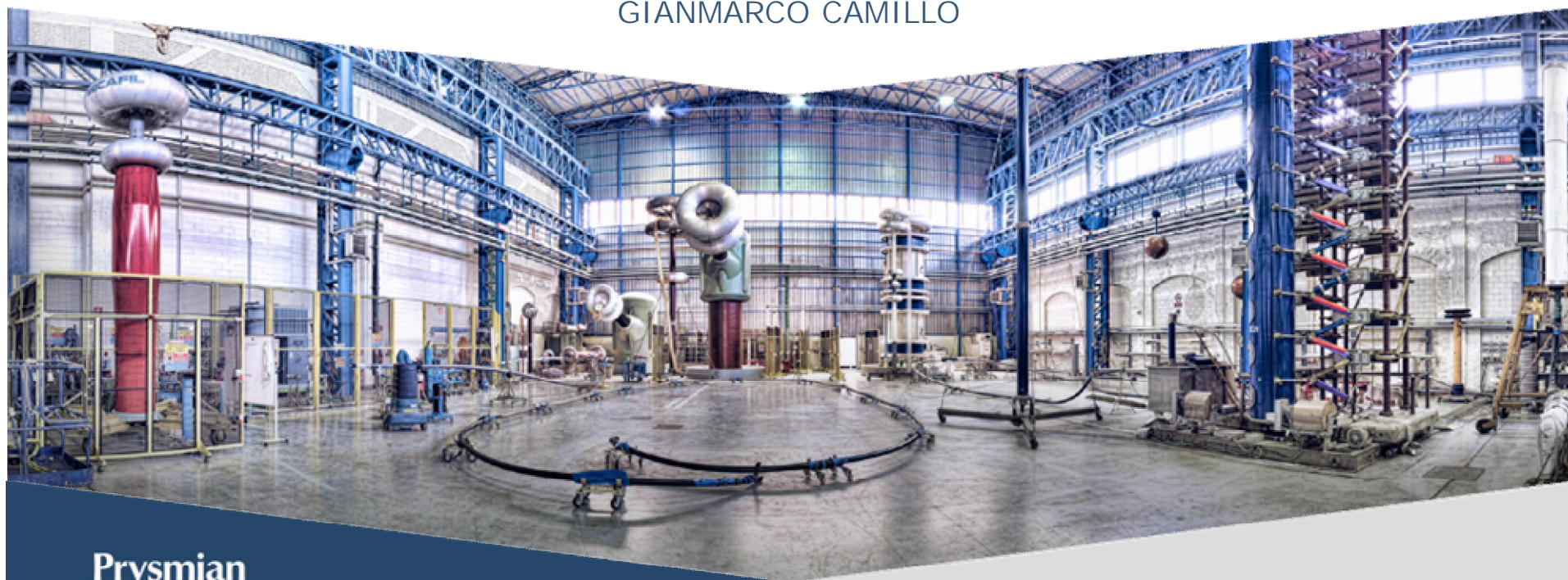


LA PROPRIETÀ INTELLETTUALE QUALE ASSET AZIENDALE E VEICOLO DI SVILUPPO PER L'UNIVERSITÀ

GIANMARCO CAMILLO



Prysmian
Group

PALERMO 13 MAGGIO 2019

Prysmian - Who we are



We're the world leader in the energy and telecom cable systems industry. With **140 years of experience**, **sales exceeding €11 billion**, **about 30,000 employees** in **over 50 countries** and **112 plants**, the Group is strongly positioned in high-tech markets and offers the widest possible range of **products, services, technologies and know-how**.

We're proud to be a truly public company, with a 100% free float and approximately 70% of our capital held by institutional investors

PALERMO 13 MAGGIO 2019

Prysmian - Who we are

Spanning 50 countries, 112 plants, 25 research and development centers, and with about 30,000 employees, we've a strategic footprint that allows us to service emerging markets and communities across the globe with ease.

Not only that, the sheer scale of our operations means we're constantly close to our customers. Our plants are some of the largest in their categories worldwide, with a production capacity that will support more complex, cutting-edge projects than ever before.

GLOBAL PRESENCE

Global Presence

34

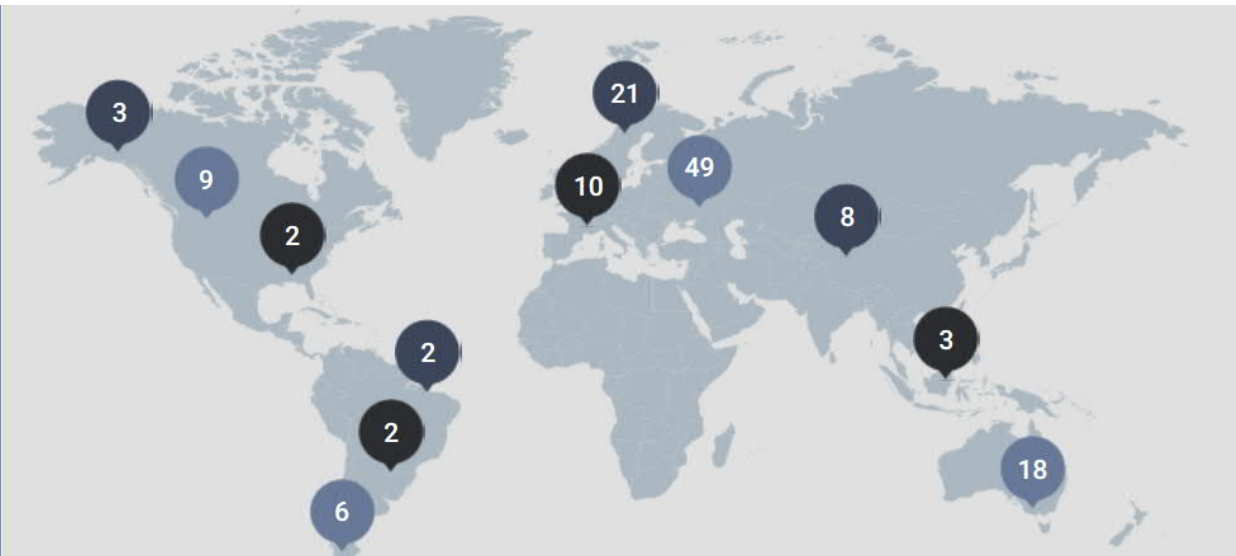
Offices

112

Plants

25

R&D Centers



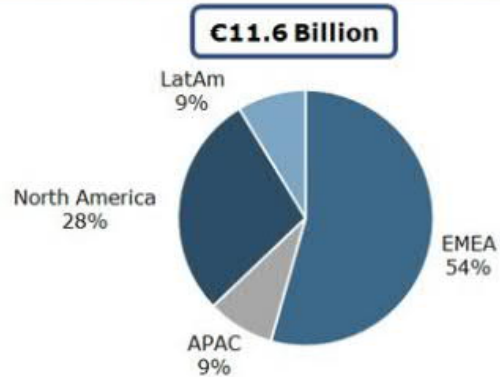
We're linking the world with the future of cable technology

Prysmian
Group

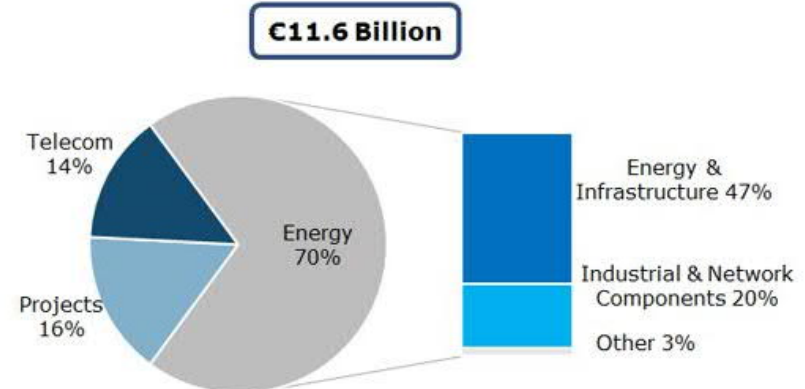
Confidentiality – classification level

Prysmian – Our Results

Sales breakdown by geography



Sales breakdown by business



Prysmian



Mission

We provide our customers with superior cable solutions based on state-of-the-art technology and consistent excellence in execution, ultimately delivering sustainable growth and profit.

A strong reputation for performance and innovation helps us deliver sustainable growth and profit.

But we don't just want to be good for business. We want to be good to do business with. That's why our values are so important to us. The things we do and the way we approach them are an opportunity to show our pride in our work.

Prysmian

Vision

Energy and information help communities develop. That's why it's so important that they're always available, and that they're supplied: **effectively. Efficiently. Sustainably.**

Whoever the client. Wherever they are. However harsh the environment they operate in. We're committed to keeping them connected. Every day, we all have the chance to bring our vision to life in our actions. No matter how big, or small, the things we do on a daily basis build up over time and help us deliver on our mission.



Our most valuable asset. Our People.

- Every day, any Prysmian Employee creates value for the company with her/his activity, and part of this value can and shall be protected to build additional value for the company.
- Prysmian IP rights are important intangible assets that create value for the company by protecting our technologies and our peculiarity vis a vis competitors.
- This is Prysmian Know-How and it is extremely important to protect it.



Countries Coverage for
Telecom/Energy/Oil&Gass

Prysmian Group Know-How
is protected in the most
critical countries in the
world

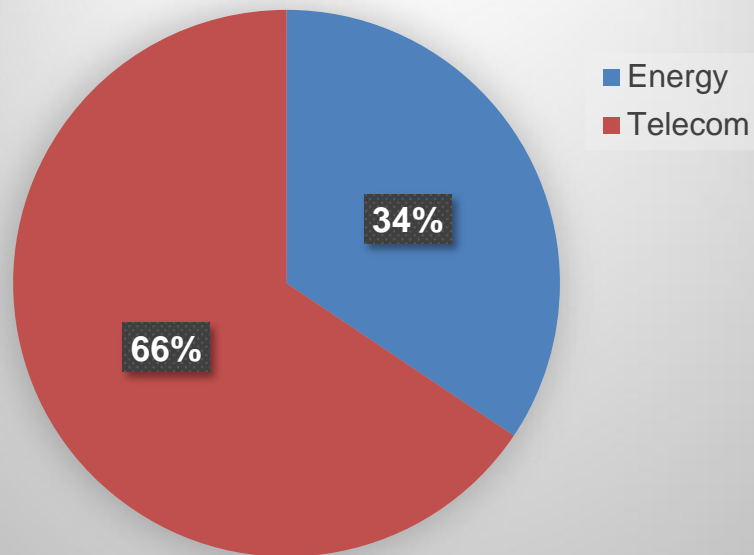
Countries Coverage for Telecom/Energy/Oil&Gas



Prysmian Group Know-How
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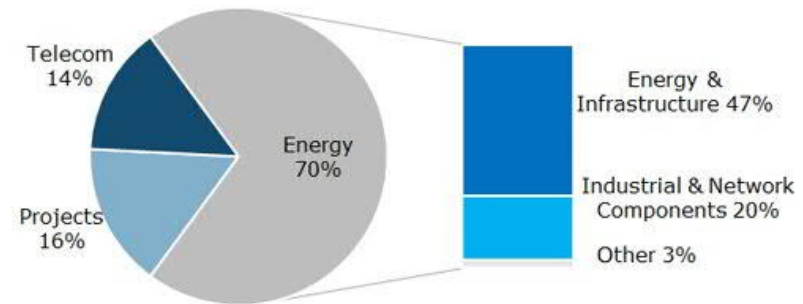
Patents vs Sales by Business

Energy vs Telecom



Sales breakdown by business

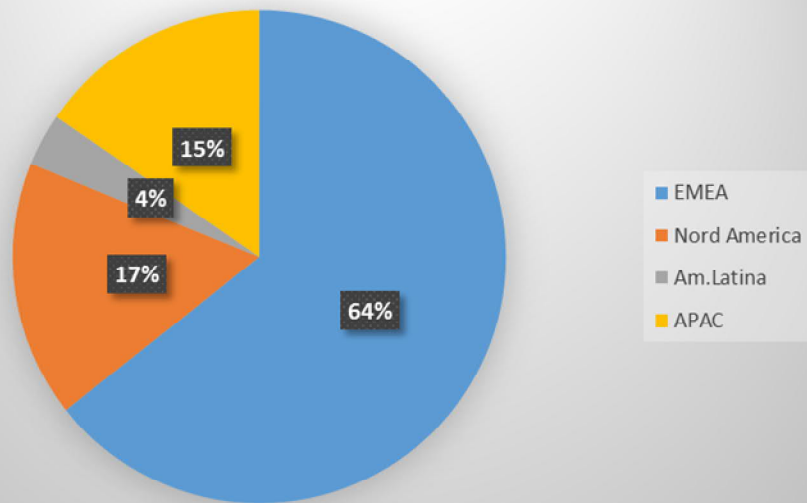
€11.6 Billion



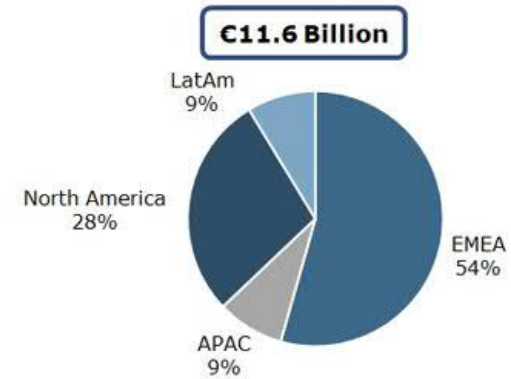
Total Active Prysmian Families = 854

Patents vs Sales by Geography

Total Active Patents vs. COUNTRY



Sales breakdown by geography



IP Department: What we do

IP Rights

TM
Patents,
Utility
Models,

Trade
Secrets,
Copyright,
Copyright
for Software

Know-How Protection

NDA,
Contracts,
Agreements,
Intercompany
Agreements

Business Protection

Licenses,
Defensive
Licenses,
Competitive
Analysis, Freedom
to Operate,
Litigation

ian
Group

Some IP found in a mobile phone



Trade marks:

- Made by "Nokia"
- Product "N95"
- Software "Symbian", "Java"



Patents:

- Data-processing methods
- Semiconductor circuits
- Chemical compounds



Copyrights:

- Software code
- Instruction manual
- Ringtone
- ...



Trade secrets:

?

Designs (some of them registered):

- Form of overall phone
- Arrangement of buttons in oval shape
- Three-dimensional wave form of buttons
- ...

Patents

What is a “Patent”?

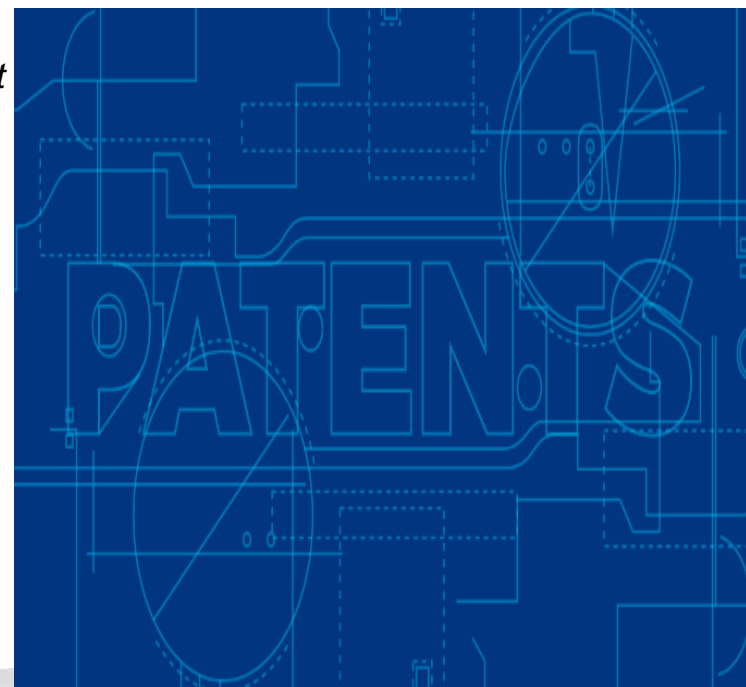
“A Patent is a set of exclusive rights granted by a sovereign state to an inventor or assignee for a limited period of time in exchange for detailed public disclosure of an invention.” (Wikipedia)

-A patent is a **right** granted by a **State**:
*patent protection must be requested in the **Countries** of interest*

-For an **invention**:
*patentability examination (novelty, non-obviousness);
scope of protection defined by **Patent Claims***

-For a period of time:
20 years (provided maintenance fees are paid), non extendable

-In exchange for detailed public disclosure:
*the patent must contain a description enabling invention reproduction;
a patent application is **published** 18 months after first filing*



Patents

What does “Patent Right” mean?

A Patent gives the right to prevent others from “doing” (make, sell, offer for sale, import...)



What does “Patent Right” NOT mean?

A Patent does NOT give the right to “do” (make, sell, offer for sale, import...)

Patents

a) “Competitive Advantage”

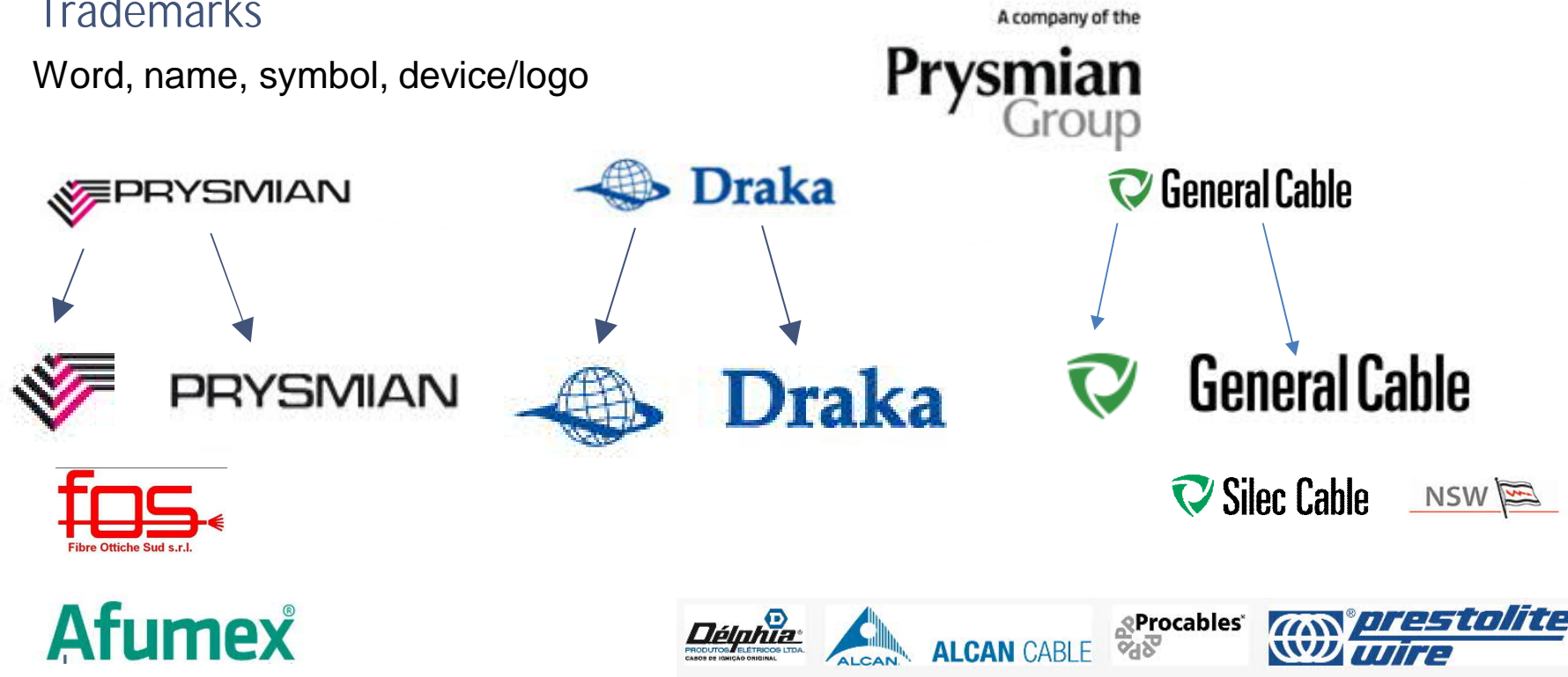
- **Enforcing**: stop Competitors from producing/selling a patented product
- **Cross licensing**: negotiate with Competitors and obtain rights in exchange
- **Licensing out**: control Competitors’ activity by licensing technologies and collect royalties
- **React**: react in Court to a Competitor’s attack by countersuing under our own patents
- **Dissuasion**:
 - Patents give the message that:
 - our technologies are protected:
prevent infringement being initiated
 - a possible attack in Court will cause a corresponding reaction:
prevent litigations being initiated

b) “Asset”

- enhance the **Value** of the Group
- **Strengthen** the Group’s position
in agreements negotiations, settlements, alliances, acquisitions etc.

Trademarks

Word, name, symbol, device/logo



A new mark used to identify a Company, a product or a family of products can be legally protected by registration

Working with Others

Different **purpose and context**



Different **kind** of Agreements

To preserve:

Confidentiality of Information

Ownership of Results

Exploitation of Results

Need:

Non Disclosure Agreements (NDA)

R&D/Development Agreements

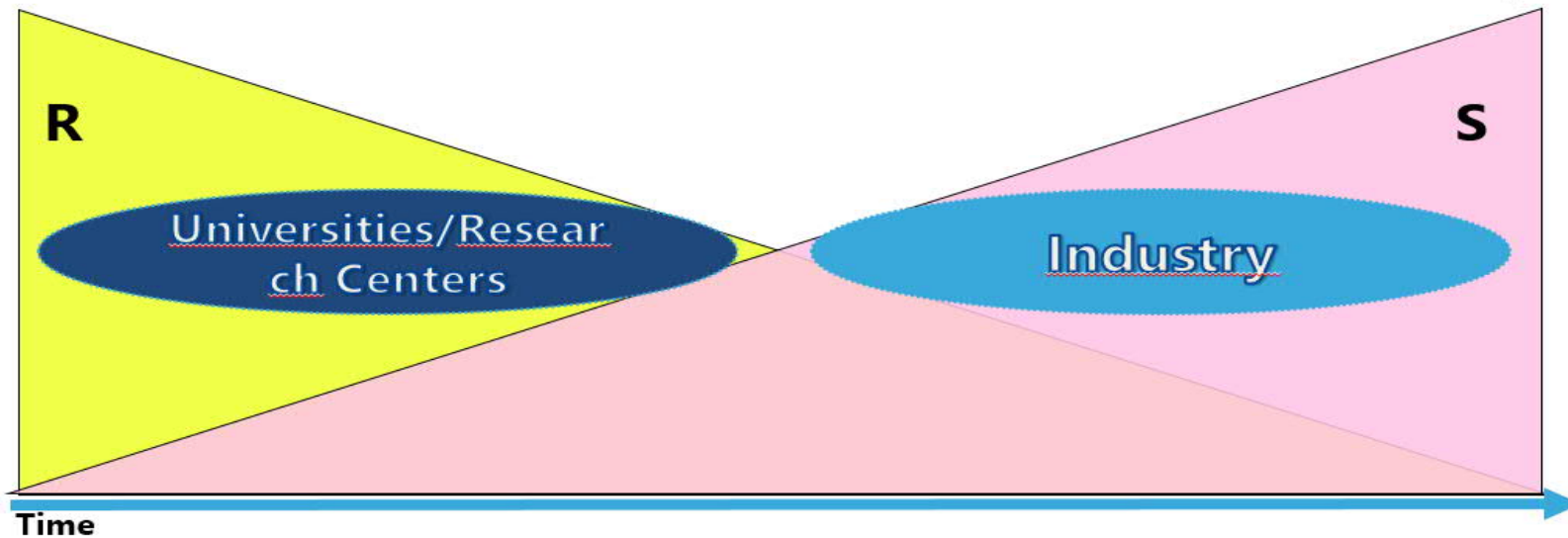
Licenses Agreements

Value Chain



Research

Development



Università



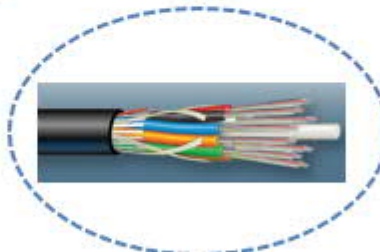
Innovazione
Nuove tecnologie
Nuovi campi di applicazione
Nuovi prodotti

Collaborazione Strategica con i Clienti



PARTNER

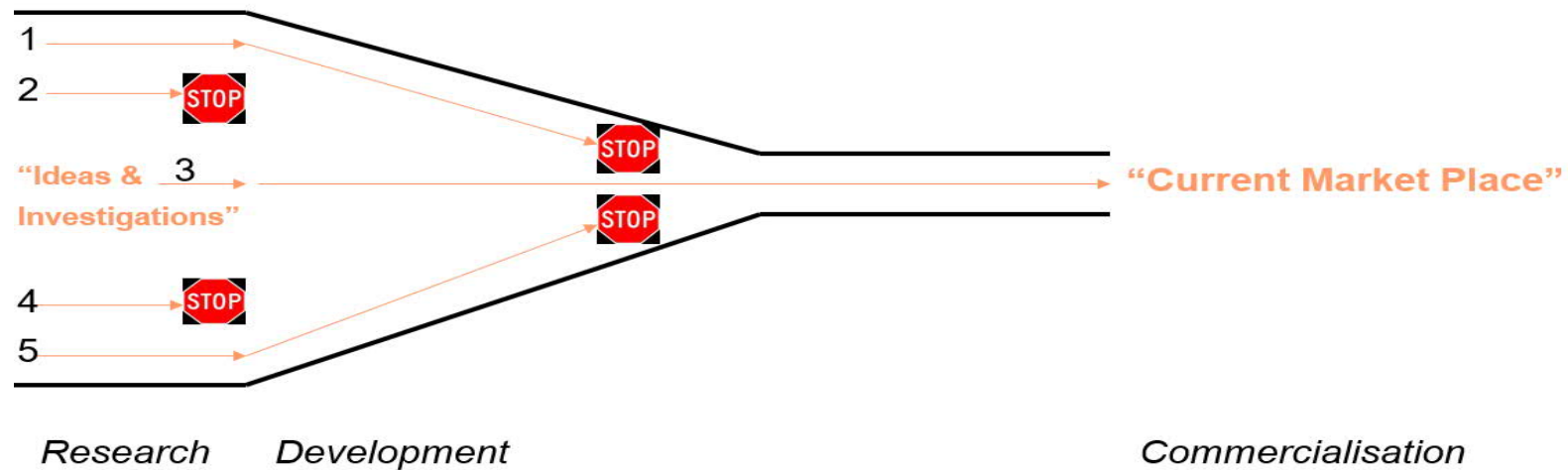
Applicazioni e nuovi prodotti



Nuovi prodotti con migliori prestazioni e minor costo

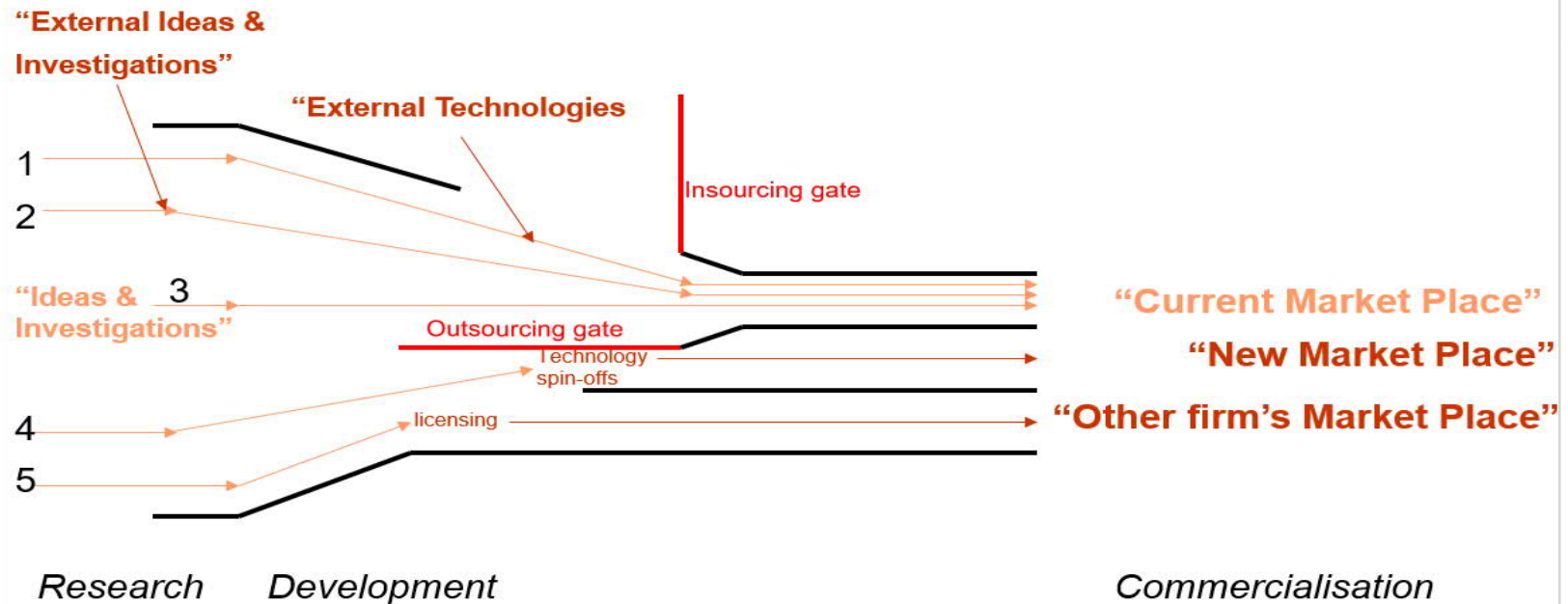


'Closed innovation single track'



*Based upon 'Open Innovation: Researching a New Paradigm'
(2006) Henry Chesbrough, Wim Vanhaverbeke & Joel West*

'Open innovation three lane highway'



Based upon 'Open Innovation: Researching a New Paradigm'
(2006) Henry Chesbrough, Wim Vanhaverbeke & Joel West

Main Issues

IP Ownership
Background IP
Fair & Reasonable
Patent Costs
Exploitation
Fields

Prysmian position

- It should have ownership of royalty free right to use in all areas
- If a payment has to be made – prefer one off or inclusion in cost of study – easier to budget
- Royalty free and non exclusive license to Background where required for exploitation of Foreground IP
- Start new collaborations and co-developments

Purpose of Collaboration

- Support research and product development
- Educate students who will be the new employees
- Improve the transfer of technologies to the public through the product development
- **Industry:** fill a gap and take advantage of new opportunities
- **Universities:** Educate, Gain Credits and ... take an economical advantage

Questions & Answers



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Thank you



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