Theme 5
Training programs on marketing and branding

Politecnico di Milano
and
Italian TTO Network

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Spin-off case study
Licensing to SME case study
Italian TTO NETWORK
7 Campuses
(Milano Leonardo & Bovisa, Como, Lecco, Mantova, Piacenza, Cremona)

18 Departments

1050 Academic staff

845 Technical personnel

~ 40,000 Students

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

Traditionally the Italian University System

- doesn’t know the IPRs procedures
- doesn’t have an IPR strategy
- doesn’t have a patent portofolio
- 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 professionality of IP manager

· To distinguish universities peculiarities
  (size, typology, sector of excellence)