

## The basics of intellectual property for young entrepreneurs



7 febbraio 2019



9:15



**Palazzo Giureconsulti** - Sala Parlamentino  
Piazza dei Mercanti 2, Milano

Iscriviti  
online!

The **THEOREM - youTH intEllectual prOpeRty Education** program has implemented an awareness cycle of seminars to promote and spread knowledge of Intellectual Property (IP) and the importance of respecting the IP rights in the context of creative and high-tech startups.

This seminar targets university students and young future entrepreneurs and aims to make them acquainted with the basics of IP rights, to inform on how to manage the IP rights in the context of start-ups and avoid the most recurrent errors. Also, a reference on how to protect computer-implemented inventions will be discussed.

The THEOREM project is carried out by Fondazione Politecnico di Milano, Politecnico di Milano – Technology Transfer Office, PoliHub Start-up District and is financed by the European Union Intellectual Property Office', GR/001/17, Application reference n° 077.

9:15 **Registration**

9:25 **Introduction**

*Camera di commercio di Milano Monza Brianza Lodi*

9:30 **Intellectual Property: what is it? Which IP right for what protection?**

**Filippo Silipigni** | *Fondazione Politecnico di Milano*

10:00 **Which are the main IP strategies to use proficiently IP rights? Which are the possible exploitation channels?**

**Annalisa Balloi** | *Politecnico di Milano, Technology Transfer Office*

10:30 **Practical aspects: Where? What? How to file an IP right in Italy**

**Paola Callegari** | *Camera di commercio di Milano Monza Brianza Lodi, Sportelli Polifunzionali*

11:00 **Break**

11:20 **An introduction to computer-implemented inventions: how to protect mobile apps?**

**Massimo Barbieri** | *Politecnico di Milano, Technology Transfer Office*

11:40 **Software patent or copyright? Emerging issues relating to Artificial Intelligence**

**Ferruccio Postiglione** | *Praxi-IP*

12:00 **How to manage IP rights for start-ups: the experience in PoliHub**

**Domenico Pannofino** | *Fondazione Politecnico di Milano*

12:30 **Debate, Questions & Answers**

12:45 **Conclusion**