

Said about IP event:

"Industry orientation, very concrete hands-on presentations"

- Daniel Ljunggren, VSM GROUP AB

Global Patent Congress 2008

Managing and Extracting Intellectual Assets Value through Effective Patent Portfolio Management
15-18 September 2008, Copenhagen, Denmark

Dear colleague,

IQPC's renowned series of IP events continues with this year's Global Patent Congress!

"According to some experts, over 85% of the market valuation of top companies is represented by intangible assets. However not all patents are valuable and intellectual property is often ill-managed."

Intellectual Property has always been viewed as a very precious commodity for both individual companies as well as national economies. During recent years the ownership of IP rights has become an increasingly crucial factor in global business

To overcome this, IQPC has once again invited key decision makers from the IPR community to share their knowledge and best practice.

Mehmood Khan, Global Leader of Innovation PD, **Unilever**

Ajan T. Reginald, Global Head of Emerging Technologies, **Roche Group**

Jean-Jacques Canonici, Patent Manager, Legal-IP, Europe Middle East & Africa, **Proctor and Gamble**

Ronald Zink, Associate General Counsel, IP, **Microsoft** Europe, Middle East and Africa

Dr. Ming Deng, Patent Attorney, **China Patent Agent**

Beatrix De Russe, Executive Vice President, Intellectual Property and Licensing, **Thomson**

among others, will address main questions such as:

- Benefit from using your IP to disrupt a competitor's strategy
- Determining the merits of licensing exclusivity versus non-exclusivity
- Use intelligent and holistic management of IP to add to enterprise value
- Obtaining and enforcing IPR in rapidly changing emerging markets
- Transferring intellectual assets into financial capital using IP management strategies

To register:

1. Visit www.patentcongress.com
2. Call +46 8 545 29 752
3. Email customerservice@iqpc.se
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Warm regards,
Rebecca Blum
IQPC

P.S. Register for conference plus interactive workshops and **save over €900!** Check out the booking page for more info

P.P.S. Over **80% of all conference delegates** also book onto workshop. Workshops provide an excellent opportunity for **interaction** between participants as well as **valuable platform for exchange of ideas and benchmarking**.

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Do you have cutting-edge solutions and would like to meet the region's major IP professionals at Europe's largest patent event? If so, then this is your best opportunity to profile yourself in front of these leading decision makers.

If so, email andreas.brandt@iqpc.se or visit www.patentcongress.com – or call: + 46 (0) 8 545 29 086

IQPC's annual Global Patent Congress event attracts and is a must attend for IP professionals such as:

Directors, Executive Vice Presidents, Senior Vice Presidents, Vice Presidents, Counsels and Managers of:

- Intellectual Property
- Global IP Licensing
- Patent Strategy and Management
- Technology R&D professionals
- Business Development
- Strategic Alliances/Joint Ventures

Holistic approach to Create Breakthrough Portfolio Management

- Defining breakthrough portfolio
- Maintaining an updated IP portfolio through continued communication throughout your organisation
- Working with R&D to get a timely filing strategy
- Keeping the IP work centralised – or decentralised, manage your portfolio in a big team

Integrating your patent strategy into your general business plan to meet corporate R&D goals

- Securing an up- to-date and relevant portfolio matching your corporate goals and interests
- Maintain an updated IP inventory and communicate the revenue potential to your patent owners and stakeholders
- Facilitate the obtaining of venture capital to fund new R&D

Identifying the right licensing strategy for your business to secure maximized portfolio value

- Licensing with carrot or stick?
- Deciding when to use the value of your IP and as a revenue generator or a bargaining chip
- Identify overlapping licenses to increase the revenue base

Making IP part of M&A to secure a valuable and effective portfolio and facilitate corporate decision making

- Buy or sell your IP assets?
- Evaluating and manage third party IP and its effects on your portfolio value
- Actively use Licensing in- and out in M&As to keep your portfolio active and up to date
- Strengthen your negotiation position in IPR Joint ventures – Strategic Alliances

Measuring IP performance with and without licensing strategies for maximizing ROI

- Ensuring relevancy and compatibility of IP and Business strategy through licensing
- Establishment of strategic IP portfolios and families to limit the risk of excessive costs
- Benchmarking and keeping competitors at stake through effective IP licensing strategies

Transferring intellectual assets into financial capital using IP management strategies

- Transferring IP assets through licensing tactics
- Handling assets through IP Financing, Securitisation, Collateralisation
- IP monetisation using auctions and online exchanges

Establish the value of the underlying IP assets in your portfolio to maximise the IP asset benefits
Understanding the pro- and cons of the valuation approaches - Reassessing your techniques based on the need for quick turn-around.

- The worth of the underlying IP asset when exchanged (Cost Approach)
- The IP value as income generator (income Approach)
- The strategic potential of the IP asset (use in m&A)
- The worth of the IP asset not currently in use

Create, Manage and Optimize your IP portfolio through holistic IP protection strategies

- Fully integrate patents, design rights, trademarks, and copyrights to secure an effective IP portfolio
- Introducing project specific IP strategies to secure a fully up-to date portfolio
- Benefit from having marketing and R&D co-own projects with the IP-lawyer

Balancing the risks of enforcing or not enforcing your patents

- Cross-licensing and technology transfer to competitors – Risk or Opportunity?
- Building a portfolio respected by your competitors
- Asses the risk of trolls and build a suitable defence

Correctly design your IP analysis to provide a calculated estimated IP value

The Strategic choice of Valuation vs. Pricing

- Determine when patent valuation is advisable
- Cost-benefit calculation of in-house or outsourced patent valuation
- The IP Valuation – estimated and risky?
- Using IP Pricing – exact and risky?

Using IP portfolio extensions to maximize the value of your current portfolio

- Build vs. buy – what will benefit your IP portfolio?
- Valuating 3rd party IP and identifying the risks and impact on your own portfolio

Accelerate the innovation process through Strategic Partnerships, Collaborative Licensing and Technology transfer

- Increasing your collaboration with third parties in R&D to speed up the innovation process
- Successfully monitoring your own portfolio and those of your competitors using patent analytics
- Developing standards with your competitors to enhance the innovation progress
- Sharing your inventions through cross-licensing in patent pools

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Proactively manage your intellectual assets as a strategic asset: Thomson's experience

- Selling your IPR at the right time to increase the value of your portfolio
- Including prosecution history in your portfolio analysis to get a full picture
- Using technology developing watch to secure your patents' actuality
- Harvest additional information using "early stage analysis" (pre-filing)
- Use "patentability search" & "patent drafting" under EPO, USPTO, IPO guidelines

Accessing BioPharma innovation from Emerging markets: IP as a critical component of collaboration strategy

- IP protection in complex emerging markets manage the risk of infringements and loss of IPR
- Setting up relations with emerging technology producers to secure your IPR
- Manage patent infringement from emerging-market competitors

Obtaining and enforcing IPR in rapidly changing Chinese markets

- Chinese innovation strategy with emerging key projects
- Highlights of IPR protection development in China
- Court proceedings for IPR enforcement
- Interesting cases - Schneider Electrics and Pfizer

Assess and unlock the value of your IP assets in emerging markets

- Predicting your IP ROI in cross border business
- Effectively use local market intelligence from emerging markets to tailor your innovation strategy
- Identify unclaimed "territories" and gaps in your company's patent portfolio in relevant emerging markets and technologies and harvest additional portfolio value

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Workshops provide an excellent opportunity for **interaction** between participants as well as a **valuable platform for the exchange of ideas and benchmarking**. Take advantage of our special offer and book your seat today!

A	Developing a strategy for Evaluation and Valuation of IP portfolio -
B	IP Auditing
C	Tactics and Approaches to Achieve Freedom to Operate
D	Protecting and Enforcing your IP in Emerging Markets

GLOBAL PATENT CONGRESS 2008 – PRIORITY REGISTRATION FORM

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