

### About you

- **IP professional** (IP/IA manager, patent attorney, lawyer etc.) in-house or private practice
- **Manager** (R&D, tech transfer, executive etc.) responsible for innovation, exploitation or strategy

In both cases, you attended seminar “Design IP Strategy” (DIPS). There, you learned new knowledge, analytical skills and tools to prepare one strategic plan. You are now facing new difficulties such as:

- How to apply the tools of the seminar DIPS to your own work environment.
- How to prepare a corporate plan or merge different product plans.
- How to centralize the preparation and reviews of different plans faster.
- How to get management buy-in and deal with difficult stakeholders.
- How to initiate, steer and sustain change in IP organizations.



This seminar “Implement IP Strategy” (I2PS) addresses these issues and provide new tools and practical insights when it comes to implementation beyond analysis. Attending the seminar DIPS is a prerequisite to enroll for the seminar I2PS.

### What former participants say

- “Bringing product/project strategies together in one corporate strategy”
- “I already experienced online DIPS but appreciated this very effective refresher”
- “I really learned by applying new concepts from other disciplines like change management to IP.”
- “Great mix of theory and practice”
- “highly interactive”

Read more online at [www.patentopolis.com/clients/testimonials/](http://www.patentopolis.com/clients/testimonials/).

### Speakers

Including **Dr Arnaud Gasnier**, CEO, Senior Consultant and Founder of Patentopolis BV. Arnaud has practiced globally in various IP (patents, trademarks) departments and in various roles (Patent Attorney, Licensing Associate, Portfolio Manager, Associate General Counsel) since 1996 e.g. for Swatch, Philips and Adidas. He is the author of the book “The Patenting Paradox”. Arnaud is a qualified European Patent Attorney and holds Executive MBA from London Business School. Arnaud is adjunct teaching fellow at UCL School of Management at University College London.



Working with all types of organizations since 2009, we see change management has become critical for many IP professionals. Based on both research and practice, Patentopolis has developed a **unique suite of empirical tools and online solutions**.

This seminar I2PS has been partly developed with a cooperation partner of Patentopolis, with 20+ years of experience in strategy consultancy, project management, change management and transition with various global corporate organizations and smaller entities.

### Your benefits from the seminar

- Self-assess your organization’s readiness re IP implementation. Get benchmark (online survey)
- Review Patentopolis strategy frameworks (matrix, 5-step methodology).
- Learn a structured and multi-disciplinary approach to consolidate IP plans from product/division level to corporate level, and apply to case study
- Explore and experience our online platform DIPS to prepare plans faster and in a centralized way
- Start to reapply the Patentopolis strategy frameworks to your own case, and get direct coaching
- Discuss best practices for successful implementation (organizational issues)
- Learn new concepts and state-of-the-art models of change management, and apply them to IP
- Practical toolkit: another 5-step methodology to implement change in IP organizations
- Apply the toolkit to a situation from your work experience (actual or generic), and design your own change plan through a series of guided exercises. Opportunity to validate with a peer.
- **Accreditation:** this training merits **12 credit points** under the rules on professional competence of the Netherlands Institute of Patent Attorneys.

Customer satisfaction ranging from 1 (very poor) to 5 (very good)



### Documentation

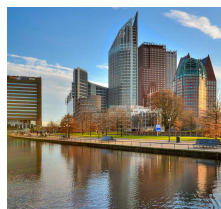
- **Pre-Reader:** pre-seminar preparations, all cases plus facts and data used during examples given by speakers and during teamwork assignments, with recommended presentation outlines. It is sent 2 weeks in advance, with access to an online survey regarding IP readiness.
- **Handout:** all the models and frameworks presented during the lectures, plus all the practical information needed to apply the cases to the frameworks during the teamwork assignments
- **Post-reader:** contains all the speaker feedback provided after teamwork assignments, as well as extra insights and guidelines to apply the frameworks to your own environment

**Content of the seminar**

	Day 1	Day 2
9:00	<ul style="list-style-type: none"> <li>Introduction</li> <li>Design a corporate plan (bottom-up). Revisit Patentopolis 5-step methodology for designing strategic plans</li> <li>Apply consolidation to case study</li> </ul>	<ul style="list-style-type: none"> <li>Ice breaker</li> <li>Part 1 “Defining organizational change”: Why change? Why people resist change?</li> <li>Peer work 1: your own IP situation. Peer review. Group discussion</li> </ul>
10:45	<ul style="list-style-type: none"> <li>Coffee break</li> </ul>	<ul style="list-style-type: none"> <li>Coffee break</li> </ul>
11:00	<ul style="list-style-type: none"> <li>Introduction to online DIPS</li> <li>Experience DIPS with the GEC case from the seminar DIPS (demo accounts)</li> </ul>	<ul style="list-style-type: none"> <li>Part 2 “Change processes”: categorize change. Review three classic models. Introducing Patentopolis methodology.</li> </ul>
12:30	<ul style="list-style-type: none"> <li>Lunch break (buffet)</li> </ul>	<ul style="list-style-type: none"> <li>Lunch break (buffet)</li> </ul>
13:30	<ul style="list-style-type: none"> <li>Reapplying Patentopolis tools to your own case: Scoping; and Personalizing the Matrix to your case</li> </ul>	<ul style="list-style-type: none"> <li>Peer work 2: prepare your own change process. Peer review. Group discussion</li> <li>Part 3 “Tactics”: explore tactics. Patentopolis methodology revisited</li> </ul>
15:30	<ul style="list-style-type: none"> <li>Coffee break</li> </ul>	<ul style="list-style-type: none"> <li>Coffee break</li> </ul>
15:45	<ul style="list-style-type: none"> <li>Reapply to your own case, continued: Start to prepare steps/Forms 1-3 re business goals, market and own IP</li> </ul>	<ul style="list-style-type: none"> <li>Peer work 3: prepare your own blueprint. Peer review. Group discussion</li> <li>Final wrap up and takeaways</li> </ul>
17:00	<ul style="list-style-type: none"> <li>Best practices toward successful implementation of your IP plan</li> </ul>	<ul style="list-style-type: none"> <li>End of Day 2</li> </ul>
18:00	<ul style="list-style-type: none"> <li>End of Day 1</li> </ul>	

**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](http://www.hampshire-hotels.com)



Up to 1 month before the event, bedrooms are reserved at a special rate. **All hotel bookings should be made directly with the hotel.** Please quote the reference number DBA- GF3464. A credit card is required to book. Email at [meetings.babylon@hampshire-hotels.com](mailto:meetings.babylon@hampshire-hotels.com) or call +31 (0) 70 381 4901.

**Optional post-seminar: company certification I2PS.** 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. (Pre-requirement: at least one individual certification DIPS in your company)

**Price & registration**

Price for seminar DIPS	€ 1,370 + VAT if applicable. The fee includes documentation, coffee/tea refreshments, and lunch.
Register with colleagues and/or peers	<b>40% discount</b> for 2 <sup>nd</sup> and 3 <sup>rd</sup> participants!
Maximum number of participants	12
Also interested in <b>certification I2PS?</b>	You need to attend the seminar DIPS first.
Price for certification I2PS	€5,000 + VAT if applicable
Price for seminar + certification DIPS	€6,000 + VAT if application

**HOW TO REGISTER**

Email the form below at [registrations@patentopolis.com](mailto:registrations@patentopolis.com)

<b>Registration form</b>	<input type="checkbox"/> Seminar I2PS only <input type="checkbox"/> Seminar + Certification I2PS
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](mailto: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

**Patentopolis BV** is a leading firm specialized in IP with a focus on strategy for innovation generation, protection and exploitation to create and capture value for business growth. We operate at the crossroads of the IP community seeking business and the business community seeking IP. Established in 2009, Patentopolis BV provides companies and law firms with tools, training, certification and consulting. We help all types of clients think strategically. Patentopolis was awarded “Best for IP Management” in 2015 and 2016. Patentopolis B.V. with its corporate seat at Voorstraat 13, 2611 JJ Delft, The Netherlands is registered with the Dutch Trade Register under number 27362870. VAT number: NL821611628B01.

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