

FIG. 1



INVENTOR
NOI TECHPARK

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
- 14:15 **KEYNOTE: Intellectual Property – How to Identify, Protect and Valorise It?**
Lino von Gartzen, Founder and CEO Innovationship
- 15:00 **When and How to File a Patent**
Joe Happold, DTS Attorneys
Dominic Tiedemann, DTS Attorneys
- 15:30 **From Research to Business – a Case Study**
Werner Tirler, Ecoresearch
- 16:00 **Intellectual Assets for Start-ups**
Elena Pasquali, Ecosteer
- 16:30 **How to build up and manage an IP Portfolio**
Tobias Popp, Meissner Bolte Attorneys
- 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

Johannes Brunner
[+39 0471 066 667](tel:+390471066667)
j.brunner@noi.bz.it

SUPPORTED BY



Co-funded by
the European Union

