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.
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