

# ATLANTIC KET MED

## What all Sciencepreneurs should know about running a company

**26 October 2021** 10h00 – 11h30 WEST

A workshop on the Business, Legal and IP perspectives on how to run an enterprise. An event dedicated to all Sciencepreneurs eager to take the next step.

### AGENDA

**10:00 – 10:10 | Welcome note, introduction to the project Atlantic KET MED**

**10:10 – 10:30 | the Business and Marketing Perspective with Elisabete Sampaio Sá,** Professor of Marketing, Strategy and Entrepreneurship, School of Economics and Management, University of Minho.

Elisabete has over 15 years' experience in the area of Entrepreneurship. She is a Scientific Mentor of University of Minho academic spin-offs and Innovation Strategy Officer at StartupCity Braga, within the scope of the Global StartupCities initiative

**10:30 - 10:50 | the Legal Perspective with José Ricardo Aguilar,** Head of Legal / IP, Instituto Pedro Nunes

José develops activity on IP topics since 2002, supporting researchers and entrepreneurs in the field of IP, Tech Transfer and other legal aspects concerning innovation and technology. José is graduated in Law, also Lawyer. Invited Lecturer, University of Coimbra School of Pharmacy on IP/Entrepreneurship. Member of EUIPO and EPO Advisory Boards.

**10:50 – 11:10 | the Intellectual Property Perspective with Luís Ferreira,** European Patent Attorney, Patentree

Luís has assisted Startups and larger companies in developing strategy and prosecution for their IP management. He is also a Portuguese Patent and Trademark Attorney and a European Trademark and Design Attorney. He is a partner at Patentree.

**11:10 – 11:30 | Round-Table and Q&A**

**11:30 | Closing remarks**

[Free registration here](#)

Join us!

The event is powered by:

