

# Exploitation and IPR in EU R&I Projects

Live online course on 4 June 2020

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## AGENDA

- 08:45 – 09:00**      **Logging into the webinar platform**
- 09:00 – 09:15**      **Event opening and introduction to the course**
- 09:15 – 10:00**      **The proper exploitation strategy**
- How to approach the exploitation strategy development?
  - How to assess your target groups, what are their needs, how they will use the results?
  - What uses are to be considered and what outcomes you want to achieve?
  - What is a value chain and supply chain and how to place your project in it?
  - What is innovation in a research project – approach exploitation with an outlook to Horizon Europe.
- 10:00 – 10:15**      **Technical break**
- 10:15 – 11:00**      **IP, assets and protection**
- Intellectual property issues are easy to understand if practical examples are available.  
The trainers will use case studies to approach this topic in a practical manner – going in-depth into:
    - 1) identification of new results
    - 2) ownership regimes
    - 3) protection methods
    - 4) decision on dissemination and exploitation
    - 5) legal agreements
- 11:00 – 11:15**      **Technical break**
- 11:15 – 12:00**      **Business and Innovation**
- Market launch – how to discuss and consider with the other partners the potential business scenarios.
  - What are the advantages of open access solutions, e.g. GNU GPL licences?
  - What is needed to launch a commercial spin-off?
  - What would the Commission favour and why?
- 12:00 – 12:45**      **Technical break**
- 12:45 – 15:45**      **Workshop in online breakout rooms**
- The participants will work on a set of exercises. They will be able to choose between a **social science** and a **natural science** project topic. With the help of the trainers the participants will build up an exploitation strategy, face a few challenges during implementation of that strategy and discuss what to launch on the market and how. For the IPR management participants will discuss examples from IP notes that should be checked, corrected and completed for successful exploitation.
- 15:45 –**      **Final questions and closure**