

POLIHUB

Innovation District & Startup Accelerator



How to manage IP rights for Startups
First hand experience from Polihub



Why are you here?

- NOT to learn how to file a patent
- NOT to learn how to file a trademark
- NOT to learn how to file a copyright
- NOT to become IP lawyers

Your job is to build companies

What is IP for an entrepreneur?

IP is a Business Tool

- IP is not the goal
- IP is a means to an end
- IP is in service of business objectives
- IP works with other business tools
- IP is a part of your business strategy





















The value of IP

- Google **acquisition** of Motorola Mobility \$12b.
- Apple VS Android **patent war**
- **Auction** for Nortel **patents**
- i4i \$290M against Microsoft for **patent infringement**
- Winkelvoss twins against **Facebook**



Forbes

WORLD'S MOST VALUABLE BRANDS

	2012		2017	
\$87.1 Bn		1		\$170 Bn
\$54.7 Bn	 Microsoft	2		\$101.8 Bn
\$50.2 Bn		3	 Microsoft	\$87 Bn
\$48.5 Bn		4		\$73.5 Bn
\$37.6 Bn		5		\$56.4 Bn
\$37.4 Bn		6		\$54.1 Bn
\$33.7 Bn		7		\$43.9 Bn
\$32.3 Bn		8	 TOYOTA	\$41.1 Bn
\$26.3 Bn		9		\$40.3 Bn
\$26.3 Bn	 CISCO	10		\$38.2 Bn

All 5 valuable brands have:

- **copyrights** over their knowledge system and codes for their software programs;
- **trade marks** connected to their goods and services;
- **patents** over inventions they own, license, and distribute;
- **design rights** over the shape, size, etc of the products they own or make;
- **trade secrets** for their business methods.

IPR in the Italian Startups

- 79% have declared high R&D investments
- 74% have developed product / service innovation
- 48,5% have developed completely new products

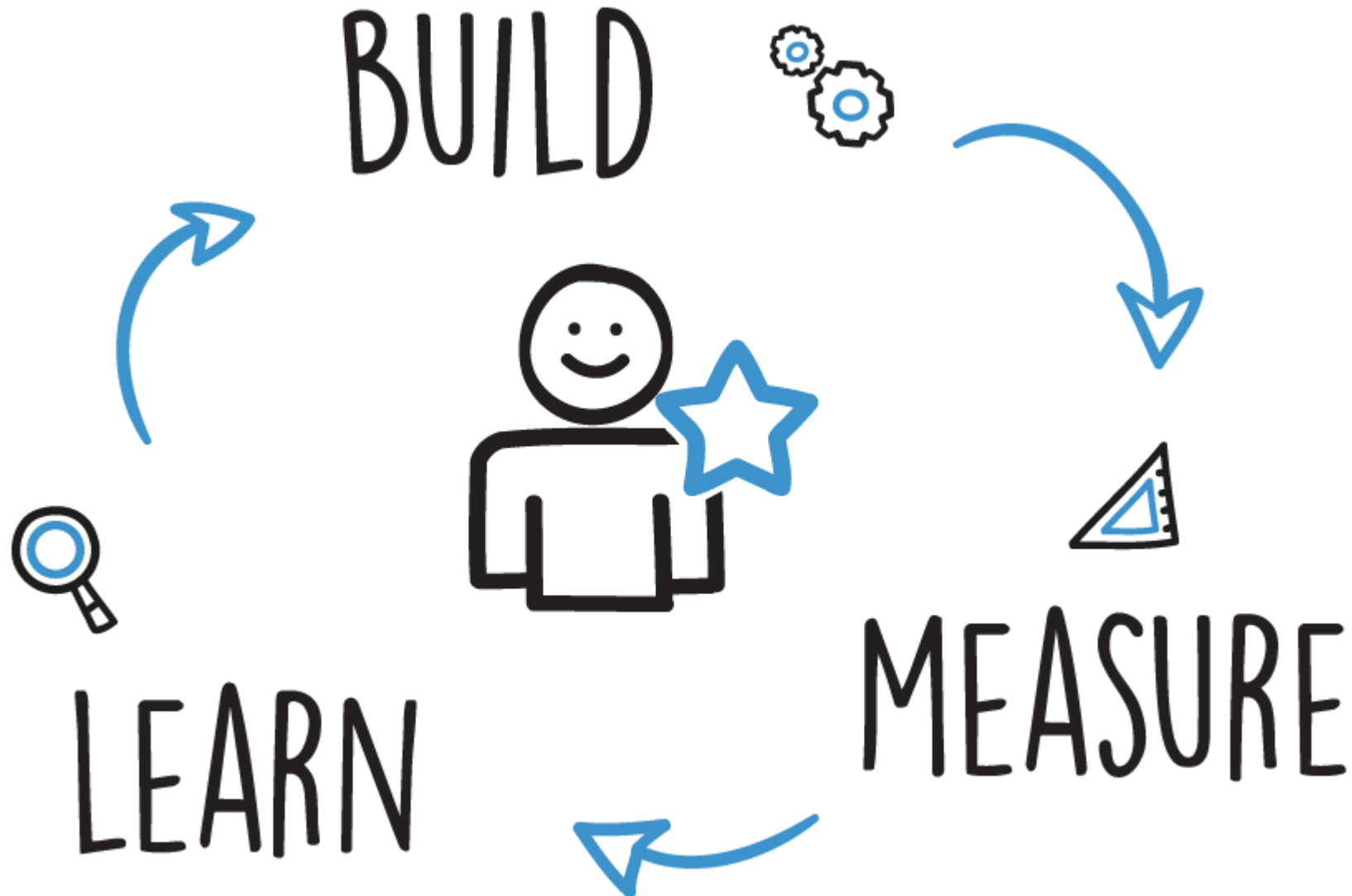
58% do not have IPR protection (e.g. patent) and more than 25% do not take any minimum/informal measure to protect their IP.

Patent timing: When do patents most affect funding





IP and lean startup





Intellectual property that really matters to your company

- Medical device company – patents are key
- Web 2.0/social network start up – trademark and copyright are more likely
- Enterprise software company – copyright and trade secrets are probable
- Biotech/pharma – don't even leave your bedroom until you have a patent counsel

A black dress shoe is shown from a high angle, positioned as if about to step on a banana peel. The banana peel is yellow and curved, lying on a light green surface. The background is a clear blue sky with some light clouds. The text is overlaid in the center of the image.

Intellectual Property Mistakes Startups Must Avoid



Brand image





Brand name



IP Ownership



Trade show public disclosure



Failing to protect sensitive information



DYI is not the best option with IPR



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