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# Growing business with IP

Milan, Italy  
9 - 10 July 2007

Organised by  
European Patent Academy  
and

SDA Bocconi  
School of Management

supported by



Institute of Technology Management

University of St.Gallen and

**BGW**

Management Advisory Group  
St. Gallen – Wien

# Growing business with IP

**9 - 10 July 2007**  
**SDA Bocconi, Milan, Italy**

The strategies by which new businesses grow and prosper are increasingly linked to their intellectual property (IP). Issues such as branding, patenting and licensing all have a critical impact on success, and failure to address problems like counterfeiting and piracy can lead to ruin.

“Growing business with IP” answers the IP questions which many businesses face as they develop and grow in new markets. IP will give them the advantages they need to compete effectively.

Speakers with a wealth of experience from the world of industry will explain how IP can be used to grow a business. The latest views on effective IP management and practice will be presented by experts from Bayer, Nokia Siemens Networks, Degussa, Bracco, and many others. The programme for the two days will cover the following IP essentials:

## **Technology transfer & licensing**

- Raising finance for new inventions
- Creating a market for new technology
- IP valuation
- IP portfolio management
- IP in China & India
- Piracy & counterfeiting
- Patent litigation and enforcement
- Building a brand
- Innovative design for market edge

This two-day seminar is produced by the European Patent Office in partnership with leading business school SDA Bocconi in Milan, with the support of the University of St.Gallen and BGW St.Gallen – Wien. The seminar will attract R&D managers, IP professionals, heads of incubation and innovation services, business consultants and advisors, venture capitalists, investors in hi-tech and start-up companies from across Europe.

The registration fee is 300 €, which includes lunch on both days and a networking dinner on Monday 9 July.

The working language for the seminar will be English.

Please note that on-line registrations **will close on Monday 18 June.**

## **Venue details:**

SDA Bocconi  
Via Bocconi 8  
20136 Milano  
Italy

**For more information,  
and to register, please visit:**  
**[www.epo.org/patents/learning/  
search-events.html](http://www.epo.org/patents/learning/search-events.html)**