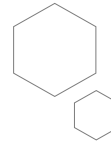




EU|BIC Intellectual Property Training Track

16 & 30 March 2023



The hands-on, interactive training modules allow business support experts to interact closely with our trainers and fellow learners. Participants will 'graduate' from this training with key tools, knowledge and methods ready to be put into practice with their startup and SME clients.

Training schedule

The four-module training is scheduled in March 2023. Each module can be accessed live via Zoom.

Module 1.1	Business Planning and IP	16 March 2023	10.00 - 11.15 CET
Module 1.2	IP Scan and EUIPO SME Fund 2023	16 March 2023	11.15 - 12.30 CET
Module 2.1	IP Exploration and Discovery	30 March 2023	10.00 - 11.30 CET
Module 2.2	IP Protection and Enforcement	30 March 2023	11.30 - 12.30 CET

Training details

Our training experts are here to **increase your understanding of how to identify and manage IP, such as trademarks, copyright, designs and patents.**

Organised in collaboration with the EU Intellectual Property Office (EUIPO) and experienced professionals, the training focuses on assessing the innovation potential of business ideas. Upon completing the course you have gained **practical knowledge on how to protect, commercialise, and enforce innovation through IP.**

Key takeaways

- **Broaden your professional network** to work jointly with other EU|BIC members increasing your skills in protecting innovation and startup ideas from client companies and entrepreneurs.
- **Gain a concrete understanding of methodologies and services for entrepreneurs, startups and SMEs** helping them to scan, file, and protect innovative ideas, brands and inventions through IP.
- Access practical tools & best practices on how to **utilise the services and funding of European institutions to enhance your support in the startup growth journey** of your client companies.
- **Transform your technical knowledge into practical advice** by considering how to deploy your team's best values and practices within the broader organisation.

Module details

MODULE 1.1

BUSINESS PLANNING AND IP

16 MARCH

Key learning targets

- *Understand the importance of IP for startups and SMEs: Common problems of SMEs in their day-to-day activities,*
- *Why should IP be an integral part of a business strategy; How can IP be a business asset?*
- *Which IP protection tools exist/can I use (e. g. trademarks, NDAs, copyrights, domain names, etc.)?*

Agenda

10.00 - 10.10 CET	Introduction	EUIPO and Laura Lecci, EBN
10.10 - 10.25 CET	Training features	Raffaele Buompane, EBN
10.25 - 11.10 CET	Brand Strategy for Startups, Trademark filing and NDAs.	Philip Homann, EUIPO
11.10 - 11.30 CET	Domain names and TMs – how to protect your online presence.	Aneta Szczepankiewicz, EURid

Trainers and expert contributors

- *Nicolas Vigneron, Customer Experience and SME Network Service Leader at EUIPO*
- *Laura Lecci, CEO at EBN*
- *Raffaele Buompane, Senior Project Leader at EBN*
- *Philip Homann, Legally qualified member Opposition Division at EUIPO*
- *Aneta Szczepankiewicz, Liaison Manager at EURid, the European registry of .eu, .eu and .eu domain names*



MODULE 1.2

IP SCAN AND EUIPO SME FUND 2023

16 MARCH 2023

Key learning targets

- *Searching trademark and design registers.*
- *Understanding other people's IP and how to avoid trouble.*
- *Where to start and to which institutions can you turn for help?*

Agenda

11.30 - 11.45 CET	IP Scan	Mary White, Stobbs; EUIPO
11.45 - 12.10 CET	EU SME Fund 2023	Elisavet Karagiampi, EUIPO
12.10 - 12.30 CET	Questions and conclusions	Raffaele Buompane, EBN Nicolas Vigneron, EUIPO

Trainers and expert contributors

- *Raffaele Buompane, Senior Project Leader at EBN*
- *Mary White, EU Trade Mark attorney and Operations Manager at Stobbs*
- *Elisavet Karagiampi, Team Coordinator - EUIPO SME Supportive Initiatives at EUIPO*
- *Nicolas Vigneron, Customer Experience and SME Network Service Leader at EUIPO*
- *Laura Lecci, CEO at EBN*



MODULE 2.1

IP EXPLORATION AND DISCOVERY

30 MARCH 2023

Key learning targets

- *What is technology transfer and why is it important?*
- *How does technology licensing work and what types of licenses should I consider?*
- *Are there more options for an SME than to build a product (based on IP) and sell it?*
- *Open Innovation as an innovation management paradigm; its effects on IP; how IP can be managed under an open innovation paradigm.*

Agenda

10.00 - 10.05 CET	Introduction	Raffaele Buompane, EBN
10.05 - 10.30 CET	Open Innovation: from idea to patent	Vlad Lichtenthal, PhD, The Adjacent Possible
10.30 - 11.00 CET	Rethinking Patents: Accelerating R&D through cross-industry innovation	William Carbone, The Adjacent Possible
11.00 - 11.30 CET	Q&A session	

Trainers and expert contributors

- *Alessandro Corrado, Seconded National Expert at EUIPO*
- *Raffaele Buompane, Senior Project Leader at EBN*
- *William Carbone, CEO and co-founder at The Adjacent Possible*
- *Vlad Lichtenthal, Chief Scientist Officer at The Adjacent Possible*



MODULE 2.2

IP PROTECTION AND ENFORCEMENT

30 MARCH 2023

Key learning targets

- *How to approach dispute resolution and resolve an intellectual property dispute.*
- *What legal actions can you take to maintain your IP rights and ensure that no third party uses them without proper authorization, and how to obtain compensation for losses when they do?*
- *Where to start and to which institutions can you turn for help?*

Agenda

11.30 - 12.00 CET	Enforcement of IP (patents)	WIPO
	Enforcement of IP (TMs, domains, and copyright)	EUIPO
12.00 - 12.25 CET	Questions and book follow-up meetings	
12.25 - 12.30 CET	Conclusions	EUIPO, EBN

Trainers and expert contributors

- *Oliver CSIKI, SNE, European Observatory on Infringements of Intellectual Property Rights (EUIPO)*
- *Patent expert at World Intellectual Property Office (WIPO) (TBC)*
- *Laura Lecci, CEO at EBN*
- *Raffaele Buompane, Senior Project Leader at EBN*



