

IP FOR SME'S

La integrazione transfrontaliera nella gestione della proprietà intellettuale (IP) come leva di competitività regionale

Padova 16/04/2014



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2007-2013

cooperazione territoriale europea
programma per la cooperazione
transfrontaliera

Italia-Slovenia

evropsko teritorialno sodelovanje
program čezmejnega sodelovanja

Slovenija-Italija



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Progetto cofinanziato dal Fondo europeo di sviluppo regionale

Projekt sofinancira Evropski sklad za regionalni razvoj

Company description:

AREA Science Park is the premier multi-sectoral Science and Technology Park in Italy.

AREA Science Park Consortium is one of the IPforSMEs project partners.

In our region, Friuli-Venezia Giulia we tested two services:

AIDA Light Questionnaire
and
IP Prediagnosis

AREA Science Park



- National research body (Ministry of University and Research)
- The leading Science and Technology Park in Italy, Established 1978



*Ministero dell'Istruzione
dell'Università e Ricerca*



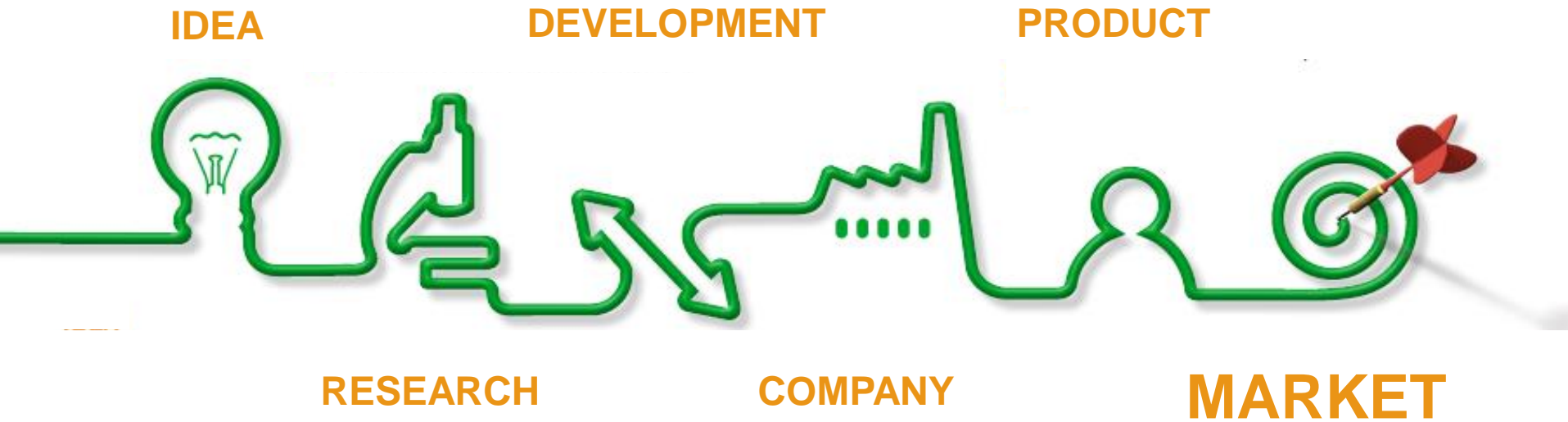
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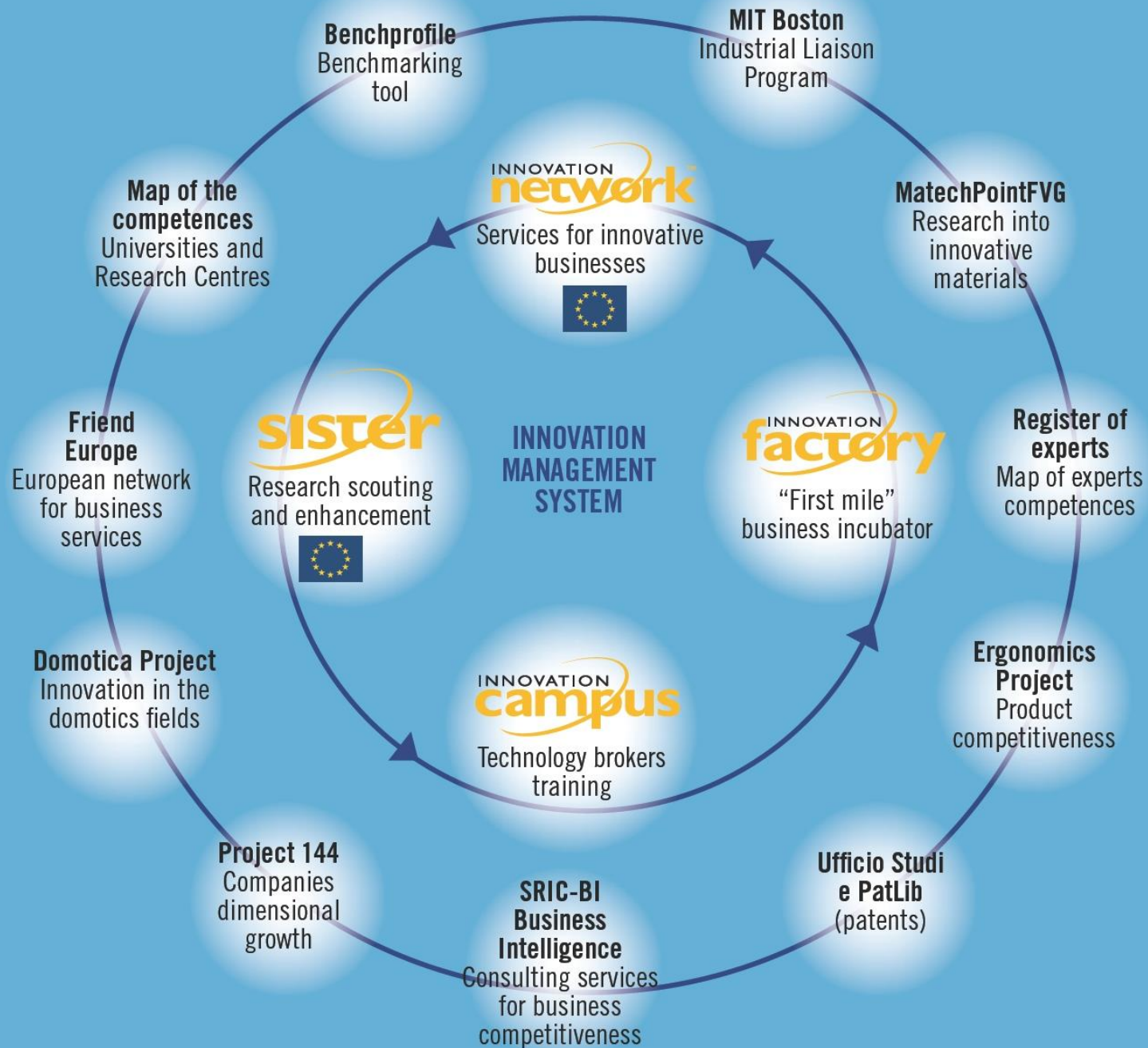


Using Innovation to drive development

- Bridging the gap between research and industry
- Helping researchers to extract the true value of their research results
- Enabling businesses to find research solutions they need to create products and services that will succeed in the market
- **Facilitating the strategic management and exploitation of Intellectual Property**
- Encouraging and facilitating the creation of new businesses
- Creating high quality, high value employment opportunities
- Driving economic growth
- Improving the quality of life of citizens by bringing useful innovations to market

Technology Transfer: from idea to market





Pilot action description:

IP prediagnosis:

The IP pre-diagnosis provides a standstill which facilitates the analysis of the challenges of IP in its entirety by setting it within the general context of the company's development, and taking all factors into account: the aim is to underline the value of an IP policy to the company, and together with its company director, to estimate what benefits the IP could bring, taking into consideration the future prospects of the company.

Within the scope of pre-diagnosis, IP includes industrial property, intellectual property, and all other means of acquiring rights to innovations and managing them, such as secrets, contracts, licenses and the management of information flows.

All the industrial property tools are included: not only patents, trademarks, and designs, but also know-how and domain names

<http://www.wipo.int>

Pilot action description:

31 pilot actions completed with participating companies

In particular:

14 IP prediagnosis

17 AIDA light questionnaires

Pilot action description:

Sample Case Study:

Company: Gees Recycling Srl

Headquarters: Budoia (PN)

Number of employees: < 10

Revenues: < 2 Mln di Euro

Company founded: 2010

ATECO Code: 22.23.09 Plastics production for construction

Pilot action description:

Sample Case Study:

Gees Recycling recycles and transforms fibreglass into new products which in turn can be recycled.

The systematic characterisation of ad hoc processes has provided the opportunity to deposit patent applications and to develop a marketing strategy to identify commercial partners and design consultants who could collaborate in opening up new application sectors and related markets.

Pilot action description:

Nevertheless the company has not, until now, paid enough attention to its visibility, failing to deposit trade marks useful for the creation of a public image which links the proprietary techniques and their positive environmental impact with the company and its products.

Experience and concrete results obtained

The feedback received show high levels of appreciation for the services rendered and demonstrate, thanks to the input from the team of experts, an enhanced understanding of the tools available for the protection of its intellectual property.

The personalized report was particularly appreciated as it allowed a better organization in a general framework of situations of which the entrepreneurs themselves had previously only a partial and fragmented vision.

In general the need for further research was evidenced.

Comments:

A significant proportion of the companies which participated in the pilot action had already deposited patent applications but these deposits were not the fruit of a comprehensive strategy and the weakest points are related to patent exploitation.

There is a distinct lack of understanding of the potential value of and ways of exploiting forms of intellectual property other than patents and a general weakness in the management of corporate know-how and trade secrets was observed.

Comments:

The adoption of IP protection tools on its own is therefore not sufficient to support the growth of SMEs and their ability to operate in a given market.

The pilot actions of prediagnosis tested by AREA using the two-phased approach of the AIDA questionnaire followed by the company visit to prepare the prediagnosis report were very much appreciated by users precisely because they highlighted the weaknesses in the market positioning which is not always considered as strictly linked to the protection and management of IP.

IP FOR SME'S

Padova, 16 aprile 2014

Thank you for your attention!

Stephen Taylor

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Ministero dell'Economia
e delle Finanze



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI
RAZVOJ IN TEHNOLOGIJO



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