

## Workshop

# INTELLECTUAL PROPERTY (IP) COMMERCIALISATION AND TECHNOLOGY TRANSFER

**Thursday, September 28<sup>th</sup> 2017**

**Conference room, Chamber of Commerce**

C/ Cortina del Muelle, 23. Málaga.

**Registrations:** [propiedadindustrial@agenciaidea.es](mailto:propiedadindustrial@agenciaidea.es)

- **Objective:** Presentation and dissemination of the aspects to be taken in mind by companies during the different stages of the product development cycle and IP commercialisation results. What to be considered when the owner decides to sell? What to be considered in a transfer agreement? Licensing and Franchising. Joint Ventures and Spin-offs. Confidentiality Agreements.
- **Aimed at** staff in charge of coordinating the R&D results in companies, SMEs with market experience interested in growing and marketing of new products and processes, researchers, project managers and other entities with vocation to participate in EU funding projects.

### Agenda

**09:30 – 09:40 Welcome**

**09:40 – 10:00 Enterprise Europe Network Services CESEAND. The European IPR Helpdesk Ambassador**

- How the Agency of Development and Innovation of Andalucía helps to protect business innovation
- Other services of the Agency of Development and Innovation of Andalucía to innovation and internationalization

**10:00 – 10:20 How can we support you? - The European IPR Helpdesk services**

Mr. Onur Emul, European IPR Helpdesk

**10:20 – 10:40 “I have a secret” – Tips for IP Commercialisation (I)**

Mr. Onur Emul, European IPR Helpdesk

- The secret of Dr.X
- IP Commercialisation routes: Assignments

**10:40 – 11:00 Coffee break**

**11:00 – 12:00 “I have a secret” – Tips for IP Commercialisation (II)**

Mr. Onur Emul, European IPR Helpdesk

- IP Commercialisation routes: Licensing and others
- The secret of success

**12:00 -12:45 IP commercialisation in Mesurex Aeronautics: An SME vision about Horizon 2020**

Mr. Rafael Rodríguez (General Project Director) // Mr. Alberto Adarve (Project Director)