

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

From private practice:

- "I attended the DIPS training and really liked the mix of theory (DIPS toolbox – matrix and methodology) and practice during the workshop. This practical course is highly interactive with a lot of team exercises; you learn by doing which really helps to reapply the DIPS tools to own environments. This has been 2 days well spent!" - Hans Bottema, **Partner**, NLO (NL)
- "DIPS training gives an experience of the whole process for designing an IP plan with the client. I found that the teamwork and group discussion help understand how to apply the tools in practice." - Robbert-Jan de Lang, **Partner**, **European patent attorney**, EP&C (NL)
- "IP strategy is sometimes hard to grasp with the client. I found that DIPS training is helpful since it provides tools to open up a discussion on strategy with the client, and guidelines for how to structure it." - Raimond Haan, **European Patent Attorney**, Arnold & Siedsma (NL)

From industry:

- "During DIPS training, I have found that Patentopolis tools (the matrix and the 5-step methodology) were particularly useful for analysing and actually making an IP strategy at different levels of the organization." - Barbara Veldhuis, **Director IP**, Corbion Group (NL)

From organizations:

- "As Head of Technology, working with IP is part of my job. This DIPS training provided a simple yet powerful tool, plus new insights, on how to analyze and define practical IP strategies that fit different products, as well as different landscapes of own aspirations and capabilities, competitors and partners. The group work done during the training has been very effective for getting a true feel for the tool and for learning from other professionals' perspectives. I think the training would also be valuable for people in Business Management functions such as BU managers." Sytze Kampen, **Head of Technology**, Airbus Defence and Space Netherlands B.V (NL)

Read more online at 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.



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.

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.

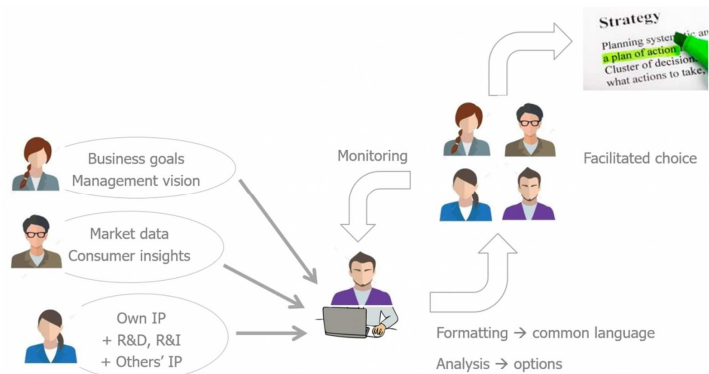
Documentation

- **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 (9:00 – 18:00)	Day 2 (9:00 – 17:00)
9:00	<ul style="list-style-type: none"> Introduction Teamwork: “how IP can impact business” Review basic concepts and models from both IP and business strategy 	<ul style="list-style-type: none"> Apply Step 3 (teamwork, feedback) Learn Step 4: gap analysis (vision + market +IP) and prioritize
10:45	<ul style="list-style-type: none"> Coffee break 	<ul style="list-style-type: none"> Coffee break
11:00	<ul style="list-style-type: none"> Learn Patentopolis’ IP Matrix Apply the IP Matrix to real-life scenarios (teamwork, feedback) Introduction to Patentopolis’ 5-step methodology and to case study 	<ul style="list-style-type: none"> Apply Step 4 (teamwork, feedback) Step 5: roadmapping and the plan (lecture) Teams prepare their IP plans’ presentation
12:30	<ul style="list-style-type: none"> Lunch (buffet) 	<ul style="list-style-type: none"> Lunch (buffet)
13:15	<ul style="list-style-type: none"> Learn Step 1: internal alignment (company vision vs. IP) Apply Step 1 (teamwork, feedback) Learn Step 2: external analysis (market, competition, others’ IP) 	<ul style="list-style-type: none"> Team presentations and feedback Reapply the tools to own environment: self-reflection, group discussion
15:30	<ul style="list-style-type: none"> Coffee break 	<ul style="list-style-type: none"> Coffee break
15:45	<ul style="list-style-type: none"> Apply Step 2 (teamwork, feedback) Learn Step 3: IP & sources of competitive advantages 	<ul style="list-style-type: none"> Reapply the tools to own environment Wrap-up and final take-aways

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.

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. **All hotel bookings should be made directly with the hotel.** Please quote the reference number DBA-GF7014. A credit card is required to book. Email at meetings.babylon@hampshire-hotels.com or call +31 (0) 70 381 4901.

Price & Registration

Price for seminar DIPS	€ 1,390 + VAT if applicable. The fee includes documentation, coffee/tea refreshments, lunch and social event of Day 1.
Register with colleagues and/or peers	30% discount from 2 nd participant
Maximum number of participants	20

HOW TO REGISTER

Email the form below at registrations@patentopolis.com

Registration form

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. In no case, Patentopolis BV is responsible for airfare, hotel room bookings or other costs incurred by you

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