

Patent analytics and IPR management training

12 October 2020

Zagreb, Croatia

Venue: Online session, Algebra University College

The KnowING IPR project targets the topic of technology transfer, with specific focus towards managing intellectual property rights in SMEs as a factor of innovation and competitiveness.

To this end, the project is developing an institutional platform (supported by an online hub, KnowING HUB) where various stakeholders will be able to access information on the importance of technology transfer, on the protection of intellectual property rights, on the opportunities afforded by the protection of intellectual property rights and on IPR management. In addition, the platform will facilitate and encourage cooperation with research organizations, as we seek to foster cooperation between SMEs and research institutions, while promoting the establishment of good practices in the field of intellectual property rights management. Special notion is given to policy recommendations since the online KnowING HUB will be a meeting point for policy makers to exchange good practices and experiences in implementing IPR in their policies.

The aim of the project is to improve cooperation between educational institutions and SMEs also through empowering actors to identify and exploit the effects of protection of intellectual property rights.

AGENDA

10:00 - 10:15	Login and virtual networking
10.15 - 10.20	Algebra welcome words – Marijana Šarolić Robić, Attorney at Law / Maja Brkljačić, Director of Business Development Algebra Lab
10:20 - 10.30	KnowING IPR project presentation – Željka Mojzeš, Project Supervisor Algebra Lab
10.30 - 10.45	University-enterprise cooperation (and IP policy) at the Algebra University College (AUC), Leo Mršić, Director Algebra Lab
10.45-11.05	Introduction to Moodle training materials & Use of patent informationa and practical exercise on the use of KnowingIPR
	Self-study Trainings by using the Moodle materials to conduct and to complete the quiz available in Moodle
	Self-study based on Moodle training materials and completing of the the quiz available in Moodle.
	Feedback from the participants on the moodle materials, modarated by Željka Mojzeš, Project Supervisor Algebra Lab
	Conclusions and closing of the event

The official language of the event is Croatian.

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