

Developing a company IP Strategy

Monday 1st April from 10 am to 13.00 + free networking lunch

Innovation and Entrepreneurship Center TEHNOPOLIS in Nikšić

Are you: an ambitious company who wants to gain a competitive advantage in your market? Interested in expanding abroad? Worried that other companies might be starting to ‘free-ride’ on your own good reputation in region and copy your own great ideas? Unsure if your own products, services and trademarks might ‘infringe’ on those of other companies in the EU?

If so, come and join us for this workshop and learn more about how to develop an active strategy to identify and protect your key assets: ideas, knowledge and people!

Workshop outline

Generating and managing Intellectual Assets is a key part of any ambitious start-up’s strategy. A start-up’s IP ‘assets’ range from ‘soft’ internal know-how and trade-secrets in the form of internal processes, executable software files and even customer databases to ‘hard’ registered rights like technology patents, registered trademarks, designs and domain names and copyrighted software. Identifying assets and aligning their growth and management with the start-up’s business plan is critical when seeking investment. Investors want to know that a start-up is seeking registered rights for the sectors and territories where they plan expansion and that the new company has Freedom to Operate in these territories. They also want to see evidence that the start-up is monitoring and taking steps to address ‘free-riding’ on its own assets and growing reputation by other companies e.g. use of a very similar logo or strap-line by a competitor. Investors also want to know that all IP generated by the start-up is under its control and this is strongly linked to IP clauses in employment contracts and Non-Disclosure Agreements with suppliers, contractors and collaborators.

This half day workshop is designed to enable a start-up to undertake their own comprehensive IP Audit and to use the results develop an IP strategy that will align with the overall company business plan.

Content:

- Understanding Intellectual Capital, Intellectual Assets & IP Assets
- Capture & Value extraction – the transformation process
- Use of IP in a business plan and to enhance business strategy
- Auditing your own IP Assets and understanding different protection regimes, processes and costs
- Generating revenue from IP assets – technology licensing as a business strategy
- Monitoring and enforcing you rights + ensuring FTO (Freedom to Operate)
- IP clauses – contracts and NDAs
- IP Strategy Review

Target audience: This workshop is designed for ambitious start-up or established companies who are looking to grow the company in to new sectors and territories. It will provide a strong basis for carrying out an internal audit and revising the Business Plan. It will also lay the ground for establishing permanent IP management processes within the enterprise. Each section of the workshop will culminate in use of the IP Audit tool and a discussion with the presenter and other participants about the initial findings. This activity can then be continued back at the company and consolidated though the EU4TECH Investment readiness mentoring.

Cost: The workshop is free but places are limited.

Registration: Follow this link to [EventBright](#)

<https://www.eventbrite.com/e/eu4tech-workshop-developing-a-company-ip-strategy-tickets-58858923625>

(Alternatively – email the trainer Lisa Cowey on L.Cowey@t3i.co.uk)

Location: Inovaciono preduzetnički centar Tehnopolis Radoja Dakića bb, 81400 Nikšić

Timing: 10 am to 13.00 (Complementary networking lunch will be provided)

Project EU4TECH is a 3 year action funded through DG NEAR using multi-country IPA. Under component 4 of the project we are running investment readiness training and mentoring support for start-ups and a venture forum and pitching event in Belgrade on the 16th May.

See: www.eu4tech.eu/

Trainer: Lisa Cowey has been working in and with start-up companies for over 25 years to help them develop strategies to gain a clear competitive advantage from their 'IP Assets'. She holds qualifications in IP Law and Practice and has been active in the region since 2006. Lisa also works more widely in the Baltics and Eastern Partnership countries. She is a mentor for the Polish MIT Enterprise Forum CEE and a Key Expert for EU4TECH WB.

Nikšić Inovaciono preduzetnički centar Tehnopolis

Innovative entrepreneurial center tehnapolis was founded by Ministry of Science, Government of Montenegro on 11th of September 2014.

Tehnopolis works on development of SMEs, provides business consulting services, incubation support, training support, office and conference space and in near future laboratory space. We are also working on promotion and development of entrepreneurs, knowledge based growth and commercialization of innovations. Our main goal is to establish more intensive cooperation between the scientific community and the economy and to motivate young people to think proactively towards the realization of their business idea.

Business Incubator, as the one of the main components of our work, has 24 tenants coming from different backgrounds, levels of experience and areas of work. On a regular basis Tehnopolis organizes diverse trainings and education programs in order to improve their entrepreneurial skills and competences.

Our main focus of work is within SME sector we are working on building entrepreneurial mind-set within all generations and through regular work and projects implementation we are aims to include all interested citizens in their activities.

Tehnopolis has a local and national foundation provided by its founders Ministry of Science, Municipality of Nikšić, Ministry of agriculture and rural development, Investment and development fund as well as business partners such as Union of employers and Chamber of economy.