



Siena, January 15, 2005

PRELIMINARY ANNOUNCEMENT

The Centre for Law and Biotech at the University of Siena
is proud to announce the first edition of the

SCHOOL FOR BIOTECH INDUSTRIAL INNOVATION MANAGEMENT

This project consists in a very ambitious professional initiative on strategic education in Biotech innovation management.

The Cycle of seminars is specifically designed in order to manage the three critical issues of any project of innovation:

- a) how to raise funds in the interaction between public and private actors; how to coordinate from the beginning the legitimate expectation of the investors, performing a real costs effective selection of the R&D steps while maintaining the strictest policy of confidentiality until the decision to patent the inventive results;
- b) how to drive the best strategies on patenting or maintaining know how in order to delay the competitors' knowledge of own innovative lines; how to cope with the different conditions of disclosure required by the various patent systems; how to enlarge the scope of protection of a patent without risking to loose its validity;
- c) how to best exploit the competitive advantage given by an innovation (patented or not); how to deal with the technology transfer; how to manage the limits of the freedom of competition principles in the EU and US markets, facing with the need of safety, environmental, regulatory and public interest on accessing specific fields on biotech application (pharmaceuticals for instance).

The involvement of a multidisciplinary list of Lecturers (lawyers, patent attorneys, economists, marketing and regulatory experts) will offer a real multi prospective scenario in order to manage the various issues involved.

Topics of the single Seminars

First step

(February 25-27, 2005)

THE GENERATION OF THE INNOVATION

Second step

(July 8-10, 2005)

SECURING THE COMPETITIVE ADVANTAGE

Third step

(October 2005)

EXPLOITATION AND "VALUATION"

The specific subtopics and the related speakers will be finalised and announced soon.

For further information:

www.unisi.it/biolaw

Please send back an email to the following address to be kept timely informed on the final edition of the announcement
biotech.law@unisi.it