

PATEV-ICM

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

Technology and IP Management Webinars

“IP Search and Analyses”

Thursday 24th November 2016

h. 10.00 – 11.00 (CET)

Background

Along with the challenges of the increasing importance of knowledge and intellectual property, companies have to develop the capabilities to master the internal (e.g., innovation pipeline, realization time, budget limitations) and external pressure (e.g., imitation by competitors, legal disputes) that accompanies innovations:

Which ideas are worth to be further developed? Is my invention really new and really mine? Do I infringe third-party property rights? Do I have to consider licensing payments? Am I allowed to launch the product on the market? What are the actual costs of protecting the invention?

Innovations require clear and confident decision making throughout the whole product (development) lifecycle. In order to enable these decisions a sound information basis has to be built up. IP search and analyses activities provide exactly this information in order to support companies in avoiding infringements and successfully controlling ownership of innovation from idea to a ready-to-market product. Each step in the product development process requires different decisions that have to be based on specific analyses in order to properly account for and deal with the respective challenges.

Based on the above considerations and on its extensive experience in technology management, PATEV-ICM organizes a webinar to share approach and best practices on "IP Search and Analyses", seventh 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 IP search and analyses activities for mid-size and large companies.

This webinar has the aim to show practical approach to:

- Understand the necessity of IP search activities throughout the whole product-life-cycle
- Identify necessary steps in the conduction of IP search activities
- Analyze different types of searches and their respective purpose
- Share practical examples

Webinar Agenda:

- Introduction to IP search / protection of the product-life-cycle
- Search activities prior to product development (e.g., prior-art search, novelty search, invalidation search)
- Search activities during product development (e.g., FTO statements, IP landscape)
- Search activities after the product development (e.g., IP Briefing & Competition, IP Benchmark, Technology Analysis)
- Practical cases

Presenters: Dr. Cristina Odasso, Dr. Michael Beyer

Interested Management

Management and key Professional of the following functions:

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

[Webinar participation is free, for subscription click here: SUBSCRIBE](#)

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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