

PATEV-ICM

I N T E R N A T I O N A L

Technology and IP Management Webinars

“Value Based Technology & IP Management” *How to increase patent portfolio value*

Thursday 23rd June 2016

h. 10.00 – 11.00 (CET)

Background

Technology and Patent portfolio has become increasingly strategic but some key issues regarding its management still represent strong barriers to effectively leverage on its importance. Patent strategy is a critical element to set-up a comprehensive technology strategy. Patents have to support the business roadmap enforcing legal rights, enhancing the technological leadership, protecting product applications; but they have also to create value on their own opening new revenues sources, gaining contractual power in strategic interactions, blocking competitors technologies, attracting new funds. Patent strategy development is not a one-shot activity but it is a continuous process to support decision making. It starts from considering and assessing current situation of company patent portfolio and its connection with technology and business strategy.

Most of companies lack a formal patent strategy and a comprehensive technology and patent management system and often there is no alignment between patent activity and top management priorities. The implementation of a patent strategy is one step of a larger process that is the Technology and Patent Portfolio Value Management, that covers the complete patent asset management from generation to valuation and strategy, to monetization and finally to performance monitoring. Furthermore lack of knowledge and practices experiences sharing among companies is a limitation to the wide diffusion of a comprehensive Patent Portfolio process.

Based on the above considerations and on its extensive experience on Technology management, PATEV-ICM organize a webinar to share approach and best practices on “the implementation of a value-based technology and patent management system, fourth step of a cycle of web-event on best practices in Technology and IP strategy at European level

Webinar Objectives

The webinar will propose background information as well as practical approach, methodologies and experiences in technology and IP strategy issues and needs for mid-size and large companies.

This webinar has the aim to show practical approach to:

- Understand status quo of existing patent generation and management processes
- Check the connection between product development process, technologies and patent portfolio
- Establish criteria and decision regime to control patents value contribution
- Increase the value contribution of the patent portfolio
- Align patent portfolio to technology and business strategies
- Understanding how to implement a Value-based patent strategy from real application case

Webinar Agenda:

- Introduction to a Value-based IP strategy approach
- Case “IP strategy project for mid-size and large companies”
 - Getting started: patent portfolio structuring, technology and business strategy review, top management involvement
 - Model: definition of criteria and decision model for patent management
 - Implementation: set-up on a pilot business line
 - Project roll-out

Presenters: Dr. Cristina Odasso, Dr. Michael Beyer

Interested Management

Management and key Professional of the following functions:

- Strategy and Business Development
- Finance
- Technology/Innovation
- R&D
- IP
- Legal

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PATEV-ICM PROFILE

PATEV-ICM is the European leader in Technology and IP Management Services. PATEV-ICM supports organizations in maximizing the financial value of their technology and IP portfolios. PATEV-ICM leverages on the strong assets and experience of two European leaders: PATEV Associates GmbH in Germany, Austria and Switzerland and ICM Advisors Sàrl in Switzerland, Italy and France.

With 7 offices in Central Europe and about 100 professionals PATEV-ICM covers substantial European markets of all industries. To meet economic, linguistic and cultural requirements throughout Europe, North and South America as well as Asia PATEV-ICM has a network of local expert partners.

PATEV-ICM works on the relevant interface between business objectives and technology/IP strategy leveraging on 16 years of broad and deep experience.

The work of PATEV-ICM is about assessing and improving the impact on business competitiveness, financial value of technology and IP assets, speed and quality of key technology/IP strategic decisions as well as quality and costs of technology and IP value management processes.

PATEV-ICM members are established and trusted, as well as proven. Its clients portfolio include many of the European large and mid-sized corporations, research organizations, industry clusters, financial institutions, universities and government agencies.

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