



Event jointly organised with:



Rijksdienst voor Ondernemend
Nederland

Target groups

- IP professional working with R&D, innovation in EU/national cooperation projects
- Researchers responsible for technical WPs in EU/national cooperation projects
- Project managers responsible for managing EU/national cooperation projects
- Innovation managers seeking or involved in EU/national cooperation projects
- Consultants and advisors from IP firms, consultancies and agencies advising companies and SMEs

Objectives

- Bring shared understanding across functions and partners. Build common vision and higher impact.
- Enhance preparation of call with more specific specification
- Facilitate the setup and monitoring of IP management during the project

What former participants say

- *“Patentopolis matrix and methodology DIPS are good tools for non-IP professionals. These guided workflows help EU project partners to understand how to cooperate with each other, and see quickly where/how to look for win-wins but also gives and takes. These tools should be applied roughly when preparing the call to strengthen it and get better evaluation; the same tools should be reapplied more thoroughly once the project is granted, both at the beginning to set up the plan and directions and throughout the project to monitor implementation and measure real impact.”*
Grant office, University of Technology (Sweden)
- *“IP strategy is essential for business success, and I don’t want to rely on just gut feeling or hope as a strategy. Therefore, it makes sense to follow an effective methodology like DIPS of Patentopolis, since this is a well-structured, clear and logical approach. Highly recommended!”*
Director IP Management, Evonik Nutrition & Care (Germany)

Speakers: Dr Arnaud Gasnier, CEO, Patentopolis BV. Arnaud practiced globally in various IP departments and in various roles (Patent Attorney, Licensing Associate, Portfolio Manager, Associate General Counsel) since 1996 e.g. for Swatch, Philips and Adidas. Arnaud is a qualified European Patent Attorney and holds Executive MBA from London Business School, and a PhD in economics. He is Adjunct Teaching Fellow at School of Management of University College London. He is the author of the book “Patenting Paradox”.

Pre-seminar workshop (Day 1 AM) delivered by:

- **Peter H. van Dongen**, IP advisor, Netherlands Patent Office, RVO, RVO
- **Eric Kuipers**, Programme Coordinator for the Enterprise Europe Network, ambassador ipr helpdesk, RVO
- **Michael Schijns**, Legal National Contact Point for Horizon 2020, RVO

Benefits & Deliverables

- Concepts and frameworks between innovation, market positioning and IP
- Practical strategy toolkit for preparing the call, setting up the project and monitoring progress
- Real life cases from diverse industries
- Work Package (WP) template for IP management
- Best practices and common pitfalls for partners
- Peer discussions on topics of European innovation, its impact and role of IP therein
- Bonus: free access to online platform DIPS (1 month)



Venue & accommodation: Hampshire Hotel - Babylon Den Haag

- Bezuidenhoutseweg 53 - 2594 AC - The Hague, The Netherlands
- Free Wi-Fi throughout the hotel, 24-hour reception and 24-hour room service
- Opposite The Hague Central Station (CS). Can be reached by train from Amsterdam airport (Schiphol) in 30 min. Parking is available underneath the hotel.
- www.hampshire-hotels.com/en/hampshire-hotel-babylon-den-haag

Up to 1 month before the event, bedrooms are reserved at a special rate for attendees. All hotel bookings should be made directly with the hotel. Please quote the reference number GF4245 for the July event (and GF4245 for the September event). A credit card is required to book hotel rooms. Email at meetings.babylon@hampshire-hotels.com or call +31 (0) 70 381 4901.





Agenda

Day 1 PM

- IPR management: basic concepts, and application to cooperation settings
- Introduction to exploitation matrix. Real-life cases (teamwork)
- Evening: social event and diner (optional)

Day 2 AM

- Introducing Patentopolis’ methodology DIPS (5 steps). Applying to call preparation/negotiation, project kick-off phase, and project implementation
- Step 1 – Analysing long-term objectives. Introducing “Goal matrix”
- Step 2 – Analysing competitive landscape. Introducing “Market matrix”
- Step 3 – Analysing assets and strengths. Introducing “Asset/IP Matrix”
- Step 4 – Identifying priority areas with gap analysis and SWOT analysis

Day 2 PM

- Reapply the methodology DIPS during the project (with online tool to facilitate data collection, centralization and update)
- Setting up the innovation/exploitation plan at the beginning
- IP management: operational approaches (silo vs coordinated vs centralized)
- Periodic monitoring execution of the plan (for GA meetings).
- Project deliverables templates
- Wrap-up: WP “IP management” for EU calls (template). IP in GA and CA (what is set, what can be agreed). Best practices and common pitfalls

Optional

- Pre-seminar (Day 1 AM): **workshop “Why IP boosts national and European impact”**
 IP: role in public policy, basic concepts. How IP works in public-industry partnership (Peter van Dongen)
 How to find partners for setting up projects: role of European Enterprise Network (Eric Kuipers)
 How EC assess project proposal and monitors progress: role of IP in impact/exploitation (Michael Schijns)
- Post-seminar: **certification DIPS**
 You can keep the focus with an in-house project after the seminar. During that project, you apply the Patentopolis’ frameworks to your own case, with guidance, review and final approval by the Patentopolis team. You start when you want. The recommended duration is 3 months. Upon completion, you receive a certification from Patentopolis.



Price

Basic package € 1,100 including participation to 1.5-day seminar (Day 1 PM + Day 2), documentation, coffee refreshments and lunch.

Options

- Pre-seminar workshop (Day 1 AM) Free of charge
- Social diner on Day 1 €50 per person
- Certification DIPS €4,000 per person
- Extra textbook on IP management €80 per copy

Prices indicated above are excluding VAT where applicable

HOW TO REGISTER

Email the form below at registrations@patentopolis.com

Registration form	<input type="checkbox"/> Seminar (Day 1pm + Day 2) <input type="checkbox"/> Pre-seminar workshop (Day 1am) <input type="checkbox"/> Social dinner on Day 1 <input type="checkbox"/> Extra textbook <input type="checkbox"/> Seminar + Certification DIPS
First Name / Family name
Company / Department / Position
Company VAT No. (for Europe only)
Address / Post Code / City / Country
Tel No. / E-mail
How did you hear about us?

Registration means that (1) you fill in the above form and (2) Patentopolis acknowledges receipt of the form. Shortly after, Patentopolis will issue an invoice; Payment is only possible by direct bank transfer. Your registration is confirmed upon acknowledgment by us of receipt of your payment.

Cancellation Policy: cancellations by a confirmed registrant must be received in writing by registrations@patentopolis.com. If the cancellation is received at the latest 2 months before the event starts, the confirmed registrant will be fully reimbursed. If the cancellation is received on or less than 2 months before the event starts, the confirmed registrant will not be reimbursed. Patentopolis BV reserves the right to cancel/alter the programme, the speakers, the date or venue. If an event is cancelled or postponed by Patentopolis BV, the full fee will be reimbursed. For instance, in case of an insufficient number of confirmed registrations, the event will be cancelled and Patentopolis will fully reimburse you at no costs; you would then be notified approximately 1 month before the event. In no case, Patentopolis BV is responsible for airfare, hotel room bookings or other costs incurred by you

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