

## Innovation Talks Lessons Learnt

### Intellectual Property Management for a business “Renaissance” and a fruitful collaboration with universities and research centers

The **February 2020** edition of the **Innovation Talks** was the opportunity to reflect on the management of Intellectual Property as a mean for the growth, the Renaissance and the development of businesses, as mentioned by **Audrey Yapp President Elect of LESI in her intervention**.

**What emerged** during the various round tables was **summarized** in the Aula Magna of Palazzo Bo **by Stefano Carosio, Director of UniSMART, in the following 5 points**.

#### 1 - IP MANAGEMENT AT THE CORE OF OPEN INNOVATION

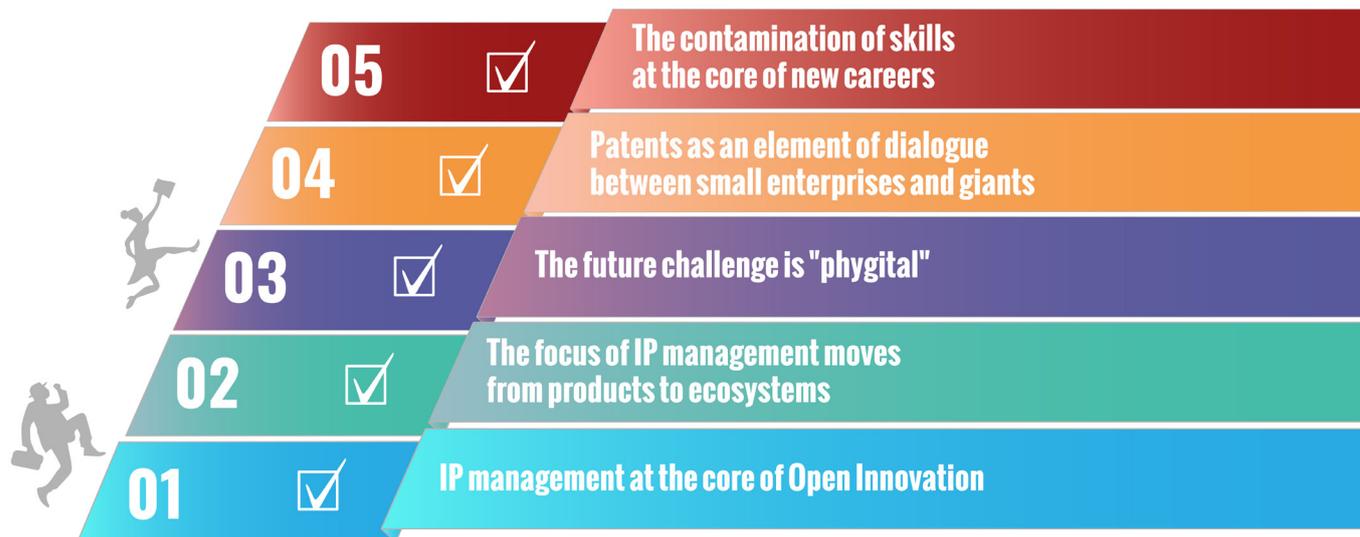
Patent Intelligence allows an analysis of the scenario, the scouting of business opportunities and the identification of active partners for future partnerships to be sealed through ad hoc agreements. Legal and technical skills are fundamental and promote the generation of new professional profiles that are enhanced in a win-win way along the value chain, enabling open innovation schemes.

#### 2 – THE FOCUS OF IP MANAGEMENT MOVES FROM PRODUCTS TO ECOSYSTEMS

The impulse for innovation no longer lies only in products but in the ecosystem of services, users and stakeholders that rotate around them, giving rise to new challenges for those who work in the field of Intellectual Property Management. Universities play a key role in this context as innovation engines and encourage the change of mindsets.

#### 3 - THE FUTURE CHALLENGE IS “PHYGITAL”

The spread of technologies (such as Additive Manufacturing and Artificial Intelligence), which move between the physical and digital world, requires the development of new approaches for IP Management to enable new business models in which both dimensions must be enhanced and where the greatest challenge is represented by the active involvement of the user as a value generator and part of the inventive process.



#### **4 - PATENTS AS AN ELEMENT OF DIALOGUE BETWEEN SMALL ENTERPRISES AND GIANTS**

When we talk about Artificial Intelligence, and in general of digital technologies, most patents are held by multinational giants, while SMEs are in the vast majority the actors who have the greatest potential to invent new applications based on these assets. In this context, the preliminary analysis of the opportunities and the drafting of license agreements and patent enhancement allow the implementation of effective and long-lasting collaboration schemes.

#### **5 - THE CONTAMINATION OF SKILLS AT THE CORE OF NEW CAREERS**

A hybrid world in which legal and technological skills become contaminated necessarily requires the launch of innovative training and educational activities. The TECH & LAW degree course at the University of Padua and the UniSMART Academy activities go in this direction.