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

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.

WHERE?

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

Free of charge but registration mandatory