

Intellectual property and IP management

A two-hour workshop / briefing

Overview

In recent years, intellectual property has come to play an increasingly important role in the world economy and has risen up to take its place on the agenda of many senior executives across a wide variety of companies and in every industry sector.

It is therefore imperative for senior executives to have not just a general understanding of the intellectual property issues facing their business and their industry, but to have quite a refined expertise relating to those issues.

IP is no longer simply the legal or IP function's problem. Senior executives must now be able to formulate strategies that capitalise on and maximise the value of their company's IP assets to drive growth, innovation, and cooperative relationships with other companies and academia.

This is especially important as IP underpins so many of the items already on boardroom agendas:

- Innovation
- Creativity
- Value
- Risk
- Strategy
- Collaboration
- Competition
- Competitive advantage
- Assets
- Brand
- P&L
- ROI

Objectives

This session is designed to significantly raise awareness of the key IP issues confronting your organisation and to help you determine the appropriate strategy. The session can be tailored to your specific requirements and objectives.

Who should attend?

This workshop has been designed primarily boards and relevant senior executives. For maximum value, we recommend that all directors, regardless of functional responsibility and including any non-execs, attend the session.

Workshop format

- Usually delivered as a two-hour session
- Can be run as a longer session, if preferred (particularly to allow for more discussion of organisation-specific issues)
- Face-to-face session preferred but can also be delivered virtually

Special features

This workshop can be tailored to meet your specific requirements. You can choose to follow the agenda set out below or you can talk it through with the trainer and set a new one. The choice is yours. Should you wish, the consultant will also make available a comprehensive IP audit tool running on a secure online platform which may be used to conduct a current state analysis.

Meet the consultant

Donal is a visiting researcher in IP at Imperial College Business School, a long-standing 'IAM 300' (top global IP strategist), former VP of R&D at Nokia, former Director of IP at Nokia, and a former Adjunct Professor of IP at Imperial College Business School. He is also the author of two books (Inside the Patent Factory and Harvesting External Innovation) and more than 150 papers on various aspects of IP.

Agenda

This is an indicative agenda – a starting point for a conversation with you. Donal would be happy to tailor it to your precise requirements.

- 1 Definition of IP**
 - Legal perspective
 - Business perspective
 - Innovation and creativity perspective
- 2 The key forms of IP**
 - Patents
 - Trademarks
 - Copyright
 - Designs
 - Trade Secrets
- 3 The main IP processes**
 - IP creation
 - IP portfolio management
 - IP enforcement
 - IP exploitation
 - IP risk management
- 4 The different IP models or relationships**
 - IP models explained
 - Examples of IP models
 - Calm vs turbulent IP models
 - Trends with respect to these models
- 5 IP entities in the sector**
 - Traditional players and their roles
 - New emerging players in the IP sector
- 6 Some key IP concepts**
 - The IP maturity ladder
 - The relative value & risk matrix
 - Axis of control
- 7 Some IP facts and figures**
 - Some global facts and figures
 - Breakdown by regions as well as by industry sector
 - Some key trends
- 8 IP current state analysis**
 - Factors to consider
 - IP strategy framework
 - The elements with the framework
 - Examples of interesting IP strategies

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For a no-obligation discussion about running this workshop for your organisation on an in-house basis, just give us a call on **01582 463465.**