



## THE IMPORTANCE OF INTELLECTUAL PROPERTY

**Time:** Thursday 26 April 2012, 12.00-15.00

**Location:** Stavanger Næringsforening, Nedre Strandgate 11 A, 4005 Stavanger

**Prekubator TTO and LES-Scandinavia are hosting World Intellectual Property Day.**

This is a global event on 26 April each year, set up by the World Intellectual Property Organization (WIPO) to increase awareness of the impact of IP on daily life, teach us about how IP protection promotes creativity and innovation and encourage respect for IP rights.

The event will be a learning experience through interesting presentations and case studies, and an opportunity to discuss “hot” issues such as

- IP valuation
- Intellectual Asset Management
- Investor relations

**World Intellectual Property Day** aims to be a meeting point for industry, research, finance, inventors and scientists both experienced and unexperienced with IP.

### **PROGRAM**

**12.00-12.30** LUNCH

**12.30-14.00**

- WELCOME AND INTRODUCTION – *Matyas Kolsofszki, RTTP, Prekubator TTO*
- FROM RESEARCH TO IP – *Arnfinn Nergaard, Professor and inventor, University of Stavanger*
- IP VALUATION – *Anders Tangen, CEO & Patent Attorney at Brann Patents AB*
- INTELLECTUAL ASSET MANAGEMENT – *Andrew Telles, Manager at CIP Professional Services*

**14.00-14.15** COFFEE BREAK

**14.15-15.00**

- INVESTOR PERSPECTIVE AT IP – *Øivind Enger, Partner and Investment Advisor at Sarsia Seed*
- CLOSING REMARKS - *Gunnar Kleppe, Senior Business Development Advisor, Prekubator TTO*

For further information and registration (**registration is free of charge, registration deadline is 12<sup>th</sup> of April**):

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