

## AGENDA

- 9:30 **Registration**
- 10:00 **Welcome address**
- Loredana Gulino**, Director General, UIBM
- Pia Björk**, European Patent Academy, EPO
- Claire Fentsch**, European IPR Helpdesk
- 10:15 **Basic IP toolkit for SMEs – hacks and common pitfalls**
- Michele Dubbini**, European IPR Helpdesk
- 11:00 **Creating strategic business advantages from IP - Illustrated by SME case study – Cosmed S.r.l.**
- Prof. Massimiliano Granieri**, University of Brescia
- 13:00 **Networking Break / Lunch**
- 14:00 **Benefits of the Unitary Patent**
- Michael Fröhlich**, EPO - European and International Legal Affairs
- 15:00 **Coffee Break**
- 15:15 **Services of innovation support initiatives**
- Nicola Fantini**, Enterprise Europe Network
- 15:30 **Patent supporting measures & Prediagnosis tools**
- Loredana Guglielmetti**, Head of the patent division, UIBM and **Francesca Cappiello** Head of anti-counterfeiting policies, UIBM
- 16:00 **Final wrap-up**



# ROME! IPforBusiness Training

**14 March 2018**

Reflecting the strong demand for business-oriented IP training offers, the European IPR Helpdesk and the European Patent Academy, are organising the European-wide IPforBusiness Training Roadshow, consisting of 12 IP training events in 12 different European countries.

## WHERE?

UIBM, Sala del Pubblico, Via di San Basilio 14, Rome

Free of charge but [registration](#) mandatory



## WHAT?

The training content is based on reviewed training modules of the IP4inno platform, a selection of SME case studies just elaborated by EPO experts, a first-hand update about the Unitary Patent and various contributions of local IP & innovation support stakeholders like the National Patent Offices or the Enterprise Europe Network.

Hands-on approach by the SME case studies: These companies have used patents and the European patent system to their benefit and created value by successfully including patents in their business strategy.

The SMEs have accepted to share their experience with us. This will increase your understanding of the potential impact of IP for your business, both in the current and possibly more in the future Unitary Patent regime. This includes the simplification of administrative procedures, reduced filing costs and the streamlining of litigation.

SMEs could benefit from patents in similar ways and exploit them for the growth of their business by developing the right IP strategies and installing sound IP management.

### Contact EU IPR Helpdesk

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