



## Abstract

# Software and data-bases protection for SMEs and start-ups

27<sup>th</sup> of February 2018

From 1 p.m. to 2 p.m. CET

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Software can be a major asset both for companies mainly based on software products as well as for companies who incorporated software in their devices or services. Together with software and often strictly linked with it, the use and protection of data-bases is becoming a major topic for SMEs also for its connection to digitalization projects. Both software and data-bases can be considered as company assets having their economic value. The purpose of this webinar is to grow the awareness among SMEs of the means for protection as intellectual property assets of software and data-bases, algorithms as well as to understand how they can circulate and which processes and documents should be implemented. In particular, software can be protected as copyright, patent or trade secret under the circumstances.

### **Michela MAGGI**



Michela Maggi, attorney at law, PhD in Intellectual Property and Competition Law, is an experienced professional with a strong expertise in intellectual property, data protection, digital law, international contracts.

She founded the Law Firm Maggi Legal in Milan, Italy, after gaining proficiency through years by working with the most prominent law firms and having many professionally challenging experiences at international level. She published several monographs and papers on Italian and European journals. Her last publication is "The protection of creativity and design", a book underlying the different types of protection above all for fashion, food, furniture and spare parts in general.

She lectured at well known universities and spoke at the most important national and international conferences concerning intellectual property and data protection. She is also ambassador of AIPI Italian Association for Industrial Engineering (acronym for Associazione Italiana Progettisti Industriali), treasurer of the Italian group of AIPPI (International Association of Protection of Intellectual Property), as well as head of the Italian group of securities over intellectual property rights and member of the international AIPPI Group on Trade Secrets. She is also a coach for innovative projects under H2020 (Horizon 2020) led by the European Commission.

She cooperates as an expert with WIPO, EUIPO and the European Commission, as well as with the EU-China and the EU-Asean IPR SME Helpdesks.