

EU 13 Roadshow
29 October
Brno

Empowering Innovation: The Strategic Value of Intellectual Assets

Jihomoravské inovační centrum, JIC
Purkyňova 127, 612 00 Brno-Medlánky
Room TBC

PROGRAMME

10:00 - 10:15	Welcome <i>Jihomoravské inovační centrum, Monika Vrbková</i> <i>European IP Helpdesk, Ivana Vuka</i>
10:15 - 12:00	Intellectual property as a business asset, Michele Dubbini, European IP Helpdesk From Lab to Market, Ivana Vuka, European IP Helpdesk Q&A
12:00 - 12:30	Coffee break
12:30 - 13:30	Panel with case studies and success stories <ul style="list-style-type: none">• Casinvent, Vojtěch Helikar• Ullmanna, Martin Ullmann• Thermo Fisher, Ondřej Sháněl• Mewery, Roman Laus

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13:30 – 14:00	<p>The European IP Helpdesk as an actor in the EU innovation support landscape, <i>Ivana Vuka, European IP Helpdesk, Václav Suchy, National European IP Ambassador</i></p> <ul style="list-style-type: none"> • Introducing the European IP Helpdesk • Target groups, Core activities/services • Support on local level
14:00 – 15:00	<p>Pitch Panel: Innovation supporting services and how you can get supported</p> <ul style="list-style-type: none"> • Support services of the EEN, Jakub Masri, JIC • European Institute of Innovation & Technology, Eva Smolková, EIT community Officer for Czech Republic • PatentEnter, Michal Jordán • International IP SME Helpdesks and Impact Licensing Initiative, Cemresu Yücebalkan, <i>EURICE</i> • EUIPO SME Supportive initiatives, Alberto Casado Fernandez, EUIPO Business Development Department • Horizon Results Booster, Michele Dubbini, <i>EURICE</i> <p>Q&A</p>
15:00 – 16:00	Networking and lunch

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