

## *IP Strategy Best Practice Circle Webinar*

### **“How to increase patent portfolio value”**

- *Value Based IP Strategy Approach*
- *Sign-in of TOP Management*
- *Criteria & Decision Model*
- *Implementation & Roll-Out*

**18<sup>th</sup> February 2015**

**h. 10.00 – 11.00 (CET)**

[www.icmadvisors.com](http://www.icmadvisors.com)

<http://www.patev.de/>

## Background

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. Patent portfolio greatly affects companies' value and performances. 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 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 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 their extensive experience on IP Management and Strategy, PATEV and ICM Advisors organize a webinar to share approach and best practices applied to real cases of mid-large corporations implementing a Value-based Patent Management System and to launch a community of interest on best practices in IP strategy at European level**

## Objectives

- Getting practical approach to:
  - check the status quo of existing patent generation and patent management processes
  - check the connection between product development process 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
- Contribute to IP best practice circle webinar

## 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
- IP best practice circle – next topic

## Interested Management

- IP Management
- Technology/Innovation Management
- Technology Transfer
- R&D
- Finance
- Product Planning
- Legal

## PATEV - ICM Advisors speakers:

- Michael Beyer – Chief Operating Officer PATEV
- Pier Biga – Managing Partner & President ICM Advisors

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

## PATEV PROFILE

PATEV audits, evaluates and strategizes patent portfolios, by transforming IP management data into valuable lines of action for the CEO / CFO of large and global enterprises.

This enables effective top management decisions and strengthens the awareness and contribution of patent management. PATEV collaborates with the IP department, reports to the C – level management and provides / initiates Best Practice solutions such as:

- IP Portfolio and Technology Benchmark, Portfolio Monetary Valuation
- Value Based IP Strategy, Upgrade IP Portfolio
- IP Strategy Benchmark Best in Class
- Process Quality in IP Management, IP Handbook
- Business Impact of Intellectual Property rights
- Licensing In / Out, Open Innovation

PATEV is a European leader with projects also in Asia, US and Canada. Customers of PATEV include LGE's and multinational listed companies, as well as medium-sized technology companies.

## ICM ADVISORS PROFILE

ICM Advisors is the business unit of valuation and strategic services of ICM International, leading European professional and industrial services network specialized in: valuation, valorisation, IP finance, competitive intelligence, innovation and technology transfer.

The group is organized in three business units:

- Valuation & Strategy Advisory – ICM Advisors
- Research & Competitive Intelligence – ICM Research
- Innovation & Technology Transfer – ICM Industrial

ICM Advisors has a strong specialization in industrial and financial management of intangible and IP assets supported by proprietary methodologies and implementation tools at the state-of- the art of the best international practices.

ICM Advisors has developed more than 700 valuation, valorization and monetization projects. The high seniority of its advisors with international experience in many industries and with multi-disciplinary skills such as marketing, technology, business strategy, economic-financial valuation, corporate finance and development of international markets enables comprehensive valuation, management and exploitation of intangible and IP assets.

ICM Advisors counts among its customers Large corporations, SMEs, financial institutions and associations / industrial sectors, in both B2B and B2C sectors, which have chosen for its expertise, its innovative services, its advanced Competitive Intelligence Unit, the high quality of service and a global market approach.

## PATEV - ICM contacts

### Karlsruhe Munich Düsseldorf Berlin Hamburg Geneva Milan Turin

Albert-Einstein-Strasse 62a  
76228 Karlsruhe  
Phone: +49 (0) 721 945 406 0  
Fax: +49 (0) 721 945 406 40  
<http://www.patev.de/>  
[info@patev.de](mailto:info@patev.de)

18, Avenue Louis Casai  
1209 Genève – Switzerland  
Phone: +41 22 7477832  
Fax: +41 22 747799  
[www.icmadvisors.com](http://www.icmadvisors.com)  
[icmadvisors@icmadvisors.com](mailto:icmadvisors@icmadvisors.com)

Via Monte di Pietà, 21  
20121 Milano – Italia  
Phone: +39 02 86337602  
Fax: +39 02 86337400