



WIPO Academy
WIPO Worldwide Academy

STRATEGIC INTELLECTUAL PROPERTY FINANCE

November 12 to 15, 2007
Geneva



EXECUTIVE PROGRAM

Harnessing intellectual property

WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION



Overview

Designed for finance executives, managers and analysts, this executive program teaches essential concepts and recent developments in the rapidly evolving and complex area of intellectual property (IP) finance.

Thought leaders and eminent experts from leading business schools, corporate organizations and financial institutions reveal unique insights, unveil practical tools and share rich experiences using a combination of lectures, case studies, practical exercises and group discussions.

Content

- Overview of corporate finance
- Creating and extracting value from IP
- IP Licensing
- IP audit and valuation
- Measuring IP and other intangibles
- Recent developments on accounting for intangibles
- Reflecting IP in financial statements
- Taxation of IP development, acquisition and transfers
- Securitization of IP and raising finance
- Best practices on IP disclosure

Background

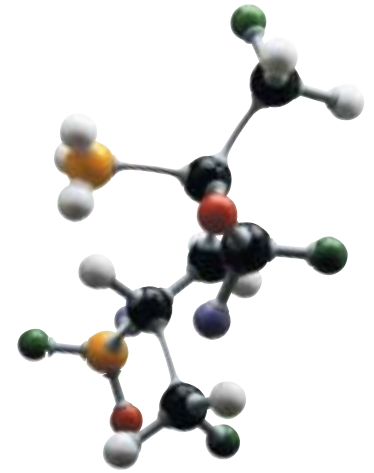
Intellectual property (IP) is a strategic corporate asset and a critical value driver in the contemporary knowledge economy. Private firms in the United States of America are reported to be investing over one trillion dollars annually in IP and other intangible assets. Estimates of the portion of corporate value associated with intangibles vary but most professionals ascribe the figure to over fifty percent.

Sophisticated companies have recognized the value of IP and have developed systems, structures and capabilities to harvest rich financial rewards, establish superior market position and enhance company performance. Unlocking the hidden value in IP requires teamwork. Finance executives are playing an increasingly central role in the strategic management of IP assets.

Finance professionals who have mastered the art of IP finance are usually more successful in the valuation and accounting of the firm's intangible assets, in the optimal allocation of corporate resources, in minimizing risks, in IP securitization and in sustaining investor confidence.

Recent developments in financial regulations and accounting standards, combined with the increasing curiosity of shareholders, investors, analysts and tax authorities, is encouraging companies to provide a more transparent and reliable disclosure of a company's intangible assets either on the balance sheet, in the Management Discussion and Analysis section of the financial reports, or in a voluntary intangibles report.

Strategic management of IP finance is an important area of corporate finance. It is essential that executives, managers and finance professionals develop a good conceptual framework as well as a practical understanding of IP and how it contributes to the firm's bottom line. Effective use of IP as a business and financial asset is one of the keys to enduring competitive advantage and enhanced shareholder value.



| 365-day | high | low | stock | sym | high | low | close | chg | vol | 100s |
|---------|------|------|-------|-------|------|------|-------|-------|-----|------|
| 3.79 | 5.25 | 5.12 | 5.16 | -0.01 | 5.12 | 5.16 | +0.01 | 19751 | 28 | |
| 0.97 | 1.81 | 1.66 | 1.71 | -0.09 | 1.66 | 1.71 | -0.09 | 458 | 1 | |
| 0.25 | 0.38 | 0.35 | 0.35 | -0.03 | 0.35 | 0.35 | -0.03 | 456 | 52 | |
| 1.02 | 2.30 | 2.18 | 2.26 | +0.05 | 2.18 | 2.26 | +0.05 | 34954 | 29 | |
| 4.95 | 7.12 | 6.89 | 6.99 | -0.06 | 6.89 | 6.99 | -0.06 | 5251 | 22 | |

Faculty

- **Béatrix de Russé**, Executive Vice President Intellectual Property and Licensing, Thomson, France



Béatrix de Russé has been in charge of Intellectual Property and Licensing at Thomson for the past 14 years. Her focus initially was on the development of the licensing business. Now as an Executive Vice President, heading a team of more than 200 IP professionals, including patent attorneys and licensing negotiators located in Europe, USA and Asia, she manages a portfolio of more than 50,000 patents and patent applications. Her activity is key to the results of the Company, ensuring a yearly income of several hundred million Euros from the licensing of Thomson's patent portfolio.

Prior to her specialization in IP, Mrs. De Russé worked as an International Law attorney for Thomson-CSF and ST Microelectronics.

- **Tony Hadjiloucas**, Director, PriceWaterhouseCoopers LLP, United Kingdom



Tony Hadjiloucas has 11 years of valuation and corporate finance experience with PriceWaterhouseCoopers LLP. His particular area of expertise is the valuation and exploitation of intellectual property. He is currently a Director in the firm's Valuation & Strategy practice in London, where he leads a team focussing on providing advice in the area of intellectual asset management.

Mr. Hadjiloucas specialises in providing valuation and royalty rate determination advice in connection with patents, brands and branded businesses, know-how, software, trade secrets and other intangible assets for commercial, litigation and financial reporting purposes. Tony has advised numerous blue chip companies on identifying potential licensing targets or strategic partners, negotiating and structuring licensing deals and helping clients understand and quantify the impact of trade offs often involved in licensing decisions.

- **Baruch Lev**, Professor, NYU Stern School of Business, United States of America



Baruch Lev is director of the Institute of Accounting Research and Professor of Accounting and Finance at New York University Stern School of Business. In his current positions, Prof. Lev teaches courses in accounting and financial analysis. His primary research areas of interest include corporate governance; earnings management; financial accounting; financial statement analysis; intangible assets/intellectual capital; capital markets; and mergers and acquisitions.

Prof. Lev is the author of several books including *Intangibles: Management, Measurement, and Reporting*, and has published numerous articles in research publications. Professor Lev has been recognized by Accounting Today as one of the top 100 Most Influential People in the accounting profession in 1999 and 2000.

- **Patrick Sullivan**, CEO, Intellectual Capital Management Group, United States of America



Patrick Sullivan is founder and CEO of ICMG, a consulting company focused on extracting value from intellectual capital. He is co-founder and co-facilitator of the ICM Gathering and the IP Forum, comprising managers of intellectual property (IP) and other intangibles from companies sophisticated in creating and extracting value from their intangibles.

Dr. Sullivan brings over thirty years of leading edge conceptual leadership and practical experience in valuing and extracting value from intellectual capital. He has pioneered the development of new and practical methods for measuring, valuing and managing intellectual property and other intangibles and written a large number of articles and books, including *Einstein in the Boardroom*.

“Fundamentally, the genesis of competitive advantage is shifting to intangibles, specifically intellectual property, so management needs to proactively utilize and leverage these assets if they want to sustain the advantages of investment and innovation.”

James Conley, Professor,
Kellogg School of Management,
United States

Key Benefits

- Develop an understanding of the basic concepts of intellectual property finance
- Learn how to measure the value of intangible assets
- Examine how your company can maximize value by IP accounting and disclosure of company's IP assets
- Learn about the most recent developments in the international IP arena that will impact your organization in the future



About WIPO

The World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO administers 24 international treaties and carries out a rich and varied program of work with over 183 member States.

WIPO's activities in fields such as standardization and progressive development of IP laws, international industrial property registration and dispute resolution services and international technical cooperation programs continue to oil the wheels of international trade and commerce which in turn brings economic gain, efficiency and certainty to business enterprises around the world.

Who Should Attend

This program has been designed primarily for finance executives. It is well-suited for CFOs, vice presidents of finance, strategic planning officers, controllers and others with planning, control, and accounting responsibilities.

It will also be relevant to strategists interested in industry and competitor analysis, financial professionals undertaking merger-and-acquisition transactions, and professionals involved in analyzing investment opportunities.

Licensing executives, venture capital managers, portfolio managers, equity managers and consultants will also find the content valuable.



The WIPO Worldwide Academy

The WIPO Worldwide Academy is the education and research arm of WIPO. It was founded in response to global demand for knowledge and skills in intellectual property. It serves as a center of excellence in teaching, training and research in IP. Its programs cater to different target audiences - inventors and creators, business managers and IP professionals, policy makers and government officials of IP institutions, diplomats and representatives, students and teachers of intellectual property and the civil society.

The Executive Program of the WIPO Academy is geared towards developing IP skills and competencies in business organizations. Drawing on WIPO's vast expertise and resources and a carefully selected group of eminent academics, thought leaders and experts from renowned business schools, major global corporations, professional bodies and management consultants, the WIPO Academy offers a unique interdisciplinary learning experience in the theory and practice of international intellectual property management.

The WIPO Advantage

- World-class faculty from leading business schools and organizations present core intellectual property finance concepts using case study materials, examples of industry best-practice and interactive simulations
- International perspective on the evolution of intellectual property system and its impact on technology-led enterprises
- Insights into the latest developments in intellectual property law and practice from leading IP experts at WIPO
- Networking opportunities with senior WIPO experts and officials
- Contemplate and seek new vistas on your current challenges in the serene surroundings of Geneva

Learning Method

- Lectures
- Case Studies
- Group Discussions

Pre-study materials on intellectual property will be provided to registered participants ahead of the program.



Award of Certificate

WIPO Worldwide Academy will award a Certificate of Participation on successful completion of the program by the participant.



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Monday

- Overview of Corporate Finance
- Overview of Intellectual Property finance
- Welcome Cocktail

Tuesday

- Taking Stock of IP Assets
- Measuring Intangibles
- Creating New Revenue Streams from IP Portfolio

Wednesday

- Reflecting IP Assets in financial statements
- Reporting IP Assets
- WIPO's Global IP Protection Services
- IP Taxation

Thursday

- IP Securitization and Risk Management
- Global Trends in IP finance

Guest Speakers

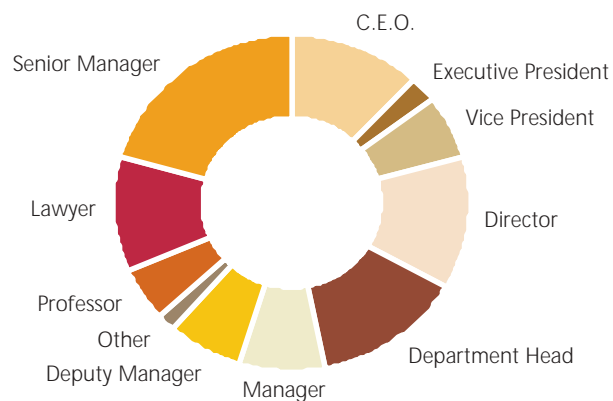
Senior executives from WIPO and leading personalities from the world of finance will share their thoughts and experiences on recent developments in the field of international IP law, management and finance during "Power Lunch" and guest speaker sessions.



"This was an outstanding program. I wish I had attended it before. It would enable me to better leverage our IP. I would definitely encourage my senior executives to participate in future programs."

Nirmala Gill, Tata Motors, India

Past Participants by job level



How to Register

Candidates may register online at www.wipo.int/academy/en/execed.

Candidates are expected to be fluent in English. Organizers reserve the right to decline registration and refund the fee in the event it is considered that the profile of the applicant is better suited for another program.

Application Deadline: October 31, 2007

Early application is encouraged. Places are limited. Candidates are registered on first come first served basis subject to availability of space.

Dates

November 12 to 15, 2007

Venue

WIPO Headquarters, Geneva (Switzerland)

Language

English

Fee

2,800 Swiss Francs

The fee covers tuition, study materials, welcome cocktail, refreshments and lunches. The fee does not cover accommodation. Please note that no scholarships or fee waivers are available for this program.

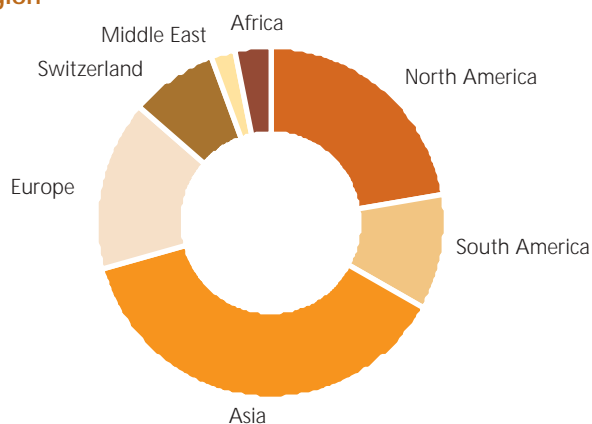
A 10% group discount applies where three or more participants belong to the same organization.

Organizations of some of the past participants

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|--------------------------|------------------------------|-------------------------|
| Abbott Pharmaceuticals | European Patent Organisation | Nicholas Piramal |
| Alma Consulting | Franklin Pierce Law Center | Nokia |
| Bajaj Auto | General Electric | Petronas |
| Bayer | HCL Technologies | Pirelli Spa |
| Biocon | Hitachi | SABIC |
| Bosch und Siemens | Husqvarna | San Sebastian Tech Park |
| Cargill | IMPI Mexico | Siam Cement |
| CERN | INPI Brazil | Tata Chemicals |
| Cisco Systems | Intellevate | Tata Motors |
| CSIR | Jamaica Trade & Invest | Treviso Technologia |
| Dow Chemicals | Mars | Ultrashape |
| Dr. Reddy's Laboratories | Microsoft | Univ. of Aveiro |
| Dupont | Monsanto | Univ. of Minas Gerais |
| EntriPreneur Ltd. | Motorola | ZydusCadilla |



Past Participants by region



Further Information

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