



IP rights Game Storm

Workshop Special Session – 30th 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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GR/001/17- Lot 2: Reaching to
younger generation and citizen;
Application reference N° 077

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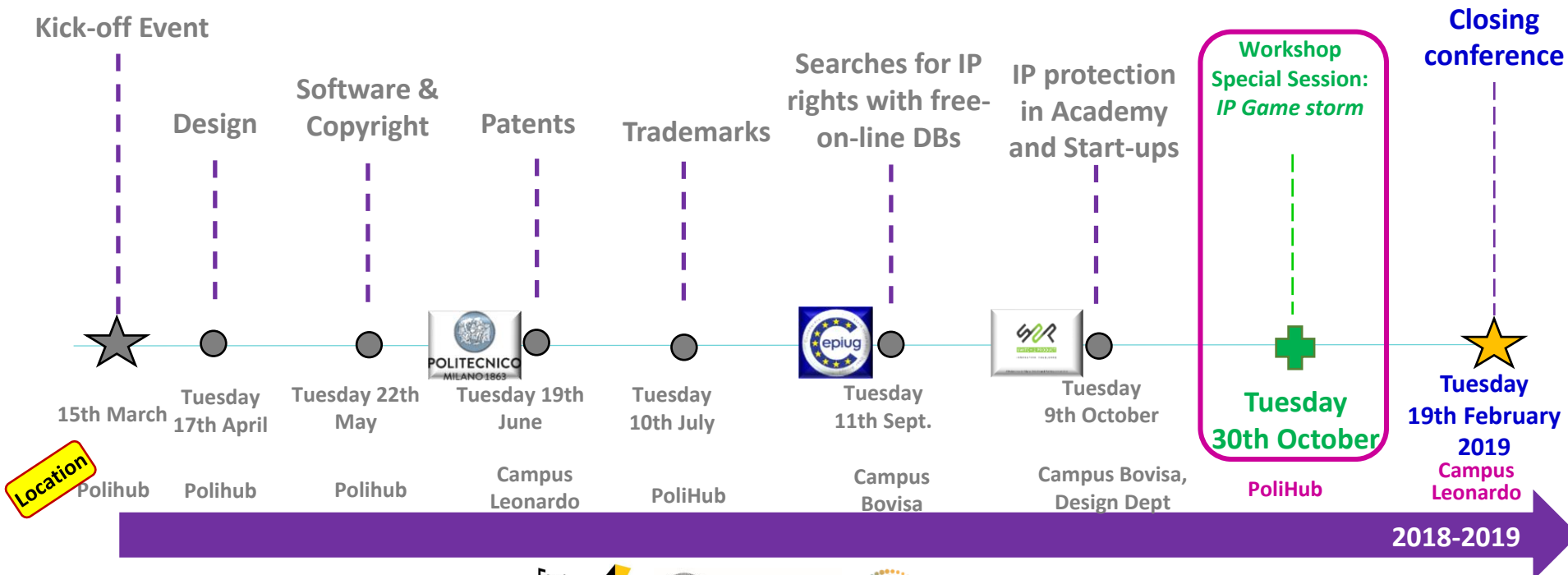
THEOREM-SCHEDULE & TOPIC

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

Workshop Special Session: *IP rights Game Storm*, 30th October 2018

Key Points of the Day

- ❖ *Serious Game: ludic approach to IP rights theme;*
- ❖ Selected IP rights historic events transfer a 'learned lesson' on IP Rights theme;
- ❖ Expected output: a story telling game on the IP rights;
- ❖ **A freely accessible web-app will be developed starting from the best game design ideas**

Agenda:

- 9.30 – 11.00 Introduction and Objectives of the Day, recall of IP rights
- 11.30 -13.00 *Team Work* – IP histories analysis;
- 14. 00 – 16.00 *Team Work* – Design of the story telling game;
- 16,15-16.45 *Team Work* - Pitch, voting and conclusions

Key Points of the THEOREM Project

- ➔ Understanding of IP and change of Perception of the audience;
- ➔ *A teaser of the Event will be made*

Mentor:

- IP Experts;
- Educational Experts;
- Software developers;
- Organizzatori e mentor;
- Storytelling + Game expert

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

THEOREM project

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THEOREM References:

- www.l2pro.it
- www.fondazionepolitecnico.it
- www.polihub.it
- www.polilink.polimi.it



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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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... let's start with few questions!

7 Questions on your knowledge and perception of IP rights and their importance:

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

Googleform

<https://tinyurl.com/y9kgr2hw>





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