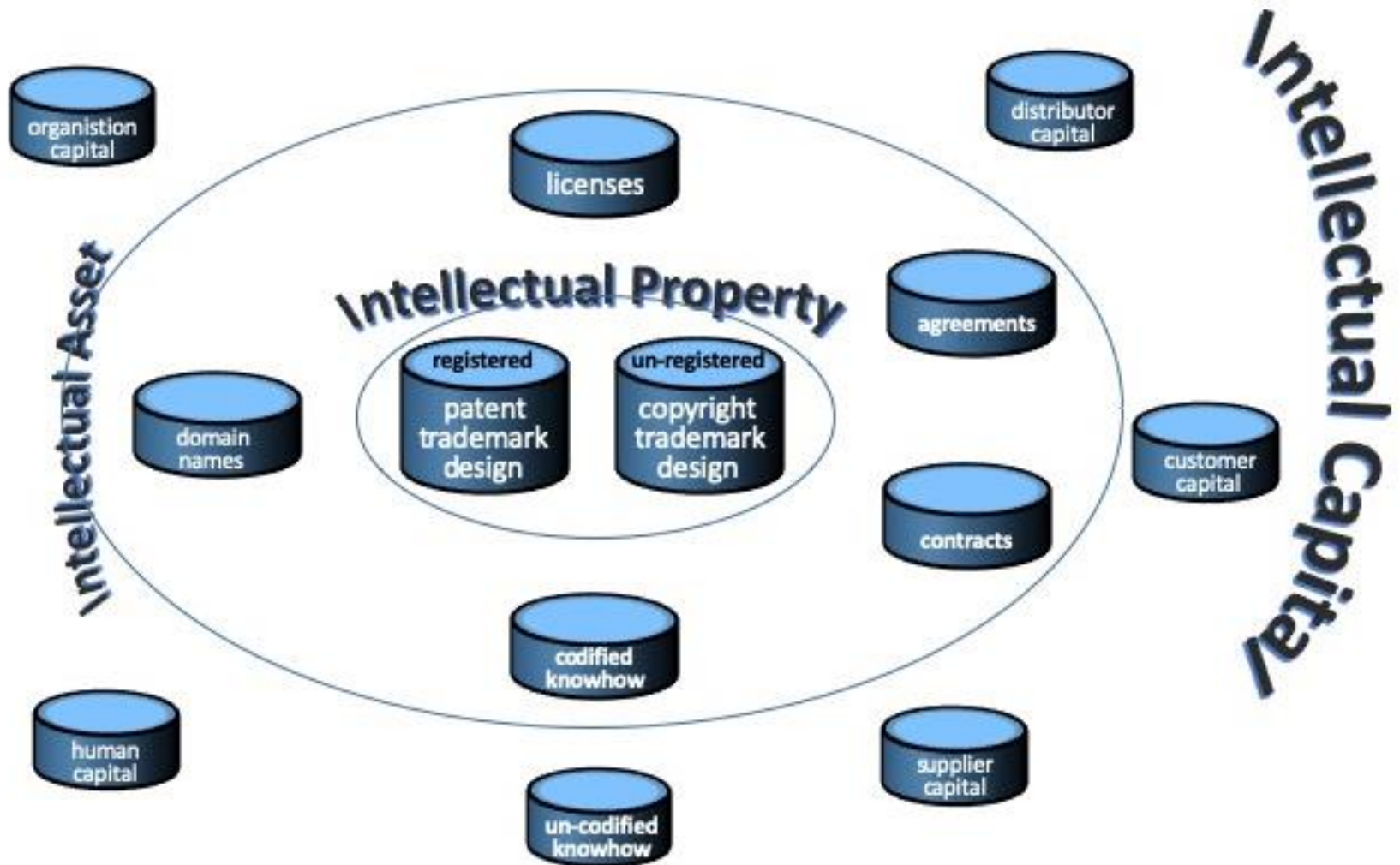


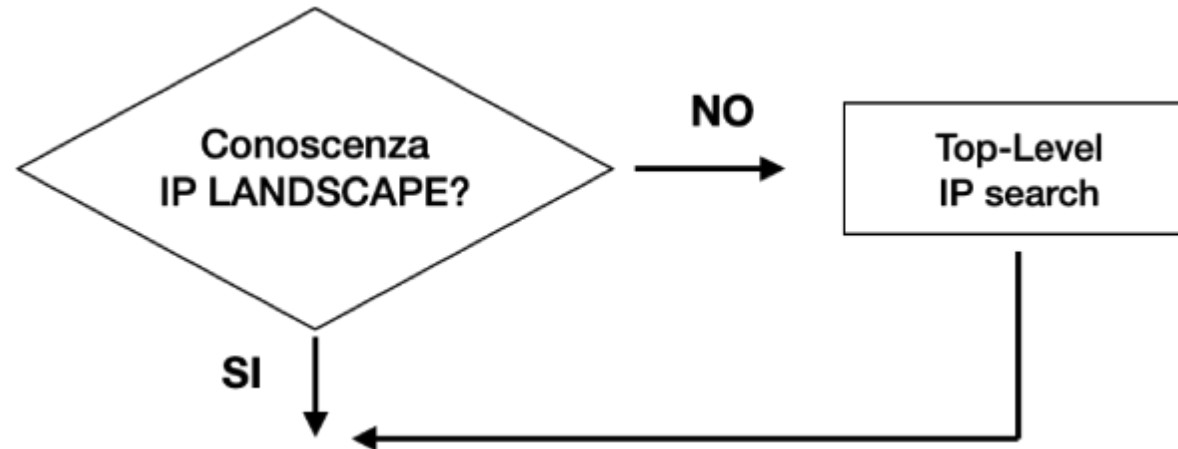
# **AFFRONTARE I TITOLI DI PROPRIETÀ INTELLETTUALE DELLA CONCORRENZA**

**ASSOLOMBARDA**  
**28 novembre 2022**



## INVENT AND DESIGN AROUND





**Quando ?**



sempre e periodica

**Perché ?**



ostacoli, strategie, tecnologia o tendenze

**Come ?**

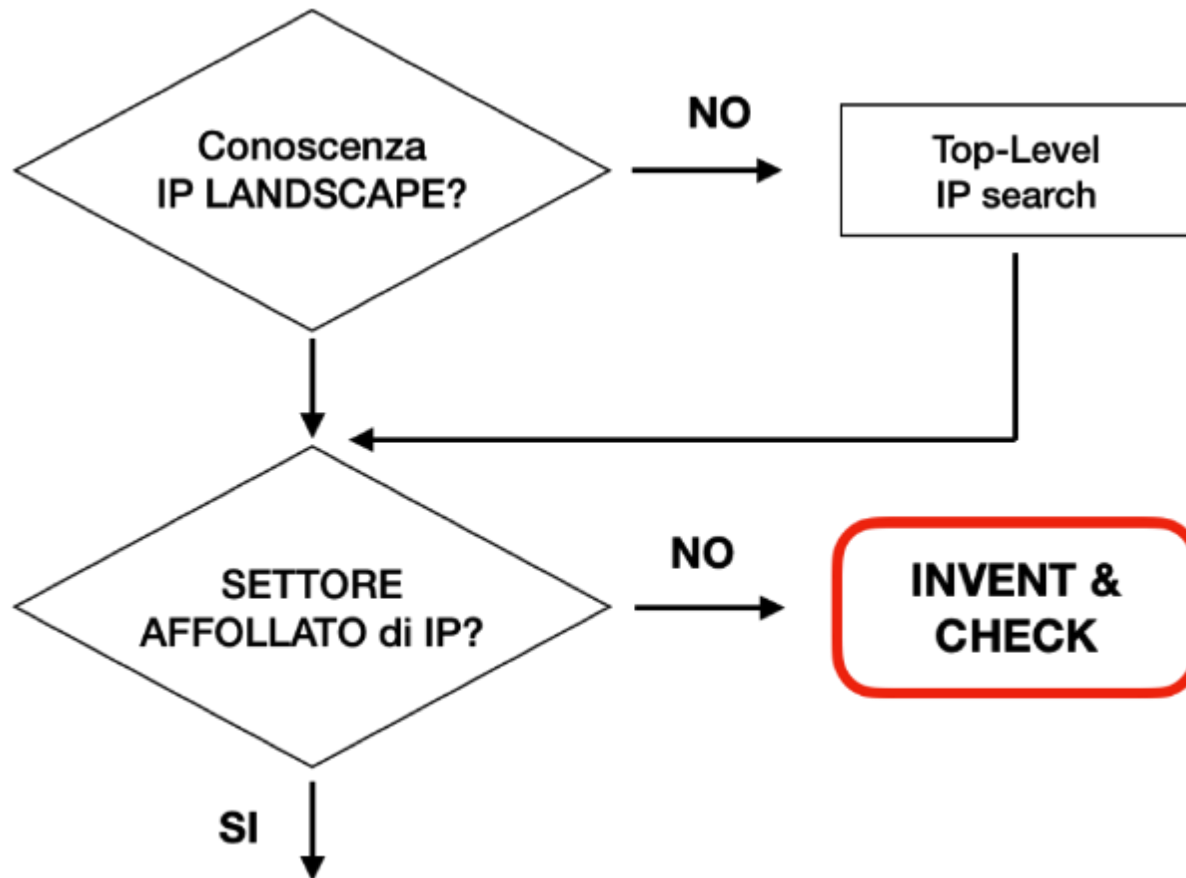


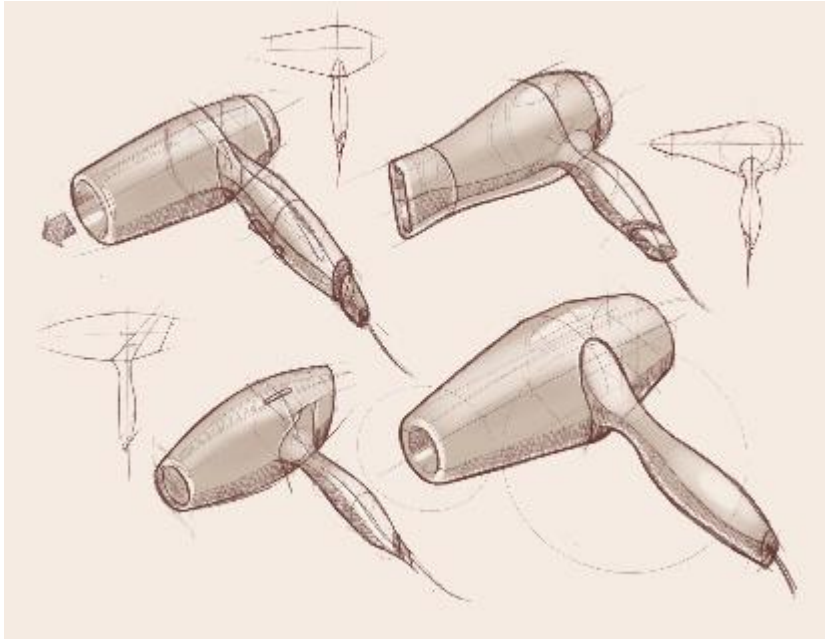
banche dati specializzate

**Cosa ?**

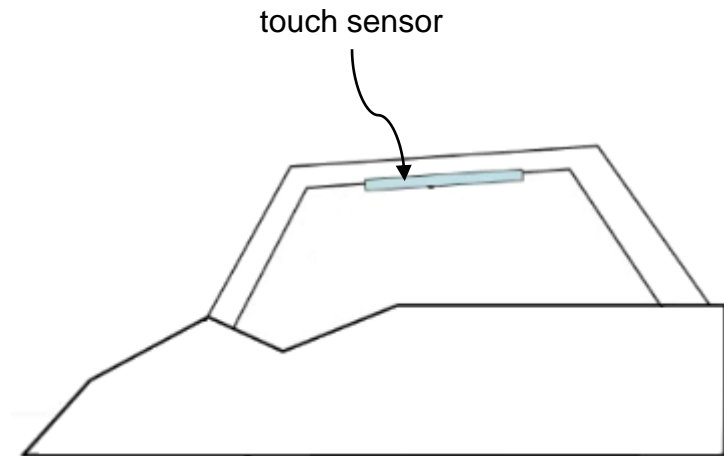


nominativi, tecnologie, forme, segni

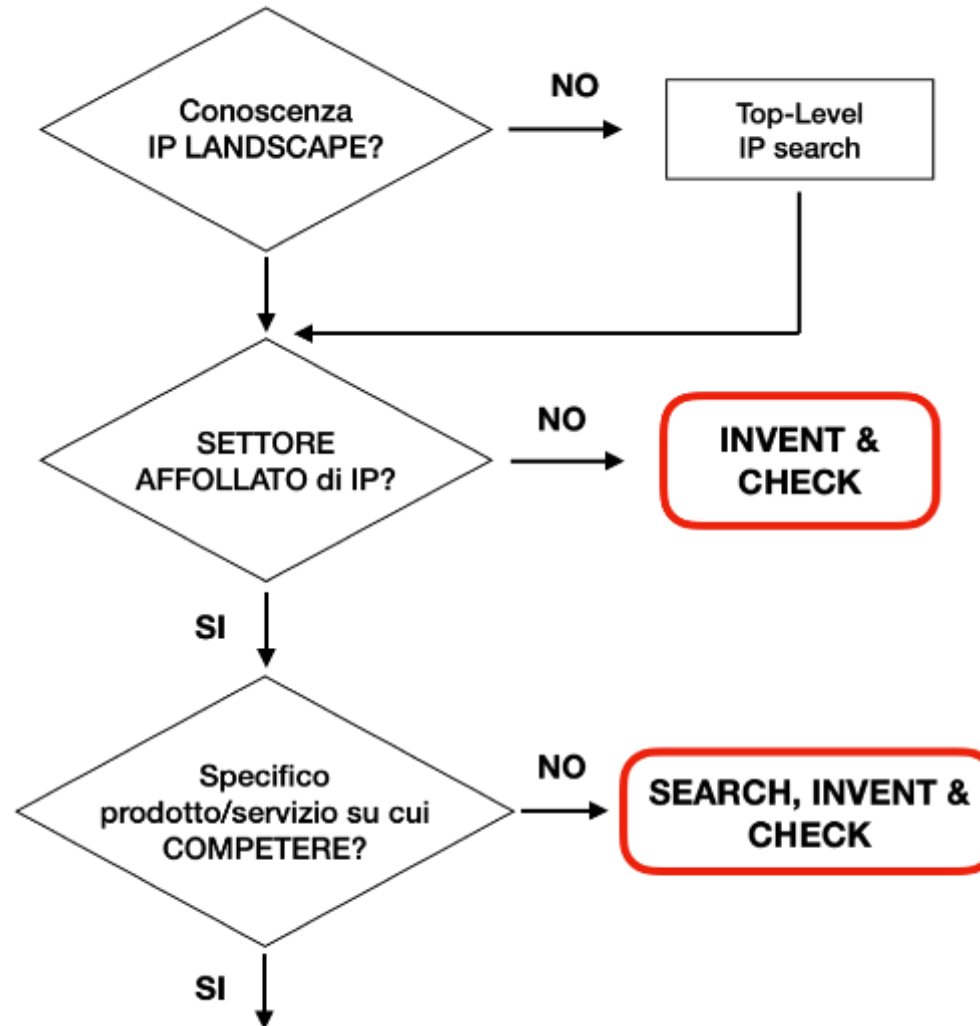




Invent

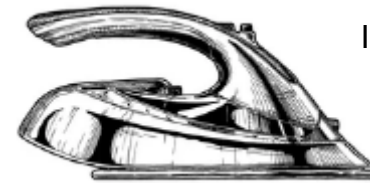
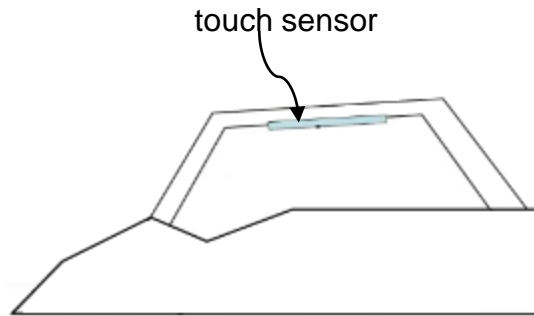


Significant other

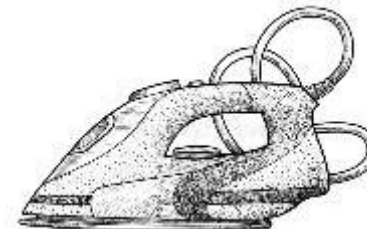
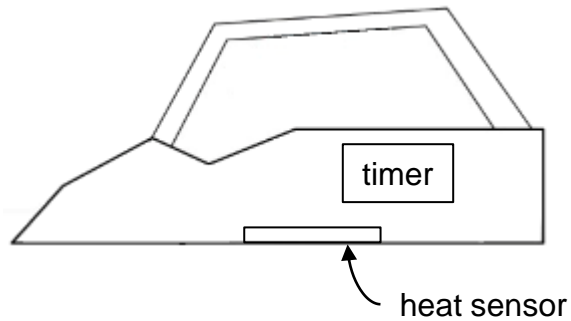




## INVENT AND DESIGN AROUND



Idea 2



Idea 3

Significant other

Invent



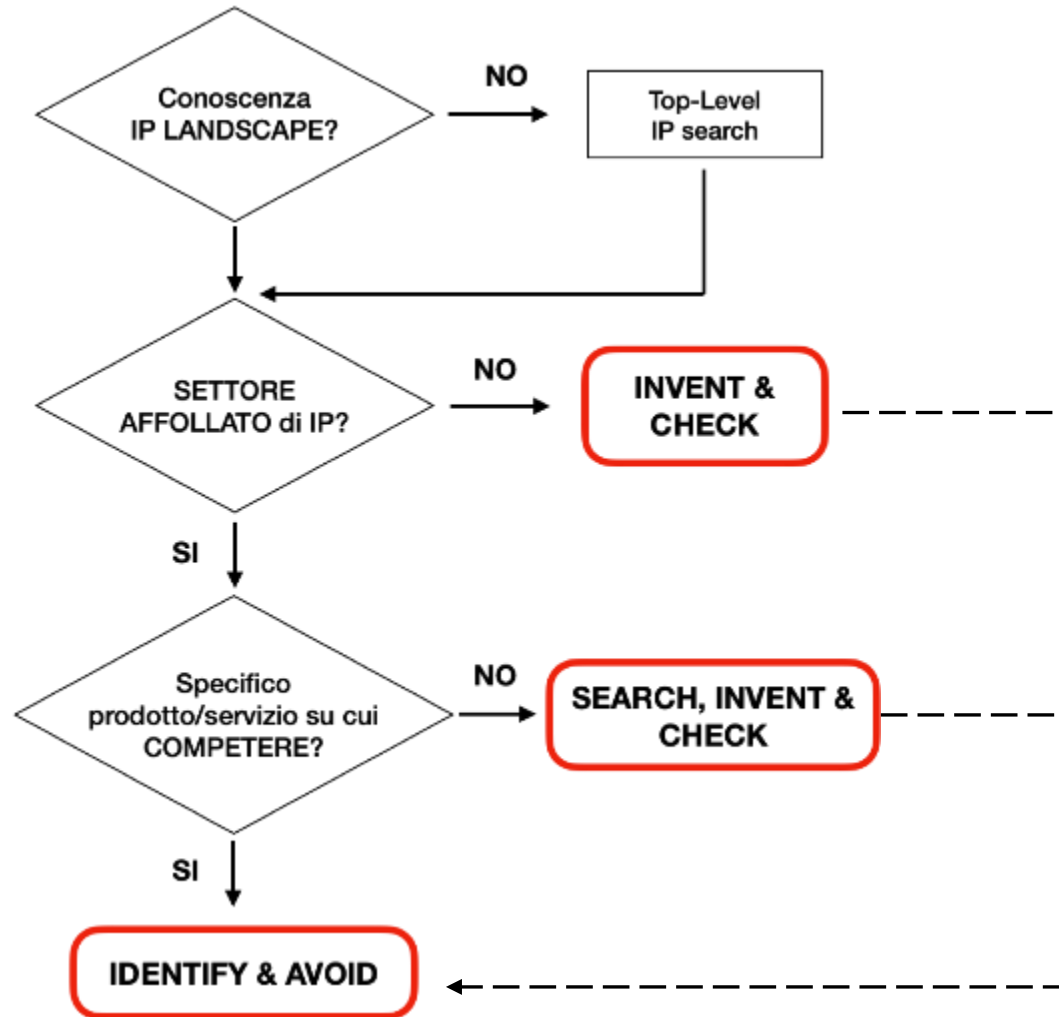
	Production	IP	Market	CFO
Idea 1	1	3	5	
Idea 2	5	5	0	
Idea 3	3	4	4	

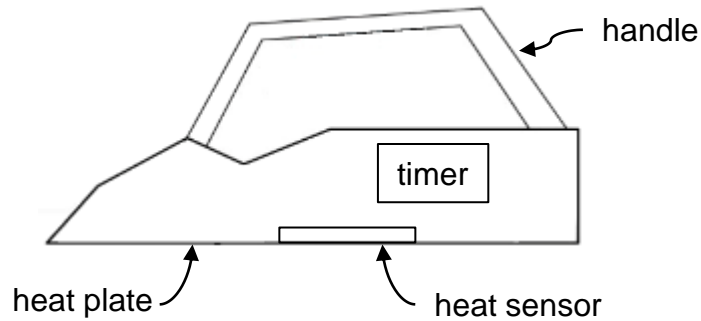
- Costi e complessità di produzione
- Rischi di interferenza e potenzialità di tutela
- Capacità/appeal di attirare i clienti
- Valutazioni patrimoniali/fiscali



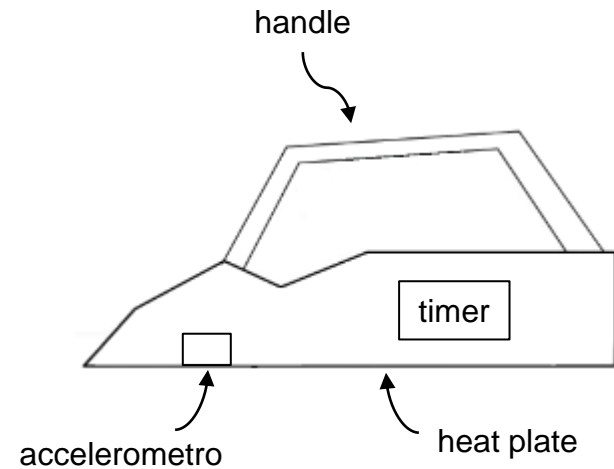


## INVENT AND DESIGN AROUND





- a. un ferro da stiro
- b. un'impugnatura
- c. una piastra riscaldata
- d. un timer
- e. un sensore di temperatura





**"Creativity is seeing what others see and  
thinking what no one else ever thought."**

- Albert Einstein -