

IP strategy workshop by Think IP Strategy

Date: 30th January 2012,

Location: Radisson Blu Scandinavia Hotel (Amager Boulevard 70, Copenhagen)

09:00-09:15 **Welcome and opening remarks**

09:15-10:00 **Building a first class IP Strategy for a product**

Interactive case study that highlights how to put IP in context with product development and sales strategies to make sure that an array of IP protection is designed around the elements of products that most matter given industry and customer considerations.

10:00-10:15 **Break and networking**

10:15 -11:45 **Develop IP Strategies to Compete on the world stage**

The workshop highlights how to protect IP globally and the mistakes that can occur in applying an international IP strategy. The participants will be presented with a business plan and IP strategy, and challenged with a series of unexpected events and competitive actions that could derail the plan and strategy.

11:45 -12:30 **Lunch**

12:30 -13:30 **6 Ways to improve your IP strategy**

Presentation of six fundamental tenets for developing a superior IP Strategy. The presentation will be followed by a roundtable discussion exploring in depth how each tenet can be used to improve your IP strategy.

13:30 -13:45 **Break and networking**

13:45 -14:45 **Secure your IP base and build your IP out with the business**

This discussion follows along the strategic principle that to build lasting growth, you first secure your base, and then explore and develop new opportunities from that base. We explore the idea creation process within a company and methods to speed up the period between idea and IP protection. We also discuss when it may be prudent to move away from a base and redirect more effort into new areas of opportunity.

14:45 -15:00 **Closing remarks**

15:00 to 17:00 **Q&A Session and networking**

Think IP Strategy

Infinite possibilities, one global team

Our values

At Think IP Strategy we value the time and trust our clients invest in us, and work tirelessly to earn their confidence with high quality work.

Each person in our team has been hand-picked for their unusual abilities, personality and client based approach. Our goals:

- ✓ Optimize your local and global IP positions
- ✓ Understand and match your business needs
- ✓ Guide your company towards IP practices that suit your needs
- ✓ Be efficient and use existing resources creatively
- ✓ Devise recommendations and structures that can be reapplied
- ✓ Build IP capabilities in your organization

Contact us

For more information please ask Ana or Robert:

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Alternatively, you are welcome to contact any member of our team. Individual contact details can be found on our company's website:
www.thinkipstrategy.com/team

What we do

We help our clients to advance and protect their business locally and globally using intellectual property.

Our role varies, depending on needs, from an advisory role in IP strategy, to an active participant in IP strategy implementation or even to taking the role of a virtual IP team.

Our elite team located around the world, supported by a wide array of professional tools and resources can assist with our eight core services areas:

- **Product-focused IP Strategy**
- **Reduce your IP risks**
- **Increase the value of your IP**
- **Manage your IP at world's best practice level**
- **Enforce your IP**
- **Develop your IP portfolio**
- **Insight into your opportunities and threats**
- **Pursue excellence in your IP Strategy**

Engagements – global reach

