

FIG. 1



# INTELLECTUAL PROPERTY IN PRACTICE

## How to identify, protect and valorise your IP

02.10.2026 | 14:00 – 17:00

NOI TECHPARK, SEMINAR ROOM 3

Ideas, research results, inventions, technical know-how: intellectual property can take many forms. But when does knowledge become an asset? How can you protect it? And how can patents, licensing or spin-offs help turn IP into real value?

At Intellectual Property in Practice, we bring together experts from patent offices, IP law firms, research organisations, start-ups and companies to take a practical look at intellectual property: You will get a clear introduction to the topic, insights from different perspectives, and time to connect with professionals and peers over networking in Noisteria.

The event is designed for researchers, inventors, start-ups, entrepreneurs, technology transfer officers and knowledge transfer organisations – and for everyone who works with ideas, technologies or research results that could become valuable assets.

## PROGRAMME

- 13:45 **Check-in**
- 14:00 **Welcome**  
Vincent Mauroit, Director Innovation & Tech Transfer, NOI Techpark
- 14:30 **KEYNOTE: Intellectual Property – How to Identify, Protect and Valorise It?**  
Lino von Gartzen, Founder and CEO Innovationship
- 15:30 **When and How to File a Patent**  
Joe Happold, DTS Patent Attorneys
- 16:00 **From Research to Business – a Case Study**  
Werner Tirlir, Ecoreserach
- 16:20 **Intellectual Assets for Start-ups**  
Elena Pasquali, Ecosteer
- 16:40 **How to Manage an IP Portfolio**  
TBC
- 17:00 **Networking in Noisteria**

The event is held in English without simultaneous interpretation. Participation is free, but places are limited.

## REGISTRATION

Register [here](#) until 01.10.2026

## CONTACT

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