



MONETIZATION OF INTANGIBLES: HOW TO EXPLOIT INTELLECTUAL PROPERTY RIGHTS

Rome, 8 April 2016

Roma Eventi - Fontana di Trevi
Piazza della Pilotta, 4

In the current knowledge-based economy, IP assets play a crucial role in business performance and economic growth. IP owners, while commercially exploiting their IP, do not necessarily use it in the traditional sense of the word.

IP-based SMEs sometimes have valuable intangible assets that can be monetized through licensing, access to equity and bank loans. The strength of a company's IP portfolio can also play an important role in helping investors decide whether to inject funds into a company. The need for IP valuation becomes particularly relevant when they are exploited through specific contracts or used as financial tools by IP holders, or as investment assets by financial institutions. On one side active entrepreneurs are often looking for interesting opportunities to successfully use, directly or indirectly, IP rights on the market; on the other side, investors are also interested in the potential of IP assets as a way to secure financing, particularly if supported by reliable and innovative valuation methodologies.

Indeed, IP can be monetized either by using licensing models or as collateral for bank loans. Companies can use their IP assets as guarantee, provided that they are able to prove their value, durability and marketable power. In any case, in order to monetize IP assets, it is important to obtain an objective valuation of such asset. The valuation of IP is crucial because little knowledge about IP, and even less experience in valuing and understanding its nature, can be seen as key obstacles in access to finance and exploitation.

The conference aims at identifying different ways of exploitation of IP rights that can allow right-holders to enhance their competitiveness on the market, exploit their IP rights, have access to credit and take advantage from the relevant opportunities offered by the instruments of IP finance, both in Italy and abroad.



REGISTRATION

Participation is free of charge. Participants are kindly requested to confirm their attendance by 31 March, 2016. Seats will be assigned on a first-come, first-served basis

WORKING LANGUAGES

English and Italian with simultaneous translation



FOR MORE INFORMATION & REGISTRATION

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h. 9.00 Introduction

- **ICC Italy and IP Commission**
Maria Beatrice Deli
Secretary General ICC Italy
- **DGLC-UIBM activities in the field of corporate financing through the use of Intellectual Property Rights**
Francesco Morgia
Representative of the Ministry of Economic Development DGLC - UIBM

h. 9.30 I Session

Moderator: Marco Venturello
Member of the ICC Italy IP Commission

- **The different IP rights and the due diligence**
Luigi Mansani
Partner Hogan Lovells Studio Legale
- **The valorisation of IP rights by companies**
Davide Ferri
Head of Business Development SISVEL Group

h. 10.30 - 11.00 *Coffee break*

h. 11.00 II Session

Moderator: Elio De Tullio
Member of the ICC Italy IP Commission

- **Warranties on IP rights and their enforcement**
Giovanni Guglielmetti
Partner Bonelli Erede
- **The commercial appeal of investments in intangible assets and the importance of IPRs in financing operations**
Nicola Corigliano
Stefano Melazzini
Mediocredito Italiano (Intesa SanPaolo)

h. 12.00 Overview on related topics

Moderator: Paola Nunziata
Member of the ICC Italy IP Commission

- **Patent box and new perspectives**
Paolo de' Capitani
Studio Uckmar Associazione Professionale
- **IP Monetisation: Does insurance play a part?**
Sam Bobo
Managing Director Opus Underwriting

h. 13.00 Wrap up and conclusions