



POLITECNICO  
DI TORINO



Europäisches  
Patentamt  
European  
Patent Office  
Office européen  
des brevets

40  
YEARS 1973-2013

EUROPEAN  
PATENT  
CONVENTION  
Innovation matters

# 6th June 2013

## European Patent Academy

### ESA SUN Challenge, IPR Workshop

# From Invention to Innovation

- 09:30 - 09:35 Welcome - Shiva Loccisano, Manager - Technology Transfer and Industrial Liaison Division  
Politecnico di Torino
- 09:35 - 09:45 Introduction to the EPO - Giovanna Oddo, European Patent Academy - European Patent Office

#### Session I - Christian Hackl, Managing partner – TUM Tech GmbH

- 09:45 - 10:30 Importance of IPRs for commercialisation  
- *Technology transfer by IPRs and collaboration*  
- *IPRs and their role in business, incl. success stories*
- 10:30 - 11:15 IP Management (IPM)  
- *IPM components*  
- *Commercialisation options*  
- *Importance of business case*
- 11:15 - 11:30 Q&A  
Coffee break

#### Session II, Part A - Geert Boedt, Business Use of Patent - European Patent Office

- 12:00 - 12:45 Opportunity check  
- *Evaluation of inventions with IP Score*  
- *Ranking of opportunities*
- 12:45 - 13:00 Q&A  
Free Break

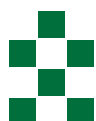
#### Session II, Part B - Christian Hackl, Managing partner – TUM Tech GmbH

- 14:00 - 15:00 Valuation of IPs  
- *Market approach*  
- *Income approach*
- 15:00 - 15:15 Q&A  
Coffee break

#### Session III - Prof. Riccardo Pietrabissa, Politecnico di Milano - President Netval

- 15:45 - 16:30 Patent strategies supporting the business case  
- *Routes for internationalisation, incl. cost analysis*  
- *Freedom-to-operate*
- 16:30 - 16:45 Q&A
- 16:45 - 17:30 Panel discussion
- 17:30 - 17:45 Wrap up - Giovanna Oddo, Shiva Loccisano

with the support of:



Compagnia di San Paolo

Limited seats available - Registration until 1st June: [innovazione@polito.it](mailto:innovazione@polito.it)

Venue: Via Pier Carlo Boggio, 61 - Torino

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