

THURSDAY, APRIL 19, 2007

9.00 - 10.00 **Overview of IP Valuation Methods**
 An overview of IPR valuation methods including relevant literature from a number of fields including accounting, financial and econometric methods of valuation. The role of option pricing theory in valuing IPRs and especially patents is studied. Practical qualitative methods of evaluation for use early in a patent application's life are also considered.
 Mr. R. Pitkethly

10.00 - 10.15 **Break**

10.15 - 11.15 **Valuation of IP in Licensing and Venture Capital Investing**
 Models for the valuation of intellectual property often have to allow for diligence and transactional factors associated with the transfer process itself. This session will provide insight into the mindset of corporate licensors and licensees, venture capitalists, and stock analysts when valuing IP-intensive companies, and how this mindset influences valuation.
 Mr. S. Sammut

11.15 - 12.00 **IP Portfolio Management**
 General business portfolio theory and its applicability to IP portfolio management and in particular patent portfolio management. Intellectual Property portfolios and the role of dynamic synergies between different IPRs within a portfolio.
 Mr. R. Pitkethly

12.10 - 13.30 **Power Lunch**

(13.00 - 13.30) **Creating and Sustaining Value by Strategic Management of Innovation and Intellectual Property: [Case of Procter and Gamble]**
 Senior Executive from Procter and Gamble, Geneva

13.45 - 14.45 **Internal IP Management**
 Management of IP within a company including the issues of organizational design and human resource management. The physical and organizational location and qualification of IP related staff within an organization. Incentives and Patent information management. A comparison of UK and Japanese internal IP management practices.
 Mr. R. Pitkethly

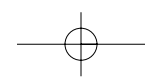
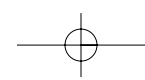
14.45 - 15.30 **Innovation in the Intellectual Economy**
 From closed research to open innovation; IP regimes for different types of innovation.
 Mr. T. Tangena

15.30 - 15.45 **Break**

15.45 - 16.30 **Coping with Changing Global IP Landscape**
 Scientists, engineers, managers and investors have learned that identification and harvesting of IP value in the era of globalization is not business as usual. The encouragement and support of innovative activities has become national policy in all emerging markets and many developing countries. These same countries have adopted TRIPS or are moving in that direction. While the good news is that IP will be honored in more and more venues, and that cross-border business is reinforced by ever-growing sophistication and a sense of equality on the part of all involved parties. The bad news is that the IP landscape has become increasingly complex and commercial expectations are not always aligned. This final session will describe organizational and managerial strategies for working in a global context.
 Mr. S. Sammut

16.30 - 16.55 **Question Time and Program Evaluation**

16.55 - 17.00 **Closing Remarks**
 Mr. Yo Takagi, Executive Director, Office of Strategic Planning and Policy Development and WIPO Worldwide Academy, WIPO, Geneva



PROGRAM

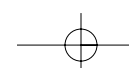
STRATEGIC INNOVATION, TECHNOLOGY AND INTELLECTUAL PROPERTY MANAGEMENT

April 16 to 19, 2007
WIPO, Geneva



EXECUTIVE PROGRAM
Harnessing intellectual property





MONDAY, APRIL 16, 2007

TUESDAY, APRIL 17, 2007

WEDNESDAY, APRIL 18, 2007

15.00 - 16.00	Registration
16.00 - 16.05	Welcome Remarks Mr. Mpazi Sinjela, Dean, WIPO Worldwide Academy, WIPO, Geneva
16.05 - 16.30	Program Introduction Introduction to the program, the instructors and the pedagogy. Each instructor will present an abstract of the topics they will be covering during the four days. Mr. Anil Sinha, Head, Research & Executive Program, WIPO Worldwide Academy, WIPO, Geneva
16.30 - 18.00	Innovation, Technology and Intellectual Property Management Primer Introduction to the intellectual economy; Relationship between investments in innovation and various IP regimes; Different types of intellectual property rights (IPR): patents, trade marks, copyrights, designs, domain names and trade secrets; Global trends and developments leading to the intellectual economy; the role of intellectual property (IP) in Philips. Mr. Tony Tangena, Senior Vice President and Country Manager Holland, Philips Intellectual Property & Standards, Eindhoven
18.00 - 18.40	Guest Speaker Session Creating and Sustaining Value by Strategic Management of Innovation and Intellectual Property: Case of Merck Serono Mr. Giampiero De Luca, Chief Intellectual Property Counsel, Merck Serono, Geneva
18.40 - 20.00	Welcome Cocktail & Networking

9.00 - 10.30	Introduction to Business Strategy and IP An outline of the general principles of business strategy including industry structure analysis, value chains and the resource based view. In particular, how intellectual property and technology fit into the context of these models, and the implications for IP strategy. Mr. Robert Pitkethly, University Lecturer, Said Business School, Oxford University, Oxford
10.30 - 10.45	Break
10.45 - 12.15	Introduction to Product Design and Development Why do so many products fail in the market place? What do the product development leaders understand that allows them to have a greater opportunity for success? Is there a codified process that gives one a great assurance for the successful introduction of new products? What and why is the fuzzy front end of product development? Mr. Walter Herbst, Professor, Kellogg School of Management and Director, Master of Product Development Program, Robert R.McCormick School of Engineering and Applied Science, Northwestern University, Evanston
12.20 - 13.30	Power Lunch
(13.00 - 13.30)	Creating and Sustaining Value by Strategic Management of Intellectual Property: WIPO's Patent Cooperation Treaty and Alternative Dispute Resolution Services Mr. Francis Gurry, Deputy Director General, WIPO, Geneva
14.00 - 15.30	Creating value with IPR Different ways of creating value with IPR: using exclusivity, exchange of IPR, pro-active licensing and using IPR as an asset. Detail on licensing, cross-licensing, IP pools, standards, enforcement. Mr. T. Tangena
15.30 - 15.45	Break
15.45 - 17.15	Building and Sustaining a Culture of Creativity and Innovation Organizational structure and internal information and knowledge flows require a mechanism for capturing innovation, disseminating it, and building value around it. This session will focus on building a structure and system for creating and sustaining an effective program. Mr. Stephen M. Sammut, Senior Fellow, Wharton School Health Care Systems and Entrepreneurship, University of Pennsylvania and Venture Partner, Burrill & Company, Philadelphia
17.15 - 18.15	R&D Management General principles of alliance and co-operative strategy. Specific issues which arise in R&D alliances, National and International alliances. The role of intellectual property in alliances. University - Industry R&D partnerships and the role of University technology transfer offices. Mr. R. Pitkethly

9.00 - 10.30	Strategic Management of Technology and IP This builds on the earlier introduction to business strategy and looks at the special role of technology and IP within business strategy and in particular at the issues of value appropriation and the strategic management and exploitation of Intellectual Property. Technology vision and forecasting; Gathering technological intelligence and data mining. Mr. R. Pitkethly
10.30 - 10.45	Break
10.45 - 12.15	Management of Technology Transfer Capturing the value of technology oftentimes means "securitization" of the assets for the purpose of technology transfer and licensing. This session will describe how an IP portfolio should be managed and positioned to leverage the resources and capability of companies through collaboration, strategic partnering and licensing in its various forms. Mr. S. Sammut
12.20 - 13.30	Power Lunch
(13.00 - 13.30)	Creating and Sustaining Value by Strategic Management of Intellectual Property: WIPO's Trademarks and Industrial Designs Registration Services Mr. Ernesto Rubio, Assistant Director General, WIPO
14.00 - 15.30	Trends in Corporate IP Management How to set up an IP strategy? What are the key ingredients of such a strategy? How do you integrate it with other business units? IP ownership in a company; IP awareness/IP culture; IP organization/processes in companies. Mr. T. Tangena
15.30 - 15.45	Break
15.45 - 17.30	Good Design Practice How do the good designers continue to deliver high value products? Is there a methodology to their work? Do the good designs get developed from a "gut" instinct of what will work and what may not? Is there a way to optimize design? The subject of Good Design Practice is analyzed and uses examples to drive home the key learnings. Mr. W. Herbst

