



WIPO
WORLDWIDE
ACADEMY

STRATEGIC INNOVATION, TECHNOLOGY AND INTELLECTUAL PROPERTY MANAGEMENT

April 16 to 19, 2007
Geneva (Switzerland)



EXECUTIVE PROGRAM

Harnessing intellectual property

WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION



Overview

A four-day intensive program designed for middle to senior level executives who wish to learn how to strategically use the intellectual property regime to fuel innovation, maximize return on investment in R&D and move their firm up the technology ladder. The program blends innovation and technology management with IP management to offer a unique learning experience. Thought leaders from leading business schools and the corporate world will reveal unique insights and experiences using lectures, case studies, best practices and group discussions. Participants will have the opportunity to learn from each other, share experiences, reflect and apply the principles and practices of innovation, technology and IP management in their own business environment. The program includes the essentials of product design and development, technology assessment and forecasting.

Content

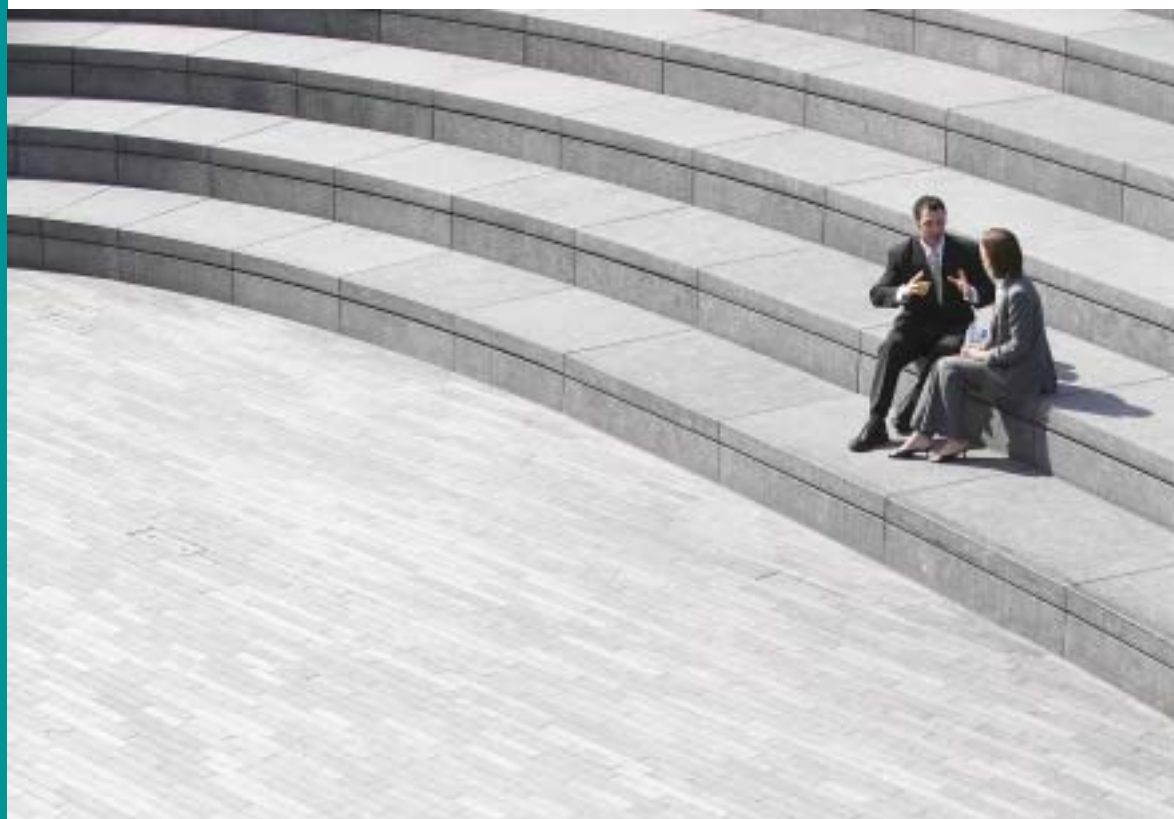
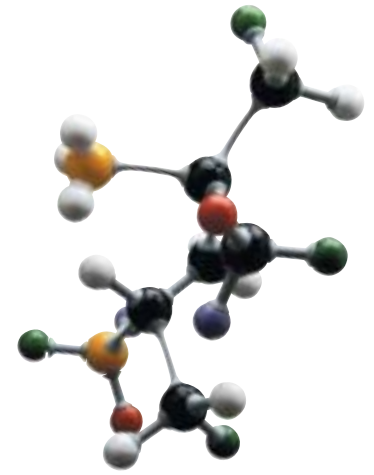
- Creating an Innovation Culture
- Strategic Management of Innovation
- Strategic R&D Management
- Essentials of Product Design and Development
- Good Design Practice
- Management of Technology
- Managing Intellectual Property (IP)
- Strategic Use of Evolving IP Regime
- Strategic use of WIPO's global IP protection and dispute resolution systems
- IP strategy in global corporations and SMEs

Background

Creativity and innovation are key to survival and profitability in a rapidly evolving, complex and hypercompetitive global business environment. Technology is integral to virtually every facet of business. It plays a pivotal role in the development, manufacture and delivery of innovative products and services to the market. Markets demand new products with better design and more features within shorter time frame at a lower price. Effective management of innovation, research and development is important for technology leadership. The alignment of technology strategy with the business strategy is challenging and yet critical for bottom line growth.

Recent and ongoing developments in the intellectual property arena offer exciting opportunities to situate R&D, design, product development and manufacturing operations at the most favorable location across the globe, minimize the cost and risk of innovation and preserve the ownership and control of ideas and knowledge within the firm. Strategic management of intellectual property plays a vital role in driving innovation, creating value and in sustaining profitability and competitive advantage. The management of Intellectual Property (IP) is a vital component of all research activities. It is not just an issue to consider at the time research results are generated, but should be part of a company's thinking, even at the early stages of conception of a research project.

TRIPS agreement and advances in communication and information technology have ushered in a new era and dramatically changed the rules of the game for technology led enterprises. The knowledge economy, on the one hand heralds a brave new world of exciting opportunities for growth and profitability, on the other hand it presents a dangerous landscape mined with devastating infringement lawsuits, patent thickets and freedom to operate issues. Life and death of firms where intangible assets now comprise over 75% of the total value depends increasingly on how well it generates, manages and extracts value from intellectual property. How do you journey to prosperity and reap the rewards of your research and development efforts in the face of uncertainties? Can you draw a reliable technology road map on the shifting sand dunes? A carefully crafted and effectively managed IP policy must underpin any innovation and technology strategy to create value and sustain competitive advantage.



Faculty



Arian Duijvestijn, Philips Intellectual Property & Standards

Arian Duijvestijn is Senior Vice President IP Counseling and Acquisition, Philips Intellectual Property & Standards. He graduated in technical physics from Delft Technical University. He joined Philips in 1986 and held various positions in development of optical drives before joining Philips Intellectual Property & Standards in 1993.

After qualifying as a Dutch and European Patent Attorney, he was appointed as manager of Philips' patent portfolio related to semiconductors in 1998. In 2004 he became member of the management team of Philips Intellectual Property & Standards and is currently responsible for IP Counseling & Acquisition.



Walter Herbst, Kellogg School of Management

Walter Herbst is a faculty member in the Marketing Department at Kellogg School of Management. He also serves as the Director of the Master of Product Development program and is a clinical professor in the mechanical engineering department of Northwestern's McCormick School of Engineering and Applied Science.

Walter Herbst founded the largest independently owned design firm in the country Herbst LaZar Bell Inc in 1962 and holds over 85 patents in hardware, housewares and medical products. He is listed in "Who's Who of American Inventors." Mr. Herbst is a co-author of the PDMA Handbook of Product Development, which has become the industry standard. Amongst his numerous design awards, he was recognized by BusinessWeek magazine and the Industrial Design Society of America as one of the "Best of the Decade" for his design work with the Gillette Company.



Robert Pitkethly, Said Business School, Oxford University

Robert Pitkethly is University Lecturer at Oxford University based in the Said Business School, Fellow and Tutor in management St. Peter's College and Senior Research Associate of the Oxford Intellectual Property Research Centre.

His research interests bridge the fields of Strategic Management and Intellectual Property Law and primarily concern Intellectual Property Management (IP) and includes the fields of Business and Corporate Strategy, IP Law, Management of IP, Management of Technology, Valuation of Technology and IP and Asian Studies. Robert is qualified as a UK Chartered Patent Agent and European Patent Attorney, has an MBA from INSEAD and a DPhil in Management Studies from Oxford University based on research into the use and management of IP by Japanese and Western companies. He has worked as a Management Consultant with a wide range of industries and as a Patent Attorney in both private practice and in industry.



Stephen M. Sammut, Wharton School

Mr. Sammut is Senior Fellow, Wharton Health Care Systems and Entrepreneurship, and Venture Partner, Burrill & Company. At the Wharton School he teaches venture capital management, corporate development, mergers and acquisitions, biotechnology entrepreneurship, intellectual property strategy, and private equity in emerging markets, and a special seminar on private sector participation in international health.

Among various previously held positions, Mr. Sammut was also Managing Director of Access Partners, a venture fund focused on formation of companies around university technologies and capitalized by corporate strategic investors, and was Managing Director of the Center for Technology Transfer at the University of Pennsylvania. Mr. Sammut has been involved in the creation or funding of nearly 40 biotechnology, Internet, and information technology companies globally. He is on numerous Boards of Directors and Advisory Boards of major corporations.

Key Benefits

- Learn how to create and foster innovation culture in your organization
- Generate a strategy for integrating research and development, design, manufacturing, and marketing
- Gain an overview of product design and development
- Develop an understanding of the basic concepts of intellectual property management
- Learn how companies are generating value from intellectual property
- Examine how your company can extract maximum value from innovation, R&D and intellectual property rights
- Explore how the technical functions can leverage IP
- Learn about the most recent developments in the international IP arena that will impact your organization in the future



Who Should Attend

The programme is designed for executives and managers involved in R&D or with responsibility for the development and management of new products and processes including corporate technical staff, laboratory directors, managers responsible for the product or project engineering organisations, heads of research programmes and managers with a heavy stake in the successful running of the company's R&D effort. Entrepreneurs, board members, general managers, vice presidents, and executives in functional areas such as marketing, brand management, research and development, design, and operations in large and small firms and R&D organizations who seek to integrate intellectual property strategy into the corporate innovation and technology strategy will also find the program useful.

About WIPO

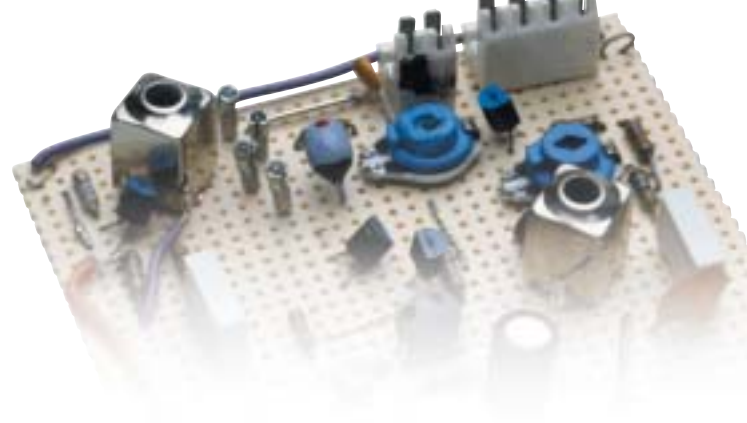
The World Intellectual Property Organization (WIPO) is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest. WIPO administers 24 international treaties and carries out a rich and varied program of work with over 183 member States.

WIPO's activities in fields such as standardization and progressive development of IP laws, international industrial property registration and dispute resolution services and international technical cooperation programs continue to oil the wheels of international trade and commerce which in turn brings economic gain, efficiency and certainty to business enterprises around the world.



The WIPO Advantage

- World-class faculty from leading business schools and organizations present core innovation, technology and intellectual property management concepts using case study materials, examples of industry best-practice and interactive simulations
- International perspective on the evolution of intellectual property system and its impact on technology-led enterprises
- Insights into the latest developments in intellectual property law and practice from leading IP experts at WIPO
- Networking opportunities with senior WIPO experts and officials
- Contemplate and seek new vistas on your current challenges in the serene surroundings of Geneva



The WIPO Worldwide Academy

The WIPO Worldwide Academy is the education and research arm of WIPO. It was founded in response to global demand for knowledge and skills in intellectual property. It serves as a center of excellence in teaching, training and research in IP. Its programs cater to different target audiences - inventors and creators, business managers and IP professionals, policy makers and government officials of IP institutions, diplomats and representatives, students and teachers of intellectual property and the civil society.

The Executive Program of the WIPO Academy is geared towards developing IP skills and competencies in business organizations. Drawing on WIPO's vast expertise and resources and a carefully selected group of eminent academics, thought leaders and experts from renowned business schools, major global corporations, professional bodies and management consultants, the WIPO Academy offers a unique interdisciplinary learning experience in the theory and practice of international intellectual property management.

Learning Method

- Lectures
- Case Studies
- Group Discussions

Pre-study materials on intellectual property will be provided to registered participants ahead of the program.

Award of Certificate

WIPO Worldwide Academy will award a Certificate of Participation on successful completion of the program by the participant.





Monday

- Welcome and Program Introduction
- Innovation, Technology and R&D Management
- Strategic IP Management? How do Firms preserve Differentiation using IP?
- Dinner/Networking

Tuesday

- Building and Sustaining a Culture of Creativity and Innovation; "Fuzzy Front End" Creativity
- National and International Research Collaboration
- Power Lunch
- Technology Vision and Forecasting
- Gathering Technological Intelligence and Data Mining
- Introduction to Product Design and development

Wednesday

- Good Design Practice
- Measuring, Protecting and Maximizing the value of IP and Intangible assets.
- Building Effective IP Systems and Structures
- Power Lunch
- WIPO's Global IP Protection and Conflict Management Services
- Coping with Changing Global IP Landscape

"This program has surpassed my expectations. It has stimulated my curiosity in many areas about which I did not think before."

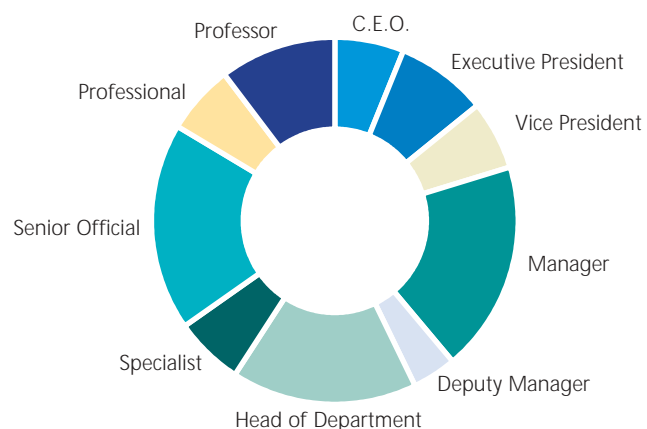
Gabriel Tannus, Interfarma, Brazil

Guest Speakers

Senior executives from WIPO and leading personalities from the corporate world will share their thoughts and experiences on the most recent developments on the international IP scene and latest IP management practices during Power Lunch sessions.



Past Participants by job level



Thursday

- Competitive Intelligence
- Product Development
- R&D Management
- Patent Portfolio Management
- Industry-Academia Technology Partnership
- Strategic Use of Global Patent and Copyright Regimes
- Commercialization of Innovations
- Building and Leading IP and Innovation Teams
- Managing Collaborative Transnational R&D

How to Register

Candidates may register online at www.wipo.int/academy/en/execed. Alternatively, they may complete the printed registration and participant information forms and return with payment details to Mrs. Silvia Nunez .

Places are limited. Candidates are registered on first come first served basis subject to availability of space. Early application is encouraged.

Candidates are expected to be fluent in English. Organizers reserve the right to decline registration and refund the fee in the event it is considered that the profile of the applicant is better suited for another program.

Application Deadline: April 2, 2007

Dates

April 16 to 19, 2007

Venue

Geneva (Switzerland)

Language

English

Fee

2,500 Swiss Francs

The fee covers tuition, study materials, refreshments and lunches. The fee does not cover accommodation. Please note that no scholarships, fee waivers or discounts are available for this program.

Organizations of some of the past participants

Alembic
Azores University
Bajaj Auto Ltd
BSH Bosch und Siemens
Cargill
CERN
Cisco Systems
Council of Scientific & Industrial Research

Dr. Reddy's Laboratories
European Patent Organisation
Franklin Pierce Law School
GE India Technology Centre
HCL Technologies Ltd
Hitachi Ltd.
Husqvarna AB
Mexican Institute of Industrial Property

Nokia
Petronas
Pirelli Spa
San Sebastian Tech Park
Siam Cement Co.
Ultrashape Ltd.
University of Minas Gerais
ZyduCadilla

Past Participants by region

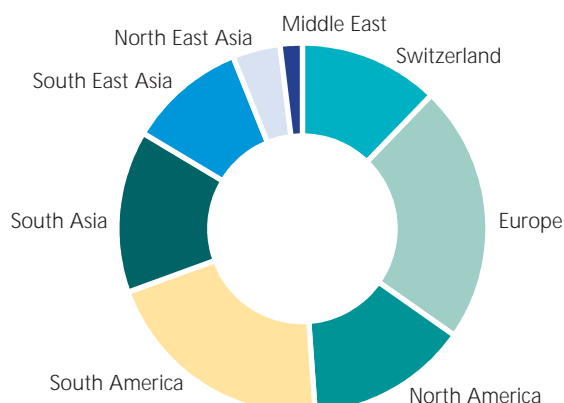


Photo: AlMaeschlin

Photo: Franck Auberson



Further Information

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