

# Metroconsult

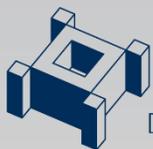
DEFENDING CREATIVITY WITH TAILORED PROTECTION

## Transform your intangible assets into a valuable space business

***Ing. Marco Camolese***

*Italian and European Patent, Trademark & Design Attorney*

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Metroconsult

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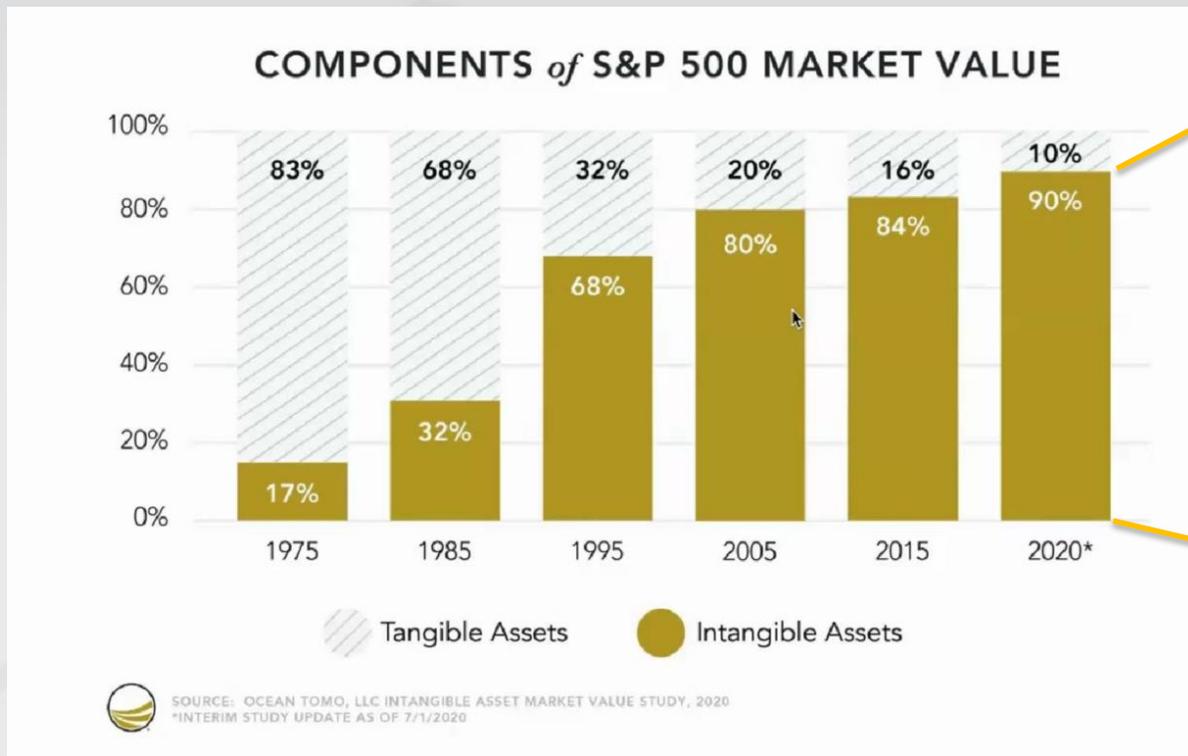
INTELLECTUAL PROPERTY CONSULTANTS

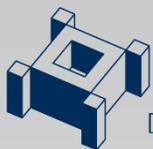
WHERE IS THE  
**VALUE**  
OF A  
COMPANY / STARTUP?



*increasingly*

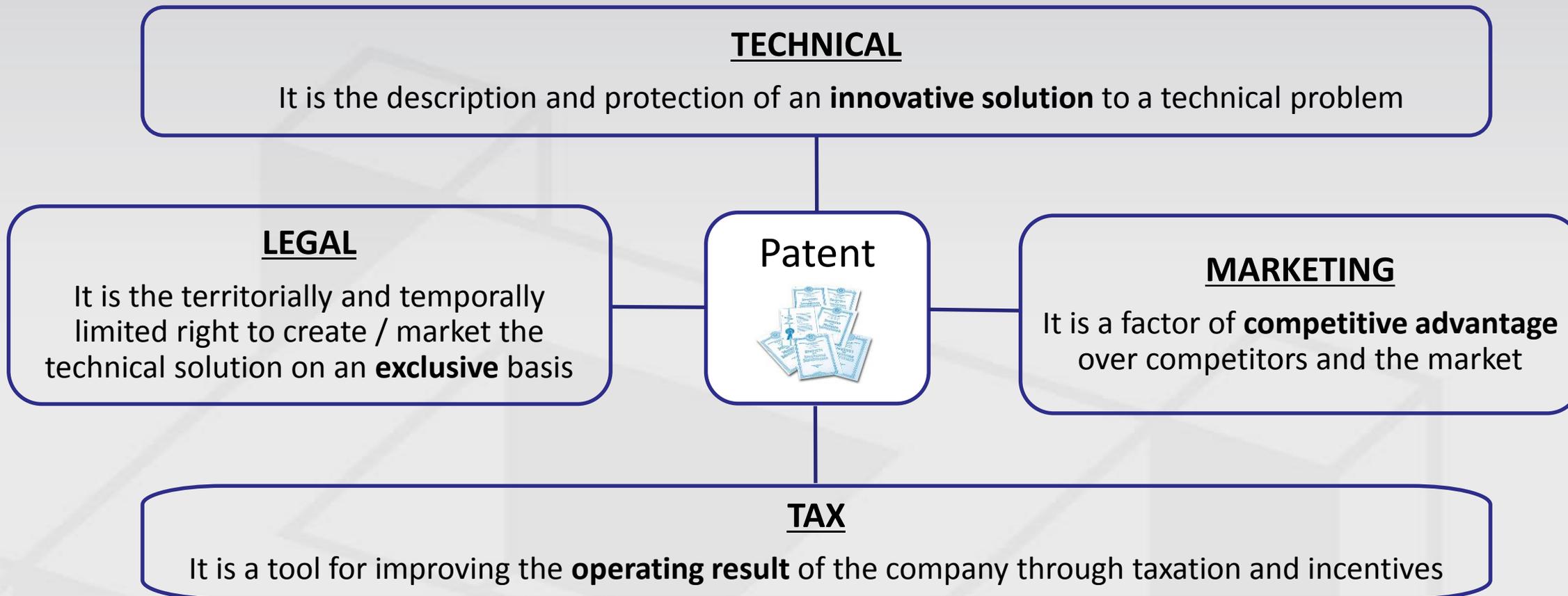
## WHY IS INTELLECTUAL PROPERTY IMPORTANT?





# PATENT

## A HOLISTIC AND COORDINATED VISION





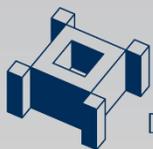
# MOST IMPORTANT PATENT REQUIREMENTS

**Novelty.** The invention must be new, i.e. it should not form part of the state of the art. The state of the art shall be held to comprise everything made available to the public by means of a written or oral description, by use, or in any other way, before the date of filing of the patent application.

**Inventive step.** An invention shall be considered as involving an inventive step, if, having regard to the state of the art, it is not obvious to a person skilled in the art.

**Industrial application.** An invention shall be considered as susceptible of industrial application if it can be made or used in any kind of industry, including agriculture.

**Disclosure of the invention.** The patent application shall disclose the invention in a manner sufficiently clear and complete for it to be carried out by a person skilled in the art.



## An innovative idea disclosed without confidentiality loses novelty



### RISKY SITUATIONS (examples)

- Technical/scientific publications
- Customer trials
- Exhibitions, fairs
- Contacts with customers and suppliers
- Work in standardization bodies
- Pre-sales of the product



**Confidential**



# PATENTABILITY

How can I identify a patent asset?

## PROBLEM - SOLUTION APPROACH

Is there a technical problem to be solved?



Is there a technical deficiency in the known solutions which makes them inefficient or unusable?



Is there an idea to solve the technical problem in a way that is not obvious compared to the known solutions?

If the answer to the three questions is positive, the invention is patentable, even in the software field

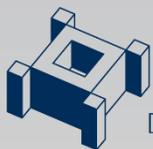
# LEVERAGE ON IP TO CREATE VALUE

Industrial Property is an **ASSET**, therefore:

## USE, LICENSING, SALE



- 1) **YOU USE IT (TO PRODUCE)**  
**Defensive / Monopoly**  
1Bis) Cross License Agreement
- 2) **YOU LICENSE IT**  
IP becomes a constant source of revenue through licensing while maintaining ownership
- 3) **YOU SELL IT**  
to someone interested in using it, but losing ownership of it



# DO NOT FORGET / UNDERESTIMATE IP TAX INCENTIVES

VOUCHER 3i Investire  
Innovazione



**PATENT BOX**



**CREDITO D'IMPOSTA  
RICERCA E SVILUPPO**



*Ministero dello Sviluppo Economico*

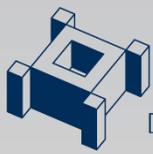
**BREVETTI+  
MARCHI+  
DISEGNI+**



## ONE LAST COMMENT (mainly for startups)

- **If you do not make your main business asset structural in your Industrial Plan ...**
- **If you do not make full use of the tax incentives linked to IP to self-finance your Industrial Plan ...**

**Why would anyone finance you?**



This is an excerpt from the entire presentation  
**For additional information**

[marco.camolese@metroconsult.it](mailto:marco.camolese@metroconsult.it)

[www.metroconsult.it](http://www.metroconsult.it)