

Metroconsult

DEFENDING CREATIVITY WITH TAILORED PROTECTION

THE LEGAL PROTECTION OF IP

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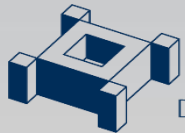
Community and Italian Design Attorney

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Winter School of Science and Technology Entrepreneurship Promotion (STEP)





INTRO

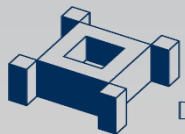
Free market



Freedom to operate (FTO)



Exception:
rights of third parties



We want to be this kind of «third party» for our competitors

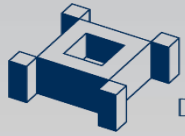


How can we protect our rights?

But, first of all...

What are our rights?





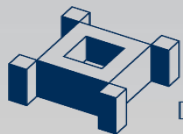
1. Right to protect a technological invention

2. Right to protect a brand

3. Right to protect an esthetic creation

4. Right to protect a specific work

5. Right to protect critical/strategic information



Protection of technological inventions: PATENTS

An invention is a process, a method, a device, an apparatus, a composition, that is new and inventive over the prior art

A patent is a legal tool that allows the owner to prevent unauthorized third parties from making, providing, selling, offering for sale the invention

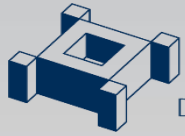
- *What can be protected by means of a patent?*
- *Exclusions from patentability*
- *Duration*
- *Geographical coverage*
- *Filing a patent*
- *Examination process*

In a nutshell:

If an idea:

- Is new, inventive and industrially applicable, and
 - Does not belong to exclusions/exceptions

then, we have the right to protect it with a patent

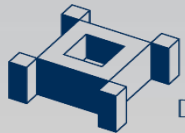


Protection of brands: TRADEMARKS

Protection of appearance: DESIGN

Protection of a specific work: COPYRIGHT

**Protection of a critical/strategic information:
TRADE SECRETS – KNOW HOW**



Thank you for your attention!

Additional information and the full version of the presentation could be requested to:

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You generate ideas. We make them fly.

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