

THE BUSINESS OF INTELLECTUAL PROPERTY (BIP)

IPiN activities 2015

WHERE: EINDHOVEN AND TRONDHEIM
FEE: € 3.000 - €5.000

WHEN: JAN.26-28, 2015 MAR. 23-25 2015
REGISTRATION DEADLINE: DEC.8TH

In the past, companies mainly managed physical assets. This is no longer the case.

Today, competitive advantage arises just as much or more from a company's ability to manage its intellectual assets. For companies competing in an increasingly knowledge-based economy, understanding the strategic and commercial aspects of Intellectual Property (IP) has become a critical factor in creating value and building market positions.

The Business of Intellectual Property (BIP) is an advanced executive program exclusively designed to take IP, technology, and business managers beyond the established principles of industrial management by focusing on an advanced set of concepts, tools and skills to create intellectual property and convert it to business value.

BIP applies a comprehensive learning method including:

- Intensive participant contribution and interaction during on-campus modules
- Involvement of internationally renowned individuals from the IPIN/CIP academic and executive faculty of corporate thought leaders
- A balance between theory and practical application and experience
- Immediate application of learning, through exercises and a home-company assignment

COURSE PROGRAMME:

I JANUARY 2015

3-day workshop with first day hosted at Philips headquarters by Ruud Peters, fm CEO, Philips Intellectual Property and Standards, who built Philips IP&S into the world's leading corporate business focused IP organization. The goal of this workshop is to introduce the participants to advanced models of intellectual asset and property management to support innovation and business development.

In particular the participants will learn to:

- Differentiate between an industrial and knowledge-based business approach to intellectual property management
- Manage the use of intellectual property to create competition advantage on a technology market versus a product market
- Apply an advanced set of knowledge-based business tools to entrepreneurially create, manage, and extract business value from intellectual property
- Both align intellectual strategy with business strategy as well as drive business strategy from an intellectual property perspective
- Assess you company's intellectual property management needs and capabilities
- Develop an intellectual property organization focused on the creation of business value

Home Company Assignment

Between the two modules, participants will have the opportunity to complete a Home Company Assignment (HCA) to apply the learnings from the program to a prioritized issue within their organization. Participants will receive confidential feedback on their HCAs during the first day of the second module through private meetings with the program faculty.

II MARCH 2015

Final 3-day workshop including home company assignment feedback session at NTNU. The focus of this workshop will be on open innovation and valuation from an intellectual property perspective. The goal will be to link the different concepts and tools discussed in the program into an analytic framework for strategic decision making. A detailed case example will be used to illustrate the process.

In particular the participants will learn to:

- Differentiate between closed and open innovation
- Design openness strategically through intellectual property management
- Manage open innovation between industry and academia
- Operationalize the relationship between intellectual property valuation and value creation
- Apply different intellectual property valuation methods for different valuation contexts
- Evaluate and communicate the value of intellectual property in your organization

“The course will strongly benefit all companies having a need to better understand how to optimise the commercial value of their IP positions.”

Åsmund Broli, Director IP Management
Hydro Aluminium AS, Previous participant

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