

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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Projekt sofinancira Evropski sklad za regionalni razvoj

IL QUADRATO S.r.l.®

Architecture and urban planning company

FORMAT ® for LIVING

The international Architecture Firm Il Quadrato S.r.l., with head offices in Padua, is a modern professional company comprising a network of professional firms who collaborate synergically providing superior quality services ranging from architectural planning to spatial planning.

The experiences, gained in over 30 years, by the members of the association cover all professional areas nowadays necessary to face a global market which nevertheless requires taking into account the physical-morphological, social, cultural and economic features of every single country when planning.



Experience:

BRAZZAVILLE PROJECT (CONGO)

From an emergency to an opportunity for companies:

- Question: Request of collaboration from a foreign Country
- Channels: Diplomatic Network and Confindustria
- Answers: Urban Format, Chain of Businesses

INVOLVED COMPANIES:

Construction:

- prefabricated steel structure
- prefabricated concrete panels
- prefabricated steel structure and continuous frontages
- traditional structures
- water depuration / waste treatment

Design:

- Urban Design Company

Support:

- Ground engineering and geothermal

Pilot action description:

Economic and financial evaluation of the Intangible Assets of the company: a tool helping the company to valorize and evaluate (economically and financially) the Intangible Assets belonged to elaborate a business plan/strategy

Participation to an individual appointments with an external expert to assist the company, after the participation to the thematic workshop, in order to receive a first evaluation and some advice about the Ip strategy.

Comments:

The expert advice about intellectual property (doc. Sara Giusti) made us to take awareness about the price of experience and know-how gained in over 30 years of business. These experiences brought to a pattern generator “FORMAT” for urban planning.

We are told this patrimony can be calculated and can be an awarded capital for the company too.

Some aspects were discussed about copyright and trade-mark.

Titolo dell'evento

Luogo, data dell'intervento

Grazie per l'attenzione!

Dati del relatore

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Ministero dell'Economia
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