

From University Labs into Companies: Increasing the Scope of Technological Transfer at the University of Primorska

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Universities are a meeting point of knowledge and new ideas and as such an important driver of social progress. Universities, together with economic organizations and the wider social environment, can quickly and effectively address the technological and other challenges facing the local economy and society. In order to make such connections, the university must cultivate entrepreneurial culture, excellerate networking activities, protect intellectual property and develop an effective model of transferring the university invention to the market.

The successful transfer of the invention to the market requires legal, technological and business knowledge and combines various forms of legal protection. Experts from the Center for Development and Transfer of Knowledge of the University of Primorska (CRPZ UP), who are dealing with intellectual property rights every day, will present a modern approach to the legal protection of technological innovation and knowledge that arises in the university environment and share their experience and guidance for a comprehensive approach to protecting innovation. They will present CRPZ UP projects and explain why an appropriate protection strategy is essential for the success of innovation in the market already in the s creation phase.

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