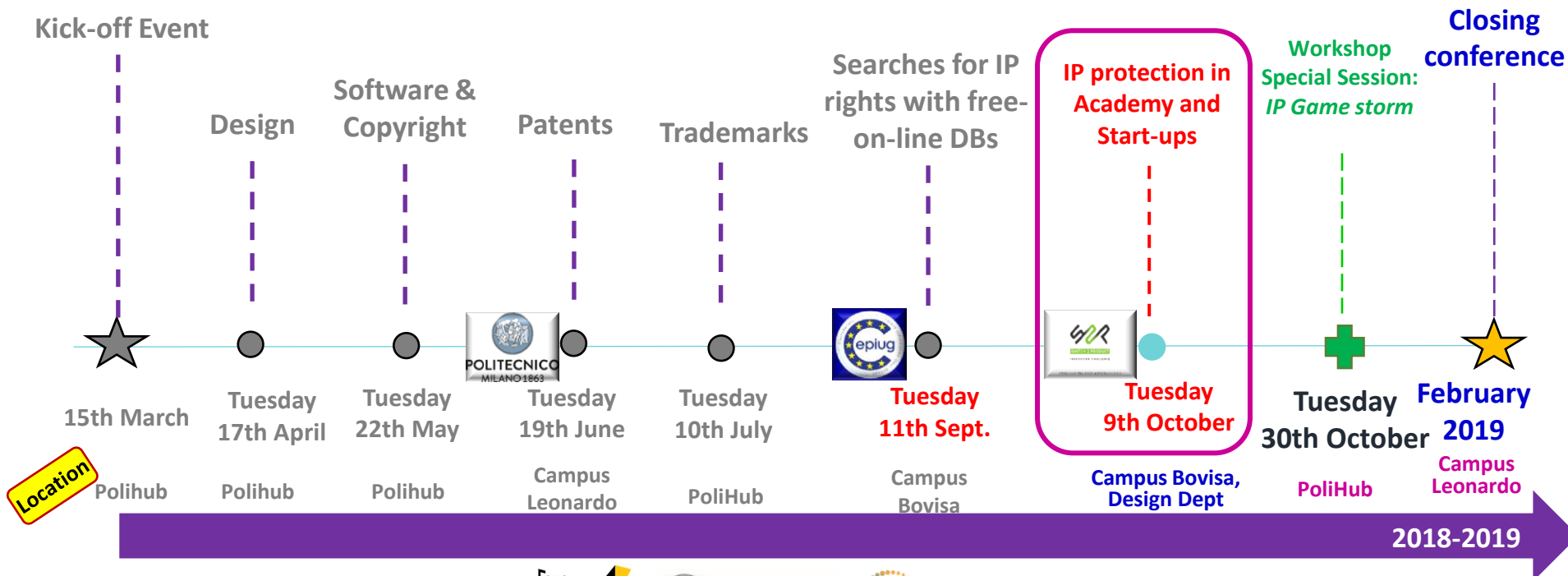
THEOREM-SCHEDULE & TOPIC

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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THE REM

6th event: *IP protection in Academy and Start-ups* , 9th October 2018

Questions to be addressed:

- How to identify your assets and determine the most appropriate forms of protection?
- How to reduce the risk of theft or unauthorized disclosure of ideas?
- How to manage and enhance their IP titles to increase business opportunities?

Agenda:

- Training Session 9.00-11.00
- Testimonials and Discussion Session 11.20-13.00;

**Switch2Product, 2018 edition,
Innovation Boost Program
1, 5, 9, 11-12 October**



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

The event is connected to the Intellectual Property Day of the Innovation Boost Program of Switch2Product competition!

- ❖ **Get in contact with the 24 finalists of the S2P competition – 2018 edition!**

L2Pro-Learn to Protect, Secure and Maximize your Innovations



www.l2pro.it

➤ 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

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

Next event: IP Game Storm

Laboratorio progettuale per l'ideazione e creazione di un gioco storia sui temi della Proprietà Intellettuale



When: 30th October;
Time: 9,30 – 17.00;
Where: Polihub, Via Durando 39
Free-of-charge, registration needed.

THE OREM

YOUTH INTELLECTUAL PROPERTY EDUCATION PROGRAM

A game-storm day to learn basic concepts on Intellectual Property rights!



... let's start with few questions!

7 Questions on your knowledge and perception of IP rights and their importance in the context of start-ups:

- ➔ Go to the Googleform, use your smart-phone;
- ➔ Answer 'True or False' or Choose the 'right' answer;

Googleform

<https://tinyurl.com/y8edeoqo>

LA GESTIONE STRATEGICA DELLA IP
PER UNIVERSITÀ E STARTUP
Politecnico di Milano, Aula Castiglioni, via Candiani 72, Milano
09 OTTOBRE

THE OREM
YOUTH INTELLECTUAL PROPERTY
EDUCATION PROGRAM

Questionario di conoscenza sulla
Proprietà Intellettuale

Questo questionario ci aiuta a documentare la tua conoscenza e percezione della Proprietà Intellettuale in merito al tema 'Proprietà Intellettuale per start-ups'.
Rispondi alle successive domande, indicando Vero o Falso oppure indicando la risposta da te ritenuta utile

*Campo obbligatorio

Vale la pena proteggere la propria idea con un brevetto solo se si ha intenzione di fondare una start-up *

☐ Vero
☐ Falso

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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