

AGENDA

09:30	Registration
	Welcome address
10:00	Prof. Kostadin Kostadinov, GIS-Transfer Center Claire Fentsch, European IPR Helpdesk
10:30	Basic IP toolkit for SMEs – hacks and common pitfalls
	Michele Dubbini, European IPR Helpdesk
11:30	Creating strategic business advantages from IP - Illustrated by SME case study – xxx
	Anton Svensson, Sahlgremska School of Innovation and Entrepreneurship
12:30	Networking Break / Lunch
13:30	Creating strategic business advantages from IP - Illustrated by SME case study
	Anton Svensson, Sahlgremska School of Innovation and Entrepreneurship
14:30	Services of local innovation support initiatives
	Stanimir Andonov, Enterprise Europe Network Bulgaria Olya Dimitrova, National Patent Office Bulgaria
16:00	Final wrap-up
	Network Bulgarian Technology Transfer (BNTT)

ipforbusiness

SOFIA!

IPforBusiness Training

29 November 2018

Reflecting the strong demand for business-oriented IP training offers, the European IPR Helpdesk and the European Patent Academy, are organising the European-wide IPforBusiness Training Roadshow, consisting of 12 IP training events in 12 different European countries.

WHERE?

Sofia Tech Park

111 Tsarigradsko shosse Blvd.
Building Laboratory complex, floor 1, hall 125
Sofia, 1784, Bulgaria

Free of charge but **registration** is mandatory



WHAT?

The training content is based on reviewed training modules of the IP4Inno platform, a selection of SME case studies just elaborated by EPO experts, a first-hand update about the Unitary Patent and various contributions of local IP & innovation support stakeholders like the National Patent Offices or the Enterprise Europe Network.

Hands-on approach by the SME case studies: These companies have used patents and the European patent system to their benefit and created value by successfully including patents in their business strategy.

The SMEs have accepted to share their experience with us. This will increase your understanding of the potential impact of IP for your business, both in the current and possibly more in the future Unitary Patent regime. This includes the simplification of administrative procedures, reduced filing costs and the streamlining of litigation.

SMEs could benefit from patents in similar ways and exploit them for the growth of their business by developing the right IP strategies and installing sound IP management.

Contact EU IPR Helpdesk

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