



*“IP Management @ Universities” Istanbul, April 14 to 15, 2011*

*Albert Long Hall, BOGAZICI UNIVERSITY*

# University Partnership

Dr. Verda Emiroglu  
Turkcell Teknoloji



*University Partnership*

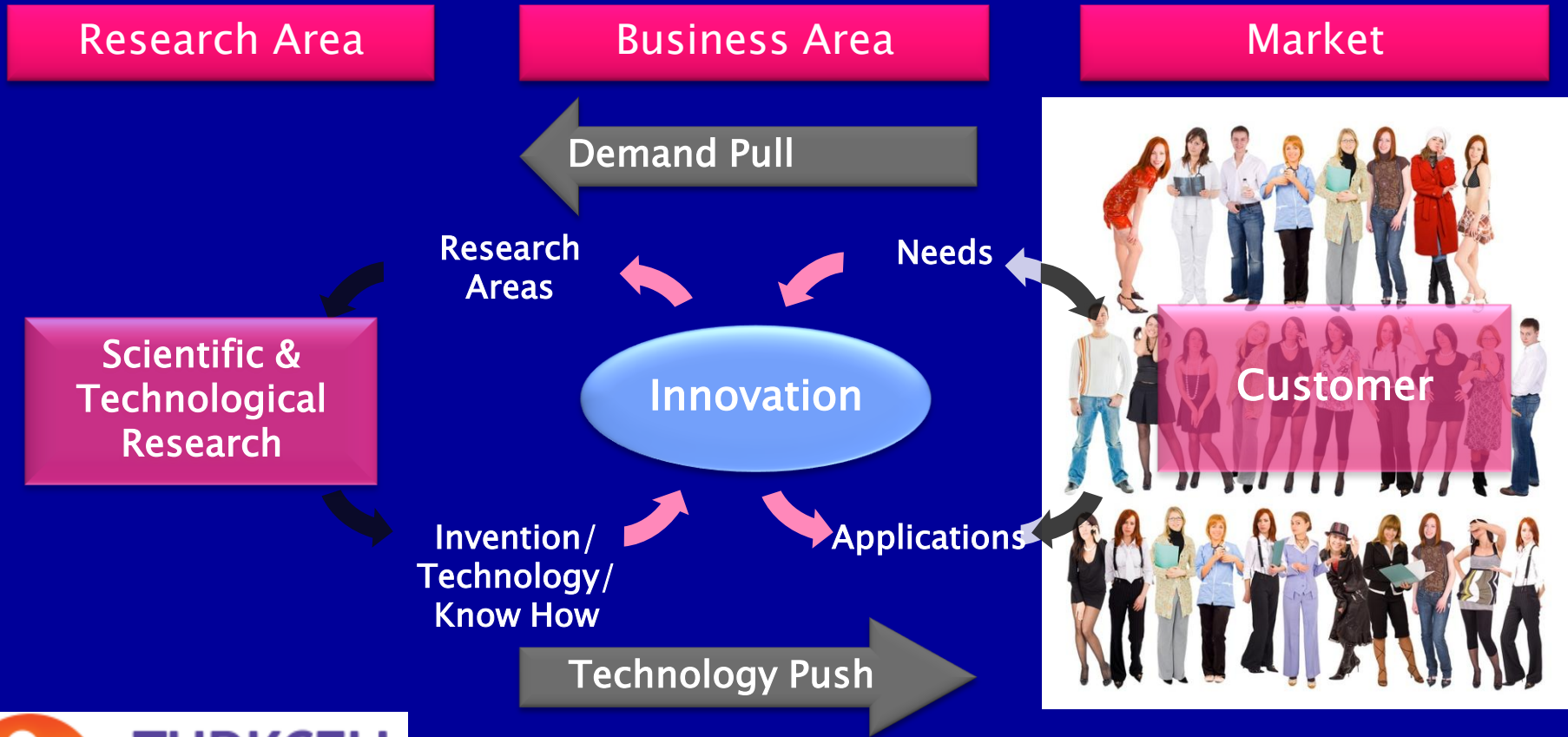
*Dr. Verda Emiroglu*



"IP Management @ Universities" Istanbul, April 14 to 15, 2011

Albert Long Hall, BOGAZICI UNIVERSITY

# From University to Market



*University Partnership*

*Dr. Verda Emiroglu*



*“IP Management @ Universities” Istanbul, April 14 to 15, 2011*

*Albert Long Hall, BOGAZICI UNIVERSITY*

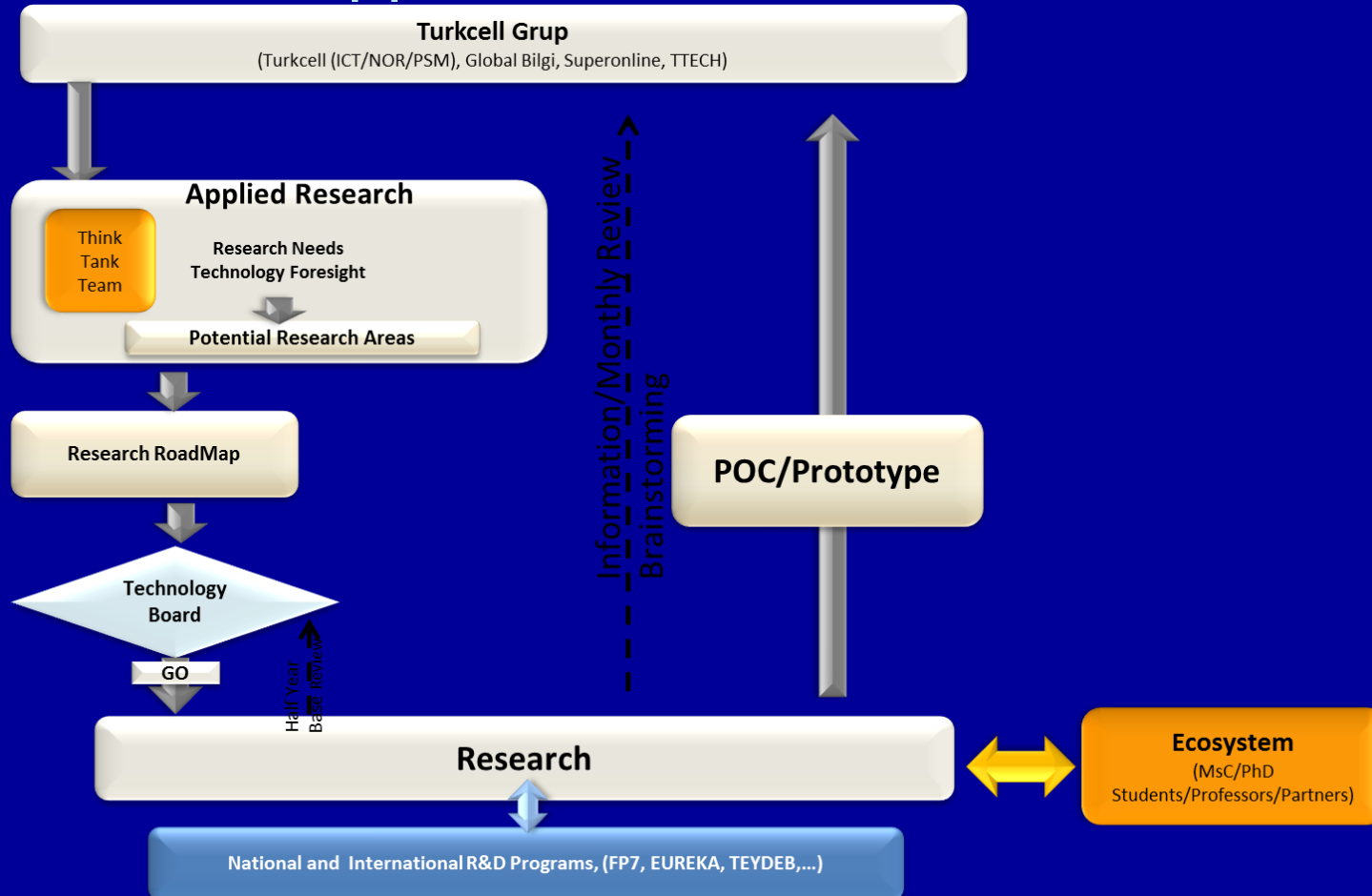
# Not possible without our Partners





*“IP Management @ Universities” Istanbul, April 14 to 15, 2011      Albert Long Hall, BOGAZICI UNIVERSITY*

# Focus is Applied Research with Universities







*“IP Management @ Universities” Istanbul, April 14 to 15, 2011      Albert Long Hall, BOGAZICI UNIVERSITY*

# Turkcell Academy Scholarship Program is one of our Success Stories



- 100 MSc and PhD students joining Scholarship Programme
- Lots of joint projects of students and their sponsors both from University and Turkcell Group



*“IP Management @ Universities” Istanbul, April 14 to 15, 2011     Albert Long Hall, BOGAZICI UNIVERSITY*

# Why Patent Applications are important?



- Technotrends
- Competition
- Prestige
- Value
- Search
- Research
- Researchers

# 54 + 18