



WIPO Academy
WIPO Worldwide Academy



STRATEGIES FOR MANAGEMENT OF INTELLECTUAL PROPERTY

June 9 to 12, 2008
Chicago



EXECUTIVE PROGRAM

Harnessing intellectual property

WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION



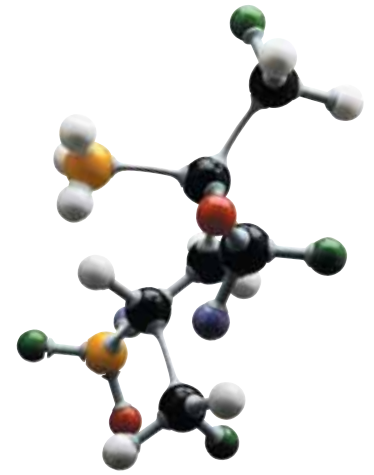
Overview

As companies seek to achieve competitive advantage through exploitation of their technological assets, managing intellectual property has become a key issue for these companies. In most cases, intellectual property is responsible for more than 70% of the market value of companies in the S & P index. This course is designed to expose participants to the various organizational skills needed so as to confidently develop, analyze and negotiate the IP of their corporation. Outstanding faculty from Kellogg School of Management and WIPO will help you understand the strategic issues involved in IP management. Special guest experts complement the foundations presented by the faculty.

Background

Intellectual Property is a valuable corporate asset and a strategic business tool. Increasing significance of intangible assets is forcing business organizations to actively manage intellectual property as a key driver for building and sustaining competitive advantage.

The innovative ideas and products emerging from the R&D laboratories need to be effectively protected and converted into valuable intellectual property assets. Evolving national, regional and international intellectual property regimes impact business processes as well as provide new opportunities and challenges. Effective protection and management of intellectual property rights (patents, trademarks, industrial designs, copyright) will be the key to survival and vitality. IP should become an integral part of the corporate strategy.



Faculty

- **James Conley**, Professor of Technology, Kellogg School of Management
- **Holger Ernst**, Professor and Chair, Technology innovation management; Director, Center for Entrepreneurship; Director, BioPharma Management Center, WHU-Otto Beisheim Graduate School of Management, Germany
- **Thomas Lys**, Eric L. Kohler Chair in Accounting, Kellogg School of Management
- **Anil Sinha**, Academic Director, Head, Research & Executive Program, WIPO Worldwide Academy, WIPO
- **Mpazi Sinjela**, Dean, WIPO worldwide Academy, WIPO
- **Scott Stern**, Research Director, Center for Biotechnology, Associate Professor of Management and Strategy, Kellogg School of Management
- **Leigh Thompson**, J. Jay Gerber Distinguished Professor of Dispute Resolution & Organizations, Management and Organization, Kellogg School of Management
- **Sangeeta Vohra**, Academic Director; Associate Director and Adjunct Professor, Center for Biotechnology, Kellogg School of Management

Content

- Issues involved in management of intellectual property
- Strategic decision making tools for licensing
- Acquisitions and Successful license agreements: Criteria for decision making, financial methods, due diligence
- Effectively negotiate to derive maximum benefits from your assets: Learn how to use negotiation skills to generate cooperation and profits in highly competitive environments using hands-on examples.
- Strategies to create a strong IP management department: Learn what goals to establish for your department, tools needed from disclosure to patents, patent litigation management with key examples from the industry.
- Patent Protection in Emerging Economies.
- International IP Trends

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
- Develop an understanding of the basic concepts of intellectual property management
- Learn how companies are generating value from intellectual property
- 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 course is designed for legal professionals, business development and commercialization personnel, scientists involved with IP issues in companies/universities, technology transfer managers and executives involved in licensing.

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 180 member States.

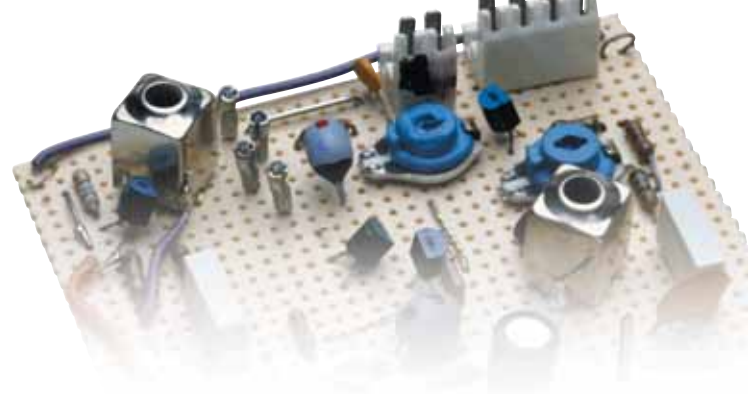
WIPO's activities in fields such as standardization and progressive development of IP laws, international industrial property registration and dispute resolution services and international technical cooperation programs continue to oil the wheels of international trade and commerce which in turn brings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



The WIPO 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.



About Kellogg School of Management

Academic excellence and constant innovation have characterized the Kellogg School's history since it was founded in 1908 as one of the nation's first business education programs. The **Kellogg School** reconceived management education, developing a team-based, hands-on learning approach that continues to set it apart from its peers. The school fosters an atmosphere that embraces change, as students, faculty and companies collaborate to identify emerging strategic issues that support the school's core values of developing socially responsible global leaders. The result is an academic experience that is as rich as you want to make it.

Kellogg Biotech

Biotechnology is complex, ambiguous, fast-moving, highly entrepreneurial, science-driven, expensive and ethically charged. This continually evolving field calls for new approaches to the business environment. The **Kellogg Center for Biotechnology** aims to be a global force shaping biotechnology management through its MBA and executive programs as well as its research.

The Kellogg School of Management is known for its world-renowned faculty which draws upon its long tradition of team building, research and hands-on learning to discover new insights into the business of biotechnology. As a cross-functional program, courses draw professors from several Kellogg School departments and programs. Thought leaders empower students with strategies to spark growth and create value. Core concepts include capital planning, market development, alliances, and negotiations.

The Kellogg Biotechnology Program's industrial advisory board, comprised of 30 executives from many life science sectors, ensures that student education is aligned with the industry's current and future needs. The Center has also begun its own research to develop new business models and management strategies for the industry. The Kellogg Center for Biotechnology enables students and faculty to create new business strategies to succeed in this exciting new world, so alive with opportunity.

Learning Method

- Lectures
- Case Studies
- Group Discussions

Pre-reading material will be provided to registered participants ahead of the program.

Award of Certificate

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





Monday

- IP Primer
- Patenting Pain Case Study
- *Lunch*
- Management Strategy
- Commercializing Strategy for IP managers
- International IP Trends

Tuesday

- Financial Literacy
- Acquiring IP Technology: Case Study
- *Lunch*
- Acquiring IP Technology: Case Study
- IP Portfolio Strategy
- IP Portfolio: Case study

Wednesday

- IP Strategy and Life cycle of an innovation
- Innovation as a business tool
- *Lunch*
- Patent Management & Firm Performance
- Using Patent Information for Technology Management
- Patent protection in Emerging Economies

Guest Speakers

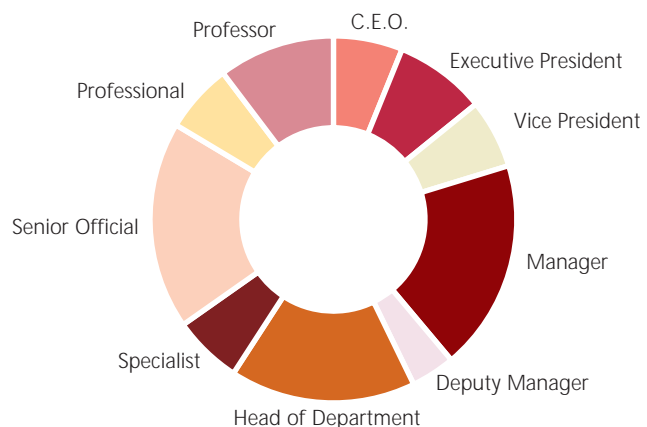
Special guest experts complement the foundations presented by the faculty.

"I am deliriously happy that I attended the program. It was indeed a powerful learning experience that will greatly inform my teaching IP Management, as it keeps me abreast of best IP management strategies. It was one of the very best programs I ever attended with lectures that were truly excellent in terms of depth and scope of the topics."

Prof. Karl Jorda ,
Franklin Pierce Law Center,
United States



Past Participants by job level



Thursday

- Negotiations
- Negotiations
- *Lunch*
- Negotiations

How to Register

Places are limited.

Early application is encouraged. To register, please download a registration form from:
http://www.kellogg.northwestern.edu/academic/biotech/images/ip_registration08.pdf, complete and return to:
Mrs. Jeanne Sheppard at the Kellogg School of Management.

Fee

3,350 US Dollars

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

Dates

June 9-12, 2008

Venue

Chicago, Illinois
(United States of America)

Location

Northwestern University –
Downtown Chicago campus
Wieboldt Hall, Kellogg
Conference Center
340 East Superior Street
Chicago

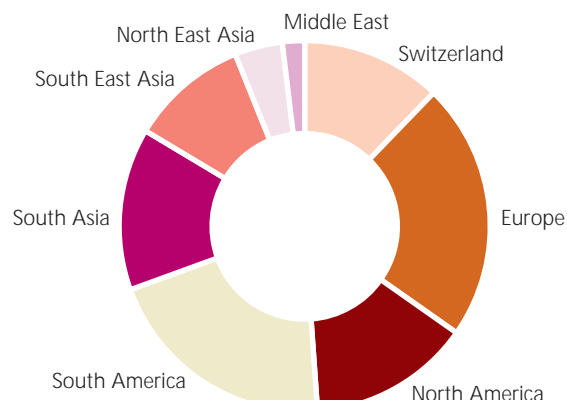
Language

English

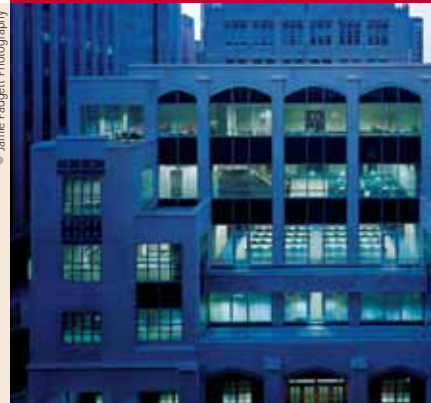
Organizations of some of the past participants

Abbott Lab	European Patent Organisation	Nokia
Bayer	GE	Petronas
BSH Bosch und Siemens	Hitachi Ltd.	Philip Morris International
Cargill	Johnson & Johnson	Pirelli Spa
CERN	MARS, Inc.	Rafner Prestia Law Firm
Cisco Systems	MerckSerono	Rudjer Innovations
Dow Chemicals	Mexican Institute of Industrial Property	San Sebastian Tech Park
Dr. Reddy's Laboratories	Microsoft Corporation	Saudi Arabian Oil Company
DuPont	Motorola	Siam Cement Co.
Eastman Chemical Company		Tata Motors

Past Participants by region



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Further Information

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