la valorizzazione della proprietà intellettuale attraverso il licensing

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Who are we

SILVIO ANTONIONI

- Innovation Manager
- 15+ years experience in management of: innovation in the automotive and off-highway industry; product development and industrialization; implementation of industry 4.0 technologies.
- MSc in Materials engineering
Covered Today

- introduction and keywords
- licensing
- conclusion
introduction and keywords
Technology Transfer

Billion Dollar Accident!
Technology Transfer

Technology Transfer is the process by which new inventions are turned into products and commercialized.
Intellectual + Property + Right

- Intangibles/products of the **human mind**: innovations, creations, brands, designs, trade secrets

- An object of legal rights, which embraces **possessions** frequently with strong connotations of individual **ownership**

- An attribute of an economic good that is referred to how: to **use** the good; to **earn** income from the good; to **transfer** the good to others, alter it, **abandon** it, or destroy it; the right to **enforce** property rights
IP rights

Trade secrets
- Internal technical know not disclosed

Trade marks
- iRobot
- Roomba

Copyrights
- Software
- User Manual
- Start-up tone
- Images
- Videos

Patents and utility models
- Remote control
- Robot sensor platform
- Operation of user interface

Designs
- Overall case
- Shape of central button
- Handle bar
Ownership + IP Rules

- Ownership is the **legal relation** between a person (individual, group, corporation, or government) and an object.
- Patentable invention **ownership** may belong to the **inventor**, the **University** or to a funding **third party**. If the research activity which led to the invention was carried out by several researchers or entities it will be necessary to take into account the related **ownership rights**.
- IP rules regulate creation, **access to** and **use** of information and knowledge.
The technology transfer process begins in the University when the research investigator or creator identifies a discovery or innovation which he or she believes may have potential for commercial development.

The first formal step in the process occurs when an inventor or creator submits a disclosure form describing the innovation. The Technology Disclosure form addresses the key points and instructions for accessing and submitting your invention disclosure.
Inventors + State of The Art

INVENTORS
- Is the person/s who contribute to the claims of a patentable invention

STATE OF THE ART
- Existing technological information such as patents and publications, and non-documentary sources such as things known or used publicly.

“Nice invention – how do you boot it up?”
licensing
Valorisation Process

RESEARCH

RESEARCH RESULTS WITH A COMMERCIAL POTENTIAL

PATENT APPLICATION

TECHNOLOGY DISCLOSURE

LICENSING AGREEMENT

START-UP VENTURE

LICENSE FEES, ROYALTIES, RESEARCH SPONSORSHIP, JOINT DEVELOPMENTS, PATENT IMPROVEMENTS, ETC.

EQUITY, IPO, M&A, LICENSING, ETC.
Licensing Definition

revocable agreement between a IP owner and a licensee to transfer interest of the IP to a licensee, who can benefit from and enforce the intellectual property rights (IPRs)
Licensing Definition

the **licensor gives up the right to the intellectual property**, usually for a certain period. During this time, the licensee can make or sell the invention or design. The licensee can also profit from the intellectual property during the license period.
Exclusive License

the licensor can only license the IP to one licensee
Non-exclusive licence

the licensor can grant licences to as many licensees as desired, while retaining the right to use the licensed IP.
Sublicence

licence granted by a licensee (sublicensor) to a third party (sublicensee), which extends part or all of the rights enjoyed by the licensee under the licence agreement to the sublicensee.
Specific clauses

- Type of licence
- The scope of the licence
- Improvements
- Duration
- Territory
- Price
conclusion
Who can assign/license the IP?

The INTELLECTUAL PROPERTY OWNER(S)
Licensing Management

“I would like to exploit “my IP”.”

“How shall I proceed?”

1. Contact the Research Valorisation and Impact of University of Trento
   - Technology disclosure
   - Admin. support

2. Contact HIT
   - Problem/solution identification
   - Dossier (tech. analysis)
   - Support for the exploitation
Licensing: resources

Your Guide to IP and Contracts
by The European IPR Helpdesk

Successful Technology Licensing
by WIPO [World Intellectual Property Organization]
Contact

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