

### About you

- You are an **IP professional** (IP/IA manager, patent attorney etc.) either in-house or private practice, and seek a better understanding of business tools applied to IP.
- You are **from a business community** (R&D, general management, consultants etc.) and seek how to use IP to create/capture value, growth and business opportunities

In both cases you are looking for:

- New **knowledge** to change IP management away from ad hoc, and to build a common language with other functions.
- New **skills** to map a company's IP/innovation portfolio (not case-by-case), to analyse cross-disciplinary data in a structured way, and to better communicate with (client's) management.
- New **tools** with practical, simple and generic approaches to prepare IP plans, and guidance to customize these (online) tools to your (client's) company and industry.



### What former participants say

- "Patentopolis models to link business, market and innovation/IP are particularly useful to seek align, analyse others' strategies and design new ones." (Director IP Licensing – One-Red, Europe)
- "Preparing an IP plan (case-based) and communicating it (pitch to management) in less than 24 hours was challenging but eventually rewarding." (IP Manager – Breville, Australia)
- "I learned a different way of analyzing the data needed to make strategic plans for efficient IP management. Working with companies in different phases of their lifecycle, bringing this kind of strategic thinking to the business will add value for many of them" (Partner - Leitinger, Finland)
- "Patentopolis 5-step methodology is a good tool for performing IP strategy analysis. It is useful for giving advice to clients." (European Patent Attorney - Awapatent, Sweden)

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

**Speakers** including **Dr Arnaud Gasnier**, CEO of 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. 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. He is Adjunct teaching fellow at UCL School of Management at University College London.



Working with all types of organizations since 2009, we see **IP strategy** has become a **growing need**.

In the industry, a growing number of IP and business professionals are now asked by management to deliver strategic plans as part of their role. However, they tell us that getting data (business, innovation/IP, market) is easy, but analyzing the data is not! Also, many companies **lack tools and processes** to prepare such plans. Others developed their own but now seek new, structured ones.

Some IP law firms act as fully outsourced IP manager for their clients and need to better understand the company business. For other firms, turning into consultancy is a response to the growing pressure from competition; for them, strategic advice can be a way to offer again premium services.

Based on both research and practice, Patentopolis has developed a **unique suite of empirical tools and online solutions**. We have helped various types of organizations since 2009.

### Your benefits from the seminar

- Benchmark** your (client's) company readiness regarding IP strategy (online survey)
- Validated Patentopolis tools and solutions** to help you (re)set IP strategy. Some former participants use these simple tools also for innovation planning and even business planning.  
*Matrix*: a framework to analyse, link and align IP, innovation and market  
*5-steps*: a methodology to design a strategic plan in a structured, multi-disciplinary manner with internal audit, competitor analysis, gap analysis and performance metrics setting
- Experience and new skills** to analyze cross-disciplinary data (IP/innovation, market, business), during teamwork based on real-life examples and case studies, followed with group discussion, peer experience sharing and **practical guidelines** to reapply tools to your own environment
- Communicate** your IP plan in a risk-free setting, pitch with your team and get collective **peer feedback** during and after the seminar with a personalized, benchmarked report for each team
- Accreditation**: this training merits **12 credit points** under the rules on professional competence of the Netherlands Institute of Patent Attorneys.

### Documentation

- Pre-Reader**: contains all cases plus facts and data used during examples given by speakers and during teamwork assignments. It is sent 2 weeks in advance.
- Handout**: contains all the models and frameworks presented during the lectures. It also contains all the practical information needed to apply the cases to the frameworks during the teamwork assignments.
- Free copy of the **textbook "Patenting Paradox"**. Ideal for IP managers. Explore current practices of IP management, bottlenecks in companies resulting in limited value extraction, and possible solutions.
- Post-reader** contains all the speaker feedback provided after teamwork assignments, plus extra insights and guidelines to apply the frameworks to your own environment.
- Personalized collective feedback report** for each team, based on individual feedback given during Day 2 PM. Will be sent together with post-reader.



### Bonus: free access to online portal DIPS

After this seminar, you are eligible for a free access to DIPS for **1 month**.

DIPS is an online platform to help companies, as well as consultancy and law firms, to design strategic plans for innovation generation, protection and exploitation. It helps collect and format multidisciplinary data on the (client's) company. It provides support for data analysis using Patentopolis proven frameworks. It guides decision-making to elaborate a plan ready for implementation.



**Content of the seminar**

Day 1	Day 2
9:00 <ul style="list-style-type: none"> <li>Introduction</li> <li>Teamwork: “how IP can impact business”</li> <li>Review basic concepts and models from both IP and business strategy</li> </ul>	<ul style="list-style-type: none"> <li>Apply Step 3 (teamwork, feedback)</li> <li>Learn Step 4: gap analysis (vision + market +IP) and prioritize</li> </ul>
10:45	Coffee break
11:00	<ul style="list-style-type: none"> <li>Apply Step 4 (teamwork, feedback)</li> <li>Step 5: roadmapping and the plan (lecture)</li> <li>Teams prepare their IP plans’ presentation</li> </ul>
12:30	Lunch (buffet)
13:15	<ul style="list-style-type: none"> <li>Team presentations and feedback</li> <li>Reapply the tools to own environment: self-reflection, group discussion</li> </ul>
15:30	Coffee break
15:45	<ul style="list-style-type: none"> <li>Reapply the tools to own environment</li> <li>Wrap-up and final take-aways</li> </ul>
17:00	Day 2 ends
18:00	Day 1 ends. Join a social event after (courtesy of Patentopolis) - <b>NEW</b>

**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](http://www.hampshire-hotels.com/en/hampshire-hotel-babylon-den-haag)

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-GF5056. 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: 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 & Registration**

Price for seminar DIPS	€ 1,440 + VAT if applicable. The fee includes documentation, coffee/tea refreshments, lunch and social event of Day 1.
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	20
Also interested in <b>certification DIPS?</b>	You need to attend the seminar DIPS first.
Price for certification DIPS	€4,000 + VAT if applicable
Price for seminar + certification DIPS	€5,000 + 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 DIPS only
	<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](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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