

Joint WORKSHOP Start Smart und BIO-TECHNOPARK: Strategic Intellectual Property Management for Start-ups / Spin-offs / SMEs

Challenge:	Protection of Intellectual Properties (Patents, Designs and Trademarks) is expensive. However, for innovative young companies that need financing it is a must!
Questions:	How can I manage an optimized IP-portfolio at affordable costs? What do I need to set-up a professional IP-management and what does it cost? How do I put this into practice? What does that do for me?
Content:	Please refer to pages 2 und 3
Speaker:	Bernhard Hostettler, IPROMA GmbH
Date:	27. Januar 2016
Time:	11.00 – 18.00 hrs
Place/Room:	Start Smart Schlieren, Rütistrasse 14, training classroom, 1st floor
Costs*:	Free of charge for tenants / members of Start Smart Schlieren and BIO-TECHNOPARK Schlieren
Other participants:	CHF 50.– * The costs include handouts of the presentation
Payment:	At start of the course, at the point of entry
Closing date:	22. Januar 2016

WORKSHOP- structure

- Short title:** Strategic Intellectual Property Management for Start-ups and SMEs
Title: How to Optimally Protect My Intellectual Properties at Affordable Costs?
Speaker: Dr. Bernhard Hostettler
b.hostettler@iproma.ch
Mobile: 079 784 40 31
- Registration:** Barbara Angelsberger, barbara.angelsberger@bahem.ch
Mobile: 079 402 55 50
- Number of participants:** Maximum 14
- Language:** English
- Focus:** Application-oriented
- Objective:** The participants know the different IP-rights. They learn and are able to define the optimal IP strategy best fitting to their business strategy. They know how to professionally organise their IP portfolio and how to manage it cost effectively.
- Acquired knowledge:**
- Basics of intangible property rights (Patents, Designs, Trade Marks, Copyright, etc.
 - Capability to decide when which right is applicable and when to resign.
 - Knowing the value of IP. In- and out licensing, sale, strategic alliances.
 - Taking the right decisions in case of infringements.
 - To become acquainted with tools for IP management.
 - Searching in free databases, software for patent- and literature monitoring.

Course preparation: Until 5 days before the course starts you may e-mail personal questions to the speaker. Questions you would like to be answered during the course. They will be answered by working in groups.
If available: Bring your laptop for working in the internet.

«Take-homes»:

- «Checklist» as a basis for defining your own IP strategy.
Code of practice to implement a patent and literature monitoring.
- «Cascade of contracts»: How to start negotiations and with which agreements.

WORKSHOP-Details

IP Brush-up:

- Brief introduction to patent rights (national, regional, international applications; Substance patents, system patents, method and software patents) and to design, trademark and copyrights.
- Different approaches (strategies) for IP protection.
- Opportunities and risks of the different strategies.

Practice:

- Calculation of costs for patents, trademarks and designs.
- Cost estimation for patent (and literature) monitoring.
- Discussion of IP decisions by means of real cases of the industry.
- Search opportunities in the Internet.
(Collection of links and practical trainings on the Internet).

Transfer:

- Analysis of your own IP portfolio.
- Definition of your IP strategy fitting to your business strategy.
- Comparison and monitoring of your competitors' IP.
- Set-up of your own monitoring system and implementation of your IP management.

Programm 2016

DATUM	ZEIT	ANLASS	INFO
27.01.16	11.00 – 18.00	Workshop «Intellectual Property Management» in englischer Sprache	Dr. Bernhard Hostettler
28.01.16	11.30 – 14.00	«Wachsen und expandieren» In der Zusammenarbeit mit der UBS Switzerland AG	Detaillierte Einladung Anfang Januar 2016
10.02.16	12.00 – 13.30	Herausforderung Asien als Chance	Felix Aepli