Strategic IP Planning

Description:

Topics To Be Covered At This Seminar:

- Step-by-step practical guide to strategic IP planning
- Utilising a structured and rationalised IP strategy toolbox
- Competitive IP analysis: market positioning
- IP SWOT: align IP with R&D and business goals
- Performance: benchmarking, measures and KPIs
- Defining and prioritising an IP roadmap
- IP planning as part of your daily role: presenting your plan persuasively
- Experience IP planning and implementation during a business simulation

Attendees will be sent some materials prior to the seminar (see documentation paragraph below). Approximately two hours will be required to read through and prepare for this seminar.

Documentation

- Pre-Reader: contains all cases plus facts and data used during examples given by speakers and during teamwork assignments
- Theory book: contains all the models and frameworks learned during the seminar lectures
- Practice book: contains 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, plus extra insights and guidelines to best apply the frameworks to your own environment

Why you should attend

- Gain a good understanding of the principles of the drafting process
- Develop their drafting skills in accordance with European practice
- Compare European and US practices
- Learn to avoid common drafting mistakes
- Benefit from practical workshop exercises, led by two highly experienced trainers

This course qualifies for the following CPD programmes:

- Solicitors Regulation Authority

* Please note, events may be cancelled due to commercial or organisational reasons. In this case Research and Markets will refund all registration fees which have already been paid. Research and Markets will not refund any charges arising from the participant having to cancel or re-book transportation or accommodation which he or she has arranged.

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