

Introduction

# Managing IP in External Innovation Partnerships

With John Cronin and Bruce Story

Tuesday 6<sup>th</sup> October 2009 | Reading, UK

Learn the proven ‘Deal Framework’ strategy to facilitate win-win external innovation agreements

Using external partnering or open innovation, e.g. customers for co-creation, crowd sourcing models, suppliers leverage, access to academia research or even strategic partnering, is commonly used by R&D teams to accelerate their innovation performance. These external innovation partnerships have been increasingly adopted by companies seeking new market opportunities and for new sources of ideas with an effort to achieve sustainable growth.

For external innovation partnerships to work, however, it must be supported by a social intellectual property (IP) approach. Without IP, competitive advantage is short-lived and commoditization occurs quickly. Companies need to have a solid, yet agile IP strategy in place to protect their investments in external partnerships for innovation. However, external partnerships introduces complications in managing IP, including those belonging to each partner and the IP created by the partnership itself. Ownership of IP should be governed by the partnership agreement.



Learn about the latest systematic methods and how they could benefit your company

This innovation workshop is specifically designed for companies that want a flexible framework to deal with the IP considerations before, during and after the external innovation partnership.

To guarantee your place, register online today at:

[www.regonline.co.uk/managing-ip](http://www.regonline.co.uk/managing-ip) >>

Designed for IP Managers, Lawyers, Executives, R&D Managers, Innovation Practitioners and Inventors

## KEY TOPICS THAT WILL BE ADDRESSED

How to use systematic tools before, during and after an external innovation partnership?

How to understand the “points of view” of your company and the external partnership?

How to develop an Intellectual Property (IP) Strategy using the “playbook” of IP end states and IP tactics?

How to assemble an IP Landscape for the external innovation and map the associated IP?

How to systematically extract and document the correct IP for the partnership?

How to select and manage potential partners?

“IP is almost always created in an *ad-hoc*, *non-systematic* way and never truly satisfies the external innovation partnerships needed for sustainable growth through the use of IP”

## Overview & Itinerary

This workshop is targeted at midsize companies, as well as teams within larger organizations, to receive the required skills and tools to operate a successful external innovation programme.

### 8:30 REGISTRATION

Tea, coffee and biscuits

### 9:00 WELCOME & INTRODUCTION

Review ground rules of the workshop.  
Overview of the day.

### 9:15 SESSION I THE DEAL STRATEGY FRAMEWORK

What is Deal Strategy Framework, why is it needed and how is it supported by systematic tools and techniques?

### 10:00 SESSION II SYSTEMATIC TOOLSET FOR OBTAINING BEST IP DATA

In order to support the deal strategy framework, tools for IP Landscaping, IP Mapping, IP Analysis, IP Extraction, Invention development and documentation are needed. In this session you will learn a complete tool set of best practices in Intellectual Asset Management to obtain unique IP data not available in any practices.

During this session there will be a 15 minute networking break.

### 11:45 SESSION III DEVELOPING AN IP STRATEGY TO SET YOUR IP APPROACH

This part of the workshop will focus on how you can create an IP Strategy to leverage the partnership.

You will learn the IP Strategy process showing how all the best IP Data is used, but you will also learn parts of the "play book" of end states and tactics. Finally you will learn the connection between the IP Strategy and the processes to execute it.

### 12:30 NETWORKING LUNCH

### 13:30 SESSION IV USING BEST IP DATA TO FIND THE BEST PARTNER

In this session you will learn how to leverage the unique IP Data to evaluate potential partners, reverse engineer their IP strategies, IP position as well as to set up for the IP due diligence for the potential deal.

Instead of creating the best partner and evaluating the IP of the partner as a closing matter to do the deal, why not add a sophisticated front end IP evaluation to pick the best partner and ensure you don't give your position away if the deal doesn't occur? Introducing a method of dimensional scoring to find the right partner.

### 14:30 SESSION V EXAMPLE TEST CASE USING THE FRAMEWORK AND TOOLS

To lock in on the right partner and use the right strategy you can have sustainable advantage through IP.

In this session you will be provided several examples that will walk step by step through the framework and show how to understand yours, the partner and the partnerships point of view through all phases of the partnership.

### 15:15 AFTERNOON NETWORKING BREAK

### 15:30 SESSION VI LETTING THE FRAMEWORK CREATE DEAL AGREEMENT

In this section you will learn the power of the deal framework because it will not only determine the nature of the external innovation partnership, but it will also lay out the "IP Story" to sell the partnership and the contractual terms for the partnership as well as the monitoring process post deal. The novel idea of letting the framework feed forward to create the contractual terms is not only efficient but it is also highly flexible and also very useful for other needs, such as technology licensing, supplier/customer deals, etc.

### 17:00 WRAP UP & CLOSE

## A PROVEN AND SYSTEMATIC METHODOLOGY

By attending you will understand and be able to use our industry proven processes to create an external innovation partnership that will be used to create product sustainability by IP. The methodology includes:

- 1 Methods to develop an IP Landscape unique to your business focused on the deal.
- 2 A comprehensive mapping technique for IP Data.
- 3 "How-to-Use Guide" for IP Strategy specifically for a Partnership deal framework.

- 4 Powerful methodologies to link the deal framework to executable processes.

- 5 A structure to link the framework to negotiations and contracts.
- 6 A method to create systematic inventing and IP valuation during the collaboration.

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## Registration & Further Details

### THE WORKSHOP LEADERS



**John Cronin is Managing Director and Chairman of ipCapital Group. Capitalizing on a lifelong study of creative and inventive thinking processes, business strategy development, and transaction negotiations, John was at IBM for 17 years, was the top inventor of the company with over 100 patents and created and ran the prestigious IBM Patent Factory.**

John started ipCapital and created the unique ipCapital System methodology, which is used for extracts and document invention, helps to identify opportunity and risk, and drives transactions to completion, and creates significant market value from IP. Over the years, he has become a respected thought leader among executives who wish to align business issues and IP and translate strategies into actionable financial results. John is also considered one of the leading IP Strategists in the world as well as one of the top licensing brokers. John holds a BSEE, an MSEE, and a BA degree in Psychology from the University of Vermont. Additionally, John is a member of the Advisory Board for InnoPad and Primal fusion and a Board of Director at Velco and ADI.



**Bruce A. Story is Senior Advisor to ipCapital Group and has been working over the last year to assist ipCapital clients to install world class Intellectual Asset Management (IAM) processes. Prior to ipCapital, Bruce was the Director of Intellectual Capital Management (ICM), in the Performance Plastics and Chemicals Business of The Dow Chemical Company.**

He has developed and implemented new processes for managing Intellectual Assets (IA) and leveraging them for value in the areas of business-focused patent strategy development, opportunity identification, planned inventions, mergers and acquisitions, licensing, venture partner identification, intellectual property litigation support and competitive intelligence.

### IN THIS WORKSHOP JOHN AND BRUCE WILL:

Introduce the deal framework for external innovation partnerships to leverage IP, including 8 industry proven methods.

Learn to understand and use many best practices of Intellectual Asset Management (IAM) tools to support the framework.

Understand how to connect the tools and framework to the final IP Story of the deal as well as to create the contracts and processes to monitor the partnership.

### WORKSHOP FEE

#### Full Workshop

**£595+VAT**

#### Terms & Conditions

**Cancellation Policy:**  
Cancellations can be made up to and including September 22nd, 2009, during which period the event fee, less 20% will be credited. No refunds are given for cancellations received after September 22nd, 2009. You are very welcome to send a colleague to the event if you are unable to attend.

**Cancellation of the event:**  
In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of Pure Insight will be limited to the full return of the registration fee. No other claims against Pure Insight will be considered.

### THE VENUE

#### The Business Centre, Reading

The Business Centre, 100 Longwater Avenue, Green Park, Reading, RG2 6GP, UK

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### HOW TO REGISTER

- Online:**  
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