





Theme 5
Training programs on marketing and branding

Politecnico di Milano
and
Italian TTO Network

Giuseppe Conti
Deputy Director
Technology Transfer Office
Politecnico di Milano

-  POLIMI Technology Transfer Office
-  Spin-off case study
-  Licensing to SME case study
-  Italian TTO NETWORK



Mantova

7 Campuses

(Milano Leonardo & Bovisa, Como, Lecco, Mantova, Piacenza, Cremona)



Piacenza

18 Departments



Cremona

1050 Academic staff



Lecco

845 Technical personnel

~ 40.000 Students



Como

N° patents owned by Politecnico di Milano: ~ 50 (till 1999)



Milano Bovisa

N° patents owned by Politecnico di Milano: + 52 (2000 - 2003)

Traditionally the Italian University System

- doesn't know the IPRs procedures
- doesn't have an IPR strategy
- doesn't have a patent portfolio
- can't exploit directly the patents

- **To raise awareness on IPR procedures within the university**
- **To identify incentives for boosting patent activity**
(quick evaluation, financial incentives)
- **To identify goals of TT activities**
(patent as a tools, to establish deep link with industries, to make money)
- **To assign role and liability to the TTOffice**
- **To focus on exploitation strategies**
(licensing, research contract, spin off)
- **To establish the new professionalism of IP manager**
- **To distinguish universities peculiarities**
(size, typology, sector of excellence)

2003

PROTON

