



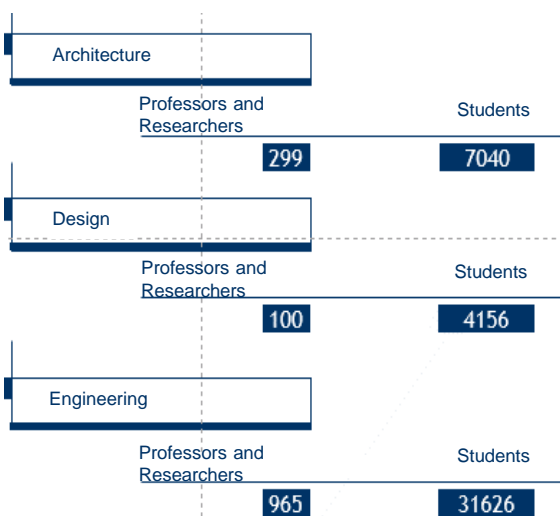
Intellectual Property: What is it? Which IP right for what protection?

Camera di Commercio di Milano, Lodi, Monza Brianza,
7th February 2019

Politecnico di Milano and Fondazione Politecnico di Milano

Politecnico di Milano stands out in the Italian and European scene thanks to the many **strengths** in the widest fields of **ENGINEERING**, **ARCHITECTURE** and **DESIGN**. Founded in 1863, the Politecnico di Milano is today recognized as the **best** Italian technical university, among the **top 20 worldwide** in all three fields: **17th** in Engineering (**24th** in 2016), **9th** in Architecture (**15th** in 2016) e **5th** in Design (**10th** in 2016).

Professors and Students 2017/2018



POLITECNICO DI MILANO Departments	
Architecture and Urban Studies	
Architecture, Built Environment and Construction Engineering	
Chemistry, Materials and Chemical Engineering «Giulio Natta»	
Design	
Electronics, Information and Bioengineering	
Energy	
Physics	
Civil and Environmental Engineering	
Management, Economics and Industrial Engineering	
Mathematics	
Mechanical Engineering	
Science and Technology – Aerospace Engineering	
 POLITECNICO DI MILANO 1863	

Fondazione Politecnico di Milano was founded in 2003 through a joint effort between Politecnico di Milano, major city and regional institutions and with the support of some important companies. The objective is to support the university's research projects and contribute to innovating and developing the economic, productive and administrative environment.

Fondazione manages **Polihub**, **Politecnico's business incubator unit**.

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 Lombardy Region and Milan.
- **Project starting date/end date:** 19th March 2018 -19th March 2019; 12 months.
- **Project Partners:**



Supported By:



Closing conference: **27th February,**
Politecnico di Milano, (held in Italian)

GR/001/17- Lot 2: Reaching to
younger generation and citizen;
Application reference N° 077

The basics of IP for young entrepreneurs

7th February 2019

THE  REM

In collaboration with



Goals of the seminar

- ❖ To be acquainted with the basics of IP rights;
- ❖ To be aware on basics instructions on how to manage the IP rights in the context of start-ups and avoiding the most recurrent errors;
- ❖ How to protect computer-implemented inventions;

Agenda:

- 9.30 – 11.00 **IP rights and IP strategies;**
- 11.20 -12.30 **Computer implemented Inventions and IP rights for start-ups;**
- 12.30 – 13.00 **Debate, questions and Answers;**

... let's start with few questions!

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

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

Survey on the awareness and knowledge on the basics of Intellectual Property Rights

This survey helps us to document your starting awareness and perception on the Intellectual Property.
Please answer the following questions, checking True or False or signing the answer you consider as the most appropriate.

*Campo obbligatorio

A scientific publication is capable to destroy the novelty requirement of your invention *

Googleform

<https://tinyurl.com/yadoa9m9>

INTELLECTUAL PROPERTY: WHAT IS IT? WHICH IP RIGHT FOR WHAT PROTECTION?

Goals and Program

- ❖ To inform about fundamentals of IP rights;
- ❖ To transmit main elements on *Patent for invention*;
- ❖ To highlight some key points on Patent right in the context of new entrepreneurship activity;

Outline

- *Intellectual Property VS Industrial Property*;
- *The Patent right*;

Intellectual Property and Industrial Property Rights

INTELLECTUAL PROPERTY

Creations of human mind



COPYRIGHT

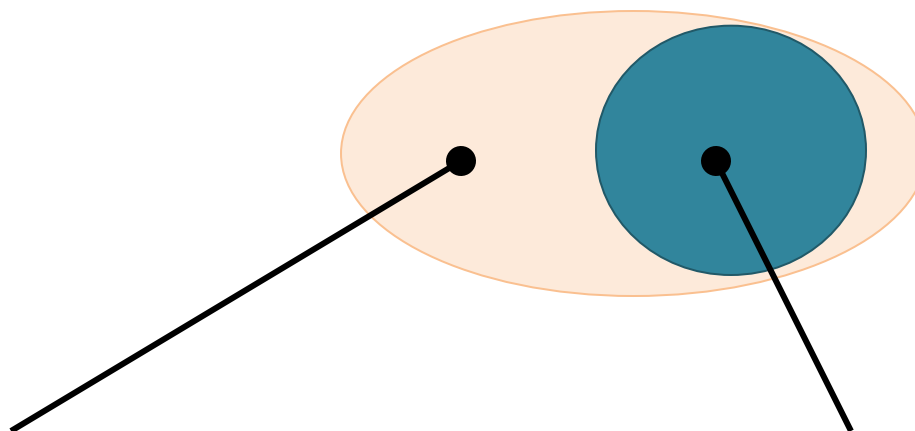
Copyright is a legal right created by the law of a country that grants the creator of an original work exclusive rights for its use and distribution

In Italy Legge sul Diritto d'autore L.633/41.

INDUSTRIAL PROPERTY RIGHTS

Protective rights conferring an exclusive monopoly on exploitation and is obtained upon completion of filing and registration formalities

In Italy: Decr. Leg. 10 Febbraio 2005, n° 30.



Intellectual Property and Industrial Property Rights

Patents



Plant breeders' rights



Utility Models



Industrial Property

Creative works in the technical context

TradeMarks



Layout –design of integrated circuits



Industrial Designs



Reputation/Goodwill



Confidential Information



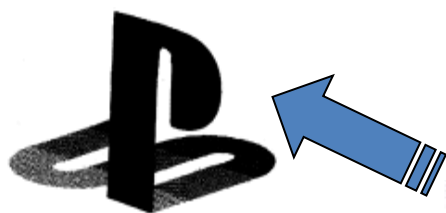
Geographical denominations and appellations of origin



Some examples of IP rights found in everyday products

Videogames console

Trademarks



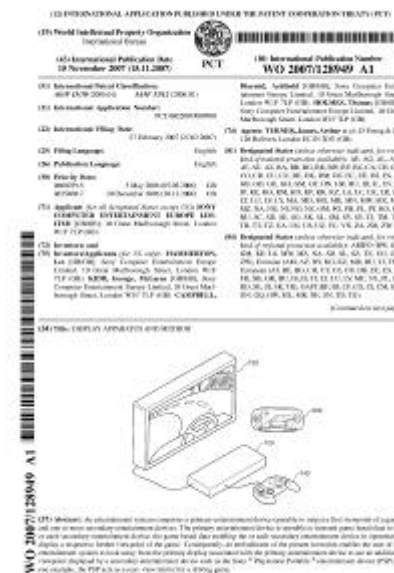
Industrial Design



Copyright



Patents



Some examples of IP rights found in everyday products

A pastry



Industrial designs
on packaging



Three-dimensional
mark (shape of
product)

Patents

Europäisches Patentamt
European Patent Office
Office européen des brevets

Publication number: **0 086 319 A2**

EUROPEAN PATENT APPLICATION

Application number: 82830209.9
Int. Cl.: **A 23 G 3/20, A 23 G 3/00**
Date of filing: 27.12.82

Priority: 30.12.81 IT 6872481
Applicant: Ferrero S.p.A., Piazzale Pietro Ferrero 1, I-12051 Alba (Cuneo) (IT)
Inventor: Cillarolo, Lorenzo, Via F.lli Bandiera 3, I-12051 Alba (Cuneo) (IT)
Representative: Rosetti, Luciano et al., c/o Jacobacci-Casetta & Perani S.p.A. Via Alfieri, 17, I-10121 Torino (IT)

Designated Contracting States: **BE DE FR GB LU NL**

EP 0 086 319 A2

5 Filled sweets with wafer shell and process for their production.

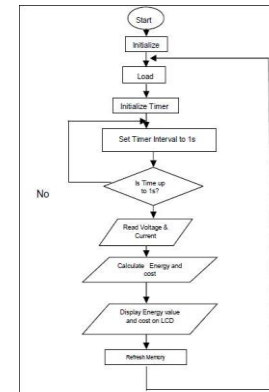
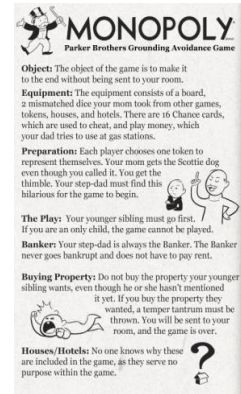
5 The product comprises a filling (2, 2') contained by two concave half-shells (1, 1') of wafer which together form a shell with a closed cavity, and is coated with chocolate (6). The filling (2, 2') has a creamy consistency, a water content of not more than 2% by weight, and is in direct contact with the half-shells. The meeting edges (1A) of the half-shells (1, 1') are joined together at points or continuously by means of a deposit (3) of molten chocolate which is normally solid. Preferably, the chocolate coating (6) contains granules (7) or flakes of hazelnut, walnut, coconut, almonds or the like. Typically, the product has a substantially spherical shape with a diameter of the order of 2.5 to 3 cms.

The concept of Invention

Exclusion from patentability:



$$\sqrt{a^2 + b^2}$$



... but you can always patent products, devices, processes and other technical solutions that use or take advantages of those scientific theories, or mathematical methods, programs, etc.

The Patent right

A patent is a **right granted by a government** that gives the patent owner the ability **to exclude others from making, using, offering, selling or importing** the invention covered by the patent (*monopoly condition*)

The patent represents a **deal between the Inventor and the State.**

In return for this protection, **the inventor has:**

- **to disclose the invention to the PUBLIC** in sufficient detail that others can make and use the invention;
- **to pay maintenance fees.**

The patent (and the description of the invention) is published 18 months after the filing.



✗ The monopoly is limited:



The patent right

Patentability requirements:

- ❖ **Novelty;**
- ❖ **Inventive Step and non-obviousness;**
- ❖ Industrial Applicability
- ❖ Patent subject matter

No requirements on:

- Proficient functionality;
- Technological progress achieved by the invention

❖ **NOVELTY. *Objective and absolute requirement***

An invention is new (or “novel”) if **it does not form part of the state of the art**.

Novelty means that the invention has not been made or proposed by anyone else as claimed in the patent application.

The state of the art comprises all matter that has been made available to the public before the date of the patent application by written or oral description, by use or in any other way (including granted prior patents, published prior patent applications, scientific papers, technical brochure, product catalogues).

The patent right - *What does it mean State-of-the-Art?*

(12) UK Patent Application (19) GB (11) 2 273 053 (13) A	
(43) Date of A Publication 08.06.1994	
(21) Application No 9225542.1	(51) INT CL ⁵ B63C 11/22, A62B 7/04
(22) Date of Filing 07.12.1992	(52) UK CL (Edition M) A5T TBA
(71) Applicant(s) Avocet Engineering Services Ltd (Incorporated in the United Kingdom) 12 Blackmoor Close, LOWER LANGFORD, Avon, BS19 7HN, United Kingdom	(56) Documents Cited GB 1438757 A GB 0783565 A GB 0615415 A EP 0158498 A2 US 4998982 A US 4573463 A US 2610624 A US 2428425 A Film or video titled "THUNDERBALL", United Artist, and featu ing the fictitious character James Bond particularly the scenes depicted in the video at approx. 65, 90 and 125 minutes after the start
(72) Inventor(s) Andrew Lawrence Pole	(58) Field of Search UK CL (Edition L) A5T TBA TCKA INT CL ⁵ A62B, B63C ONLINE DATABASES: WPI
(74) Agent and/or Address for Service Andrew Lawrence Pole 12 Blackmore Close, LOWER LANGFORD, Avon, BS18 7HN, United Kingdom	

(54) Breathing apparatus for survival

(57) A miniature compressed air breathing apparatus to prevent drowning or asphyxiation in the event of marine or other accidents, particularly helicopter ditching, comprises unitary device adapted to be held in the teeth leaving both hands free, capable of being stored in a state of readiness for long periods. The device comprises an aluminium centre section containing pressure regulating and demand valves (2, 3 Fig. 2) and end sections welded to the centre section and defining opposed chambers for holding air at high pressure.

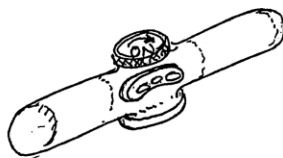
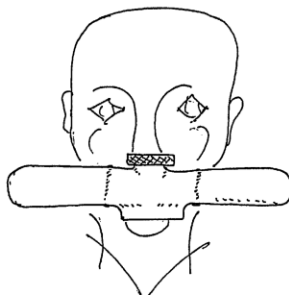


FIGURE 1

GB 2 273 053 A

Breathing apparatus for survival
Avocet Engineering Services It
Priority Date: 7.12.1992



(56) Documents Cited

Film or video titled "THUNDERBALL", United Artist, and featu ing the fictitious character James Bond particularly the scenes depicted in the video at approx. 65, 90 and 125 minutes after the start



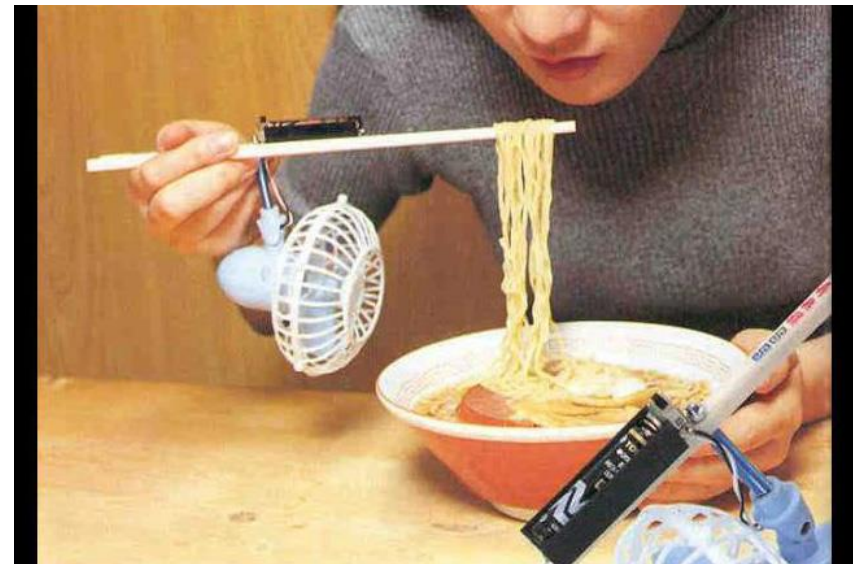
Thunderball, 1965 © Eon Productions,

... A CONCEPTUAL
DEVICE DESCRIBED
IN A SPY FILM!!

The patent right

❖ INVENTIVE STEP and NON-OBVIOUSNESS

- An invention is considered to involve an inventive step if **it is not obvious to a "person skilled in the art"**, having regard to the state of the art (i.e. having regard to the prior art).
- The **"person skilled in the art"** is presumed to be a skilled practitioner in the relevant field, who is possessed of average knowledge and ability and is aware of what was common general knowledge in the art at the date of the patent application but is **devoid of inventive ability**.



NON-OBVIOUSNESS

The patent right

What not to do when considering filing a patent application



- No publication prior to filing
e.g. no article, press release, conference presentation/poster/proceedings or blog entry



- No sale of products incorporating the invention prior to filing



- No lecture or presentation prior to filing
except under a non-disclosure agreement (NDA)



- Seek professional advice soon!
- File before others do!

Source:



What does a patent look like?

A European patent application consists of (Article 78(1) EPC):

- Request for grant
- **Description** of the invention (Rule 42 EPC) – **a summary of the prior art, a disclosure of the invention** and **what problem** it is supposed to solve
- **Claims** (Articles 69, 84 and Rule 43 EPC) – determine the extent of protection conferred by a European patent
- **Drawings** (if any) referred to in the description or the claims – the description and drawings are used to interpret the claims
- **Abstract** (Article 85, Rule 47 EPC) – around 150 words that can be used as a search tool for other patent applications

“The extent of the protection conferred by a European patent or a European patent application shall be determined by the terms of the claims. Nevertheless, the description and drawings shall be used to interpret the claims.”

What does a patent look like?

□ Structure of the description

- Prior art
 - *Teapot with one spout*
- Drawback of prior art
 - *Time-consuming*
- Problem to solve
 - *Reduce filling time*
- Solution
 - *Provide a second spout*
- Advantage of the invention
 - *The time needed to fill multiple cups is reduced*



Fig. 1.

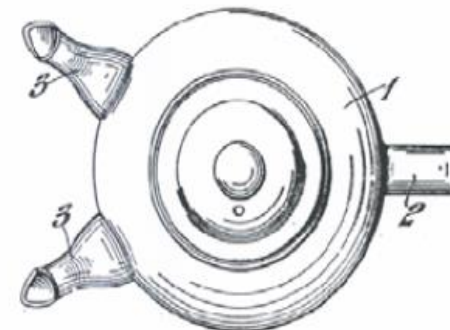


Fig. 2.

Source:

Example of patent document (US)

Title → [54] **BAG FOR A MOTOR VEHICLE, ESPECIALLY FOR A MOTORCYCLE**

Inventor → [75] **Inventor: Wolfgang Kloth, Munich, Fed. Rep. of Germany**

Assignee → [73] **Assignee: Bayerische Motoren Werke Aktiengesellschaft, Munich, Fed. Rep. of Germany**

Publication Number → [11] **4,303,184**

Publication Date → [45] **Dec. 1, 1981**

Priority Date → [30] **Foreign Application Priority Data**
Sep. 22, 1978 [DE] Fed. Rep. of Germany — 7828266[U]

IPC Class → [51] **Int. Cl.** **B62J 9/00**
[52] **U.S. Cl.** 224/32 R, 100/62, 224/183, 280/289 A

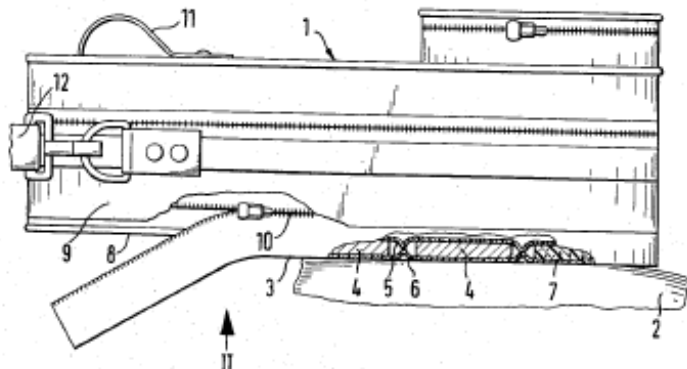
References Cited
U.S. PATENT DOCUMENTS
402,491 4/1889 Thomas 150/35 X
2,288,105 6/1942 Plotkin 190/412
3,007,568 11/1961 Kurland 224/273
3,061,057 10/1962 Miller 190/44
3,237,327 3/1966 Griggs 206/818
3,910,540 10/1975 Kayler 248/206 A
4,059,207 11/1977 Jackson et al. 280/289 A
4,081,061 3/1978 Tucker 190/60 X

FOREIGN PATENT DOCUMENTS
1051915 9/1953 France 224/273
2234173 1/1975 France 224/32 R
877460 9/1961 United Kingdom 224/32 R

Primary Examiner—Stephen Marcus
Attorney, Agent, or Firm—Craig and Antonelli

ABSTRACT
[57] A bag releasably fastenable to parts of a motor vehicle such as a motorcycle is disclosed. The bag is provided on at least one side wall with one or more holding magnets. The magnets may be sewn or sealed between the two layers of a two-layered side wall and the side wall may be releasably connected with the bag by means of a zipper.

7 Claims, 2 Drawing Figures



Example of patent document (US)

State of the Art

4,303,184

1

BAG FOR A MOTOR VEHICLE, ESPECIALLY FOR A MOTORCYCLE

2

BACKGROUND AND SUMMARY OF THE INVENTION

The present invention relates to a bag releasably fastenable to parts of a motor vehicle such as a motorcycle. In a known bag of this type (German Utility Model No. 76 22 702), also referred to as a tank touring bag, a plurality of mounting straps are provided, said straps having to be wrapped around the motorcycle gas tank and then connected together by buckles or the like. This type of fastening is inconvenient in view of the fact that the bag must be removed from the tank each time the motorcycle is fueled and, as a rule, each time the motorcycle is parked.

An object of the invention is to provide a bag of the aforementioned type which is capable of being fastened to and removed from a motor vehicle, especially a motorcycle, in simple fashion.

This and other objects of the present invention are achieved according to the present invention in that the bag is provided on at least one side wall with at least one holding magnet. Permanent magnets can be made with extremely high holding forces today, so that the measure proposed by the invention permits the bag to be anchored sufficiently firmly to the gasoline tank of a motorcycle. Nevertheless, the bag can be removed from the tank when necessary in a relatively simple manner, without previous opening of a plurality of buckles or the like.

An especially good fastening of the bag to the tank wall is made possible when a plurality of holding magnets, located at certain distance apart, are provided in the side wall of the bag.

According to a preferred embodiment of the present invention, the side wall provided with the holding magnets is releasably connected to the bag. The bag proper can then be carried without the magnets, which do increase the weight perceptibly, while the removable side wall can be stowed for example, beneath the lockable seat of a motorcycle.

These and other objects, features and advantages of the present invention will become more apparent from the following description when taken in connection with the accompanying drawings, which show, for purposes of illustration only, one embodiment in accordance with the present invention.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a side view, partly in section, of a bag according to the present invention and.

FIG. 2 is a view in the direction of arrow II in FIG. 1.

The bag 1 shown in the drawings is provided especially for motorcycle riders, and can be fastened to tank 2, merely indicated, on a motorcycle, not shown in greater detail. For this purpose, bag 1 is provided with a plurality of holding magnets 4 on one side wall 3. In the embodiment shown, a total of 6 holding magnets 4 are disposed in side wall 3.

The holding magnets 4 can be sewn or sealed between the two layers 5 and 6 of a two-layered side wall 3. The spaces formed by the lengthwise and cross seams are partially filled with holding magnets 4 and partially with foam 7. The seams provide good flexibility for this wall, despite the two-layered construction of side wall

3, so that the wall can adapt itself well even to curved tank walls.

Advantageously, outer layer 6 is made of a thin, solid gasoline-resistant plastic film. In this manner, holding magnets 4 can be mounted especially close to the tank wall, made of sheet metal, so that their holding force can be optimally utilized.

It is particularly advantageous if the side wall 3, provided with holding magnets 4, is releasably connected to bag 1. Side wall 3 then forms, so to speak, another side wall in addition to the actual side wall 8 of bag 1. When side wall 3 is removed from bag 1, the bag, especially due to the lack of holding magnets 4, not only has a lower weight, but also a more pleasing appearance, since there is no longer a need to make a distinction between the bag and a conventional shoulder bag. For this purpose, side wall 3 is preferably linked with bag 1 by a zipper 10, covered by a covering edge 9.

A loop 11, attachable with straps, is also provided on the top side wall of the bag, said loop serving to hold mounting straps 12 to the bag, said straps being required only for carrying, when the bag is not mounted on the motorcycle.

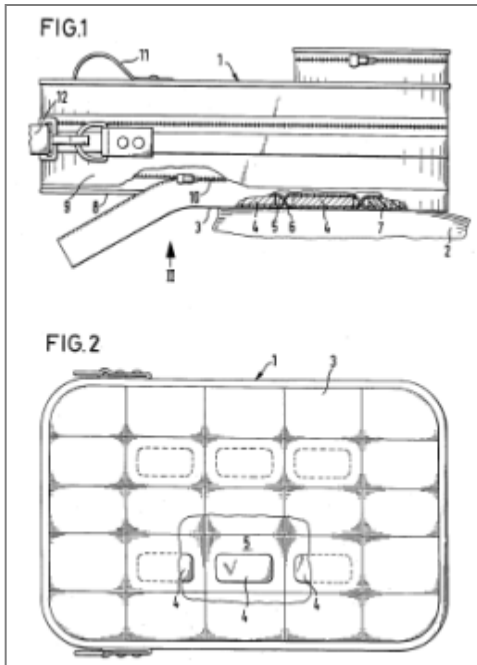
While we have shown and described only one embodiment in accordance with the present invention, it is understood that the same is not limited thereto but is susceptible of numerous changes and modifications as would be known to those skilled in the art, given the present disclosure, we therefore do not wish to be limited to the details shown and described herein but intend to cover all such changes and modifications as are encompassed by the scope of the appended claims.

I claim:

1. In a bag releasably fastenable to parts of a motor vehicle such as a motorcycle, the improvement comprising said bag being provided on at least one side wall with a plurality of holding magnets, wherein said side wall is a two-layered side wall with said plurality of magnets being sewn or sealed between said layers, and wherein said side wall is releasably connected with the bag.
2. The bag according to claim 1, wherein the outer layer of said two-layered side wall is made of a thin, strong, and gasoline-resistant plastic film.
3. The bag according to claim 1, wherein said side wall is connected to the bag by a zipper which is covered by a cover strip.
4. In a fuel tank bag for motorcycles, which bag is releasably fastenable to the fuel tank of a motorcycle, the improvement comprising said bag being provided on at least one side wall with a plurality of holding magnets, said side wall being formed of at least two layers with said plurality of magnets being disposed between said two layers, said two layers being connected at seams between at least some of said magnets, said seams providing good flexibility for said side wall whereby the wall can adapt itself to curved fuel tank walls.
5. The bag according to claim 4, wherein the outer layer of said two layers of the side wall is made of a thin, strong, and gasoline-resistant plastic film.
6. In a fuel tank bag for motorcycles, which bag is releasably fastenable to the fuel tank of a motorcycle, the improvement comprising said bag being provided on at least one side wall with a plurality of holding magnets and wherein said side wall is releasably connected with the bag by a zipper which is covered by a cover strip.
7. The bag according to claim 6, wherein said side wall comprises two layers with said plurality of holding magnets being disposed between said layers.

Description

Claims

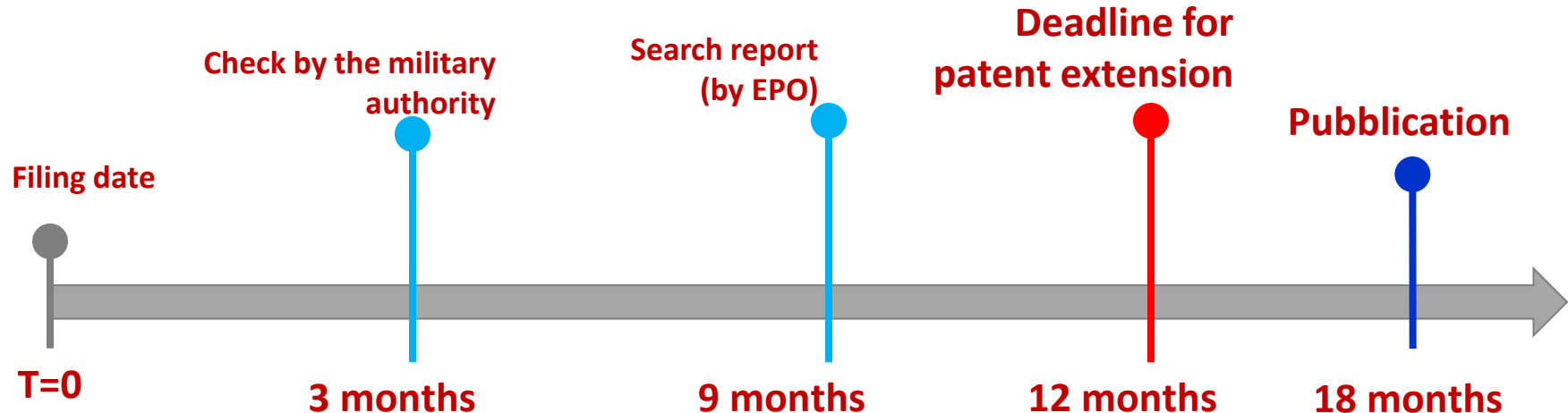


Drawings

Patent Application in Italy

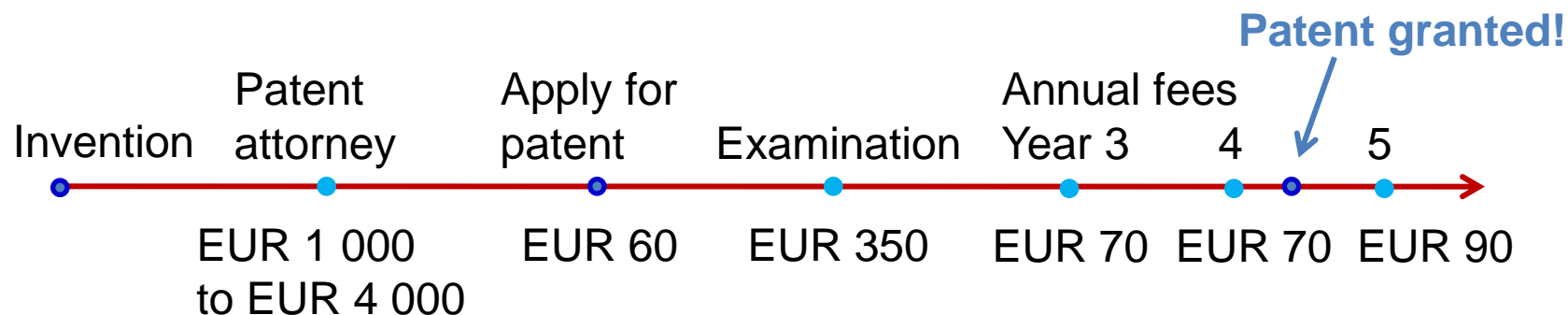
The procedure for submitting a patent application **in Italy** consists of the following phases:

- ✓ patent application filing ($T=0$);
- ✓ formal examination of the application ($T \approx 0$);
- ✓ Publication of the patent application ($T = 18$ months)
- ✓ patentability exam;
- ✓ patent granted or rejected ($T \approx 3 \div 4$ years);
- ✓ opposition phase.



Search reports are provided to Italian Applicants since July 2008 by European Patent Office

Cost of a national patent application: Germany



Total cost to arrive to the grant of a patent application: EUR 1 700 - EUR 5 100
(depending on complexity of patent and extent of applicant's preparation!)

Three categories of costs should be taken into account (depending on the **patent application phase**):

- ✓ **Filing costs;**
- ✓ **Examination and granting costs;**
- ✓ **Maintenance costs.**

Costs are due to:

- **governmental taxes** (*mandatory*);
- **fees for patent attorneys and consultants** (*optional*).

Source:



Advantages and disadvantages of patenting

Advantages

- Exclusivity enables investment and higher returns on investment
- Strong, enforceable legal right
- Makes invention tradable (licensing)

Disadvantages

- Reveals invention to competitors (after 18 months)
- Can be expensive
- Patent enforceable only after grant (this can take 4-5 years)

Source:



INTELLECTUAL PROPERTY: WHAT IS IT? WHICH IP RIGHT FOR WHAT PROTECTION?

Additional content



Cost of a sample European Patent¹

EPO Fees: EUR 4 600

- procedural fees before the EPO
- renewal fees for 3rd and 4th year

Percentage of total: 14 %

Validation in the
contracting states: EUR ca. 7 000
4 translations

- attorney EUR 3 000
- translation cost EUR 3 600
- publication fees EUR 400

Percentage of total: 22 %

Total cost:
EUR ca. 32 000

Professional
representation
before the EPO: EUR ca. 10 000

- pre-filing EUR 4 000
- processing EUR 5 400
- translation of claims EUR 600

Percentage of total: 31 %

National renewal fees
and related cost: EUR ca. 10 000
5th to 10th year

- renewal fees (years 5 - 10) EUR 4 700
- attorney:
payment of renewal fees EUR 5 300

Percentage of total: 32 %

¹ 18 pages, 6 states, 10-year term, excl. in-house preparation costs for the patentee, all values rounded.



Cost of a sample Euro-PCT Patent¹

EPO Fees: EUR 6 600

- international fees
- procedural fees before the EPO
- renewal fees for 3rd and 4th year

Percentage of total: 14 %

**Validation in the
contracting states: EUR ca. 12 500**
6 translations

- attorney EUR 4 200
- translation cost EUR 7 500
- publication fees EUR 800

Percentage of total: 27 %

**Total cost:
EUR 47 000**

**Professional representation
before the EPO: EUR ca. 12 500**

- pre-filing EUR 5 400
- processing EUR 6 200
- translation of claims EUR 900

Percentage of total: 27 %

**National renewal fees
and related cost: EUR ca. 15 500**
5th to 10th year

- renewal fees EUR 8 500
- attorney: payment
of renewal fees EUR 7 000

Percentage of total: 32 %

¹ 26 pages, 8 states, 10-year term, excl. in-house preparation costs for the patentee, all values rounded.

Alternatives to patenting

Information disclosure (publishing)

- | | |
|---|---|
| <ul style="list-style-type: none">• Cheap• Prevents others from patenting the same invention | <ul style="list-style-type: none">• Does not offer exclusivity• Reveals the invention to competitors |
|---|---|

Secrecy (creating a trade secret)

- | | |
|--|---|
| <ul style="list-style-type: none">• Cheap (but there is the cost of maintaining secrecy)• Does not reveal the invention | <ul style="list-style-type: none">• No protection against reverse-engineering/duplication of invention• Difficult to enforce• "Secrets" often leak quite fast |
|--|---|

Do nothing

- | | |
|--|---|
| <ul style="list-style-type: none">• No effort required | <ul style="list-style-type: none">• Does not offer exclusivity• Competitors will often learn details |
|--|---|

Source:

How patents are used

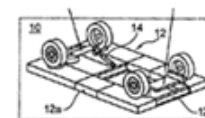
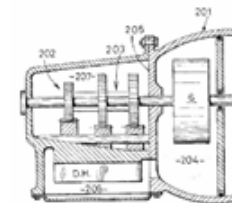
- Protecting products and processes
 - Increasing turnover and profits
 - Attracting investors
- Licensing
- Cross-licensing
- Blocking competitors
- Building reputation
- ...
- Not used

Source:



Overview of Intellectual Property

Legal right	What for?	How?	For how many years?	Cost estimate
Patents	New inventions	Application and examination	Max 20 years	€€€€
Utility models	New inventions	Application and registration	Max 10 years	€€€€ ÷ €€€
Copyright	Original creative or artistic forms	Exists automatically	Author life + 70 years	€€€ ÷ €€
Trade marks	Distinctive identification of products or services	Use and/or registration	10 years, renewable in unlimited time	€€€ ÷ €€
Registered designs	External appearance	Registration	Max 25 years	€€€ ÷ €€
Trade secrets	Valuable information not known to the public	Reasonable efforts to keep secret	Until it is kept secret	-



Source:



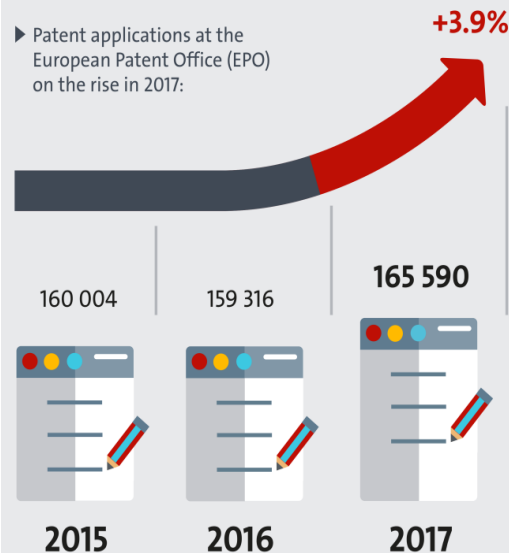
EPO Annual Report 2017 (January 2018)

2017

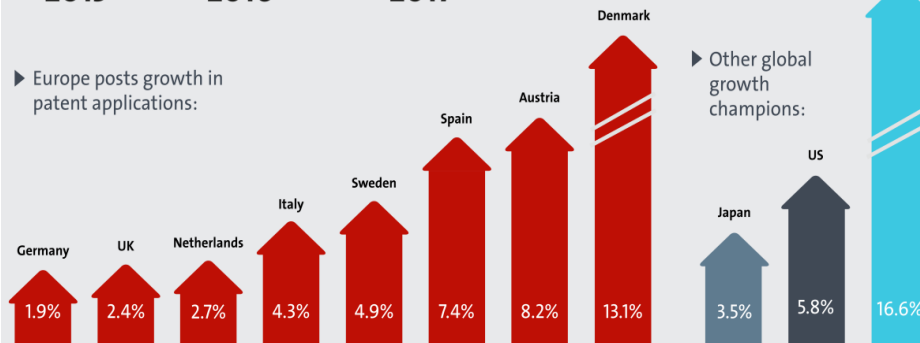
Trends in patenting

Europe is a leading technology market

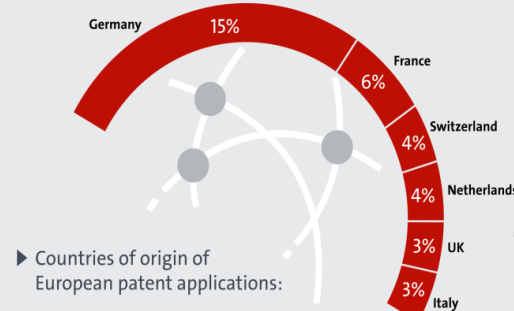
► Patent applications at the European Patent Office (EPO) on the rise in 2017:



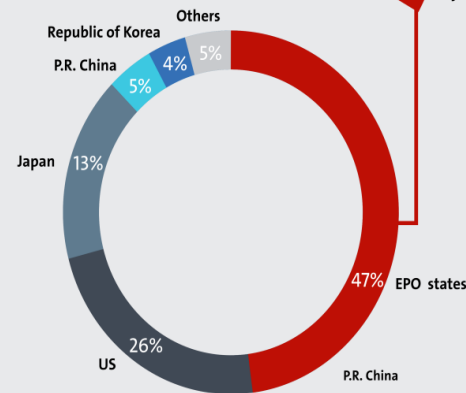
► Europe posts growth in patent applications:



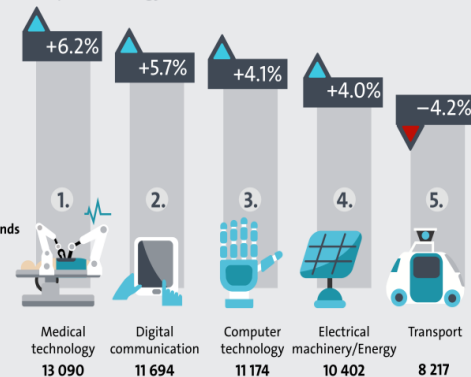
► Almost half of the patent applications come from Europe:



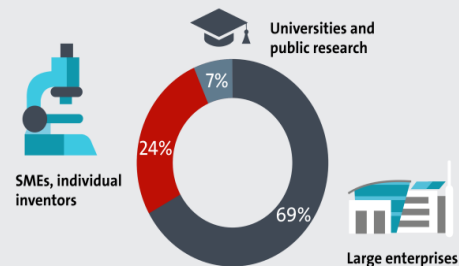
► Countries of origin of European patent applications:



► Top technology fields:



► The EPO serves large and small applicants:



► Most active patent applicants:



All figures are based on European patent applications.
Source: EPO Status: 22.1.2018
epo.org/annual-report2017



Why intellectual Property?

- **Essential business asset** in the knowledge economy
 - Swedish steel-maker Sandvik: 20% of its value is from IP!
- Increases **funding for innovative projects**
 - Without IP many innovative projects would not be profitable because anyone who wanted could simply copy the results
- Protects **small innovative firms**
 - Dolby[®] Laboratories
 - W. L. Gore & Associates (Gore-Tex[®])
- Needed to release IP into the **public domain** under **controlled conditions**:
 - Linux (GPL): improvements must be free too!

Source:



INTELLECTUAL PROPERTY: WHAT IS IT? WHICH IP RIGHT FOR WHAT PROTECTION?

Survey results

Intellectual Property: What is it? Which IP right for what protection?

22 risposte

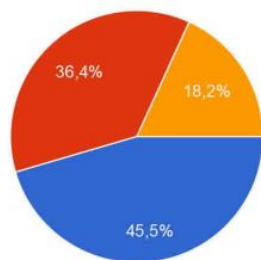
RIEPILOGO

INDIVIDUALI

Accetta risposte ☒

A scientific publication is capable to destroy the novelty requirement of your invention

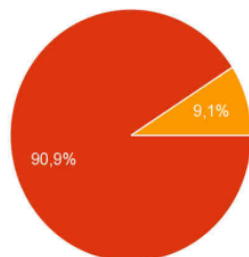
22 risposte



• True
• False
• Not known

If I got a smart idea, in order to attract potential investors or developers it is recommended to share with them freely the idea in details

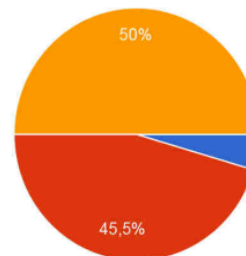
22 risposte



• True
• False
• Not known

To establish a start-up:

22 risposte

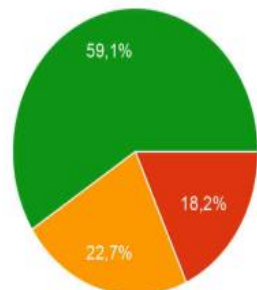


• a patent for invention needs to be filed
• a patent for invention could be a value to attract potential investors
• a well implemented IP strategy is a guarantee that your business will have success

Intellectual Property: What is it? Which IP right for what protection?

To file a patent application, the proposed invention needs to satisfy some requirements

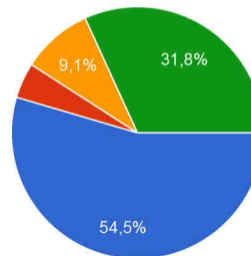
22 risposte



- False, there are no requirements
- True, the proposed invention must achieve target technological progress;
- True, the proposed invention needs to be novel and original, but only in the Country in which the protection...
- True, the main requirements are Novelty (on the World Wide State of the Art) and Inventive step

A patent for invention

22 risposte

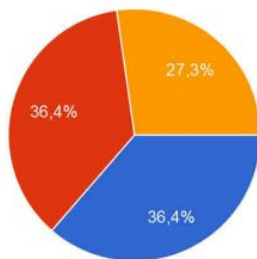


- Has a limited duration to a maximum of 20 years;
- Can be renewed every 10 years, indefinitely
- Has a limited duration to a maximum of 10 years
- Not known



Moral rights of an invention can be sold or transferred to other persons or institutions

22 risposte

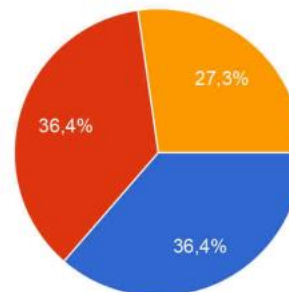


- True
- False
- Not known



The software as such in Europe is not patentable

22 risposte



- True
- False
- Not known



THEOREM project

THEOREM References:

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

Supported By:



EU IPO
UFFICIO DELL'UNIONE EUROPEA
PER LA PROPRIETÀ INTELLETTUALE

GR/001/17- Lot 2: Reaching to
younger generation and citizen;
Application reference N° 077

Project Managers:

- Annalisa Balloi – Politecnico di Milano, Ufficio di Trasferimento Tecnologico;
- Domenico Pannofino – Polihub Start-up District
- Filippo Silipigni – Fondazione Politecnico di Milano

Contacts:

Filippo Silipigni -

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filippo.silipigni@fondazione.polimi.it



Piazza Leonardo da Vinci, 32
20133 Milano - Italy
Tel. +39 02 2399 9107
www.fondazionepolitecnico.it

