



International Institute for IP Management



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Strategic Management of Intellectual Property in Business Organizations: Value, Use and Risks

Milano, November 19, 2019

“I³PM Meets Academia”

Prof. Salvatore Torrasi - University of Milano-Bicocca

Peter Bittner – Chairman of the I³PM Advisory Board

Bent Lundsager – Zacco, Chairman of “I³PM Meets Academia”



Who We Are

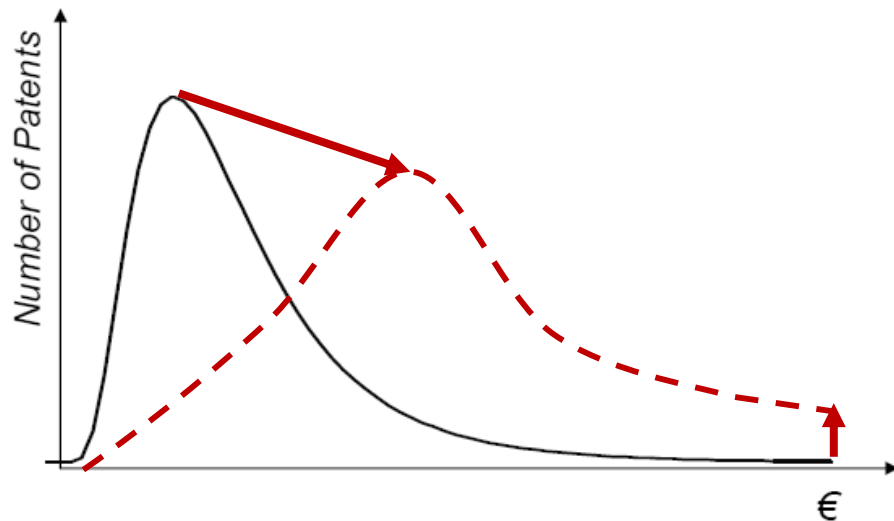
- ❖ A network of IP managers active in industry, institutions, private practice and consulting
- ❖ Alumnis of the CEIPI-Master in Intellectual Property Law and Management (MIPLM) + experienced IP Managers from industry
- ❖ Founded in 2008 / Members: ~ 100 from 20+ different countries (**EP**, Africa, Asia)
- ❖ About 40% from industry, 25% from private practice, 20% from consulting and 15% from institutions
- ❖ You can find us on www.I3PM.org
- study problems relating to the management of intellectual property (IP) and to the profession of the members of the Institute
- establish „IP Management“ as an acknowledged profession (career path)

“I³PM Meets Academia”

- ❖ I3PM wants to address the question of: How to improve knowledge inflow from the academic world to IP managers for value creation in firms by IP on an implementation level?
- ❖ Solution probably is a bi-directional flow of knowledge.
- Bring IP Management practitioners and academic research on IP Management together

Managing IP Value and IP Risks

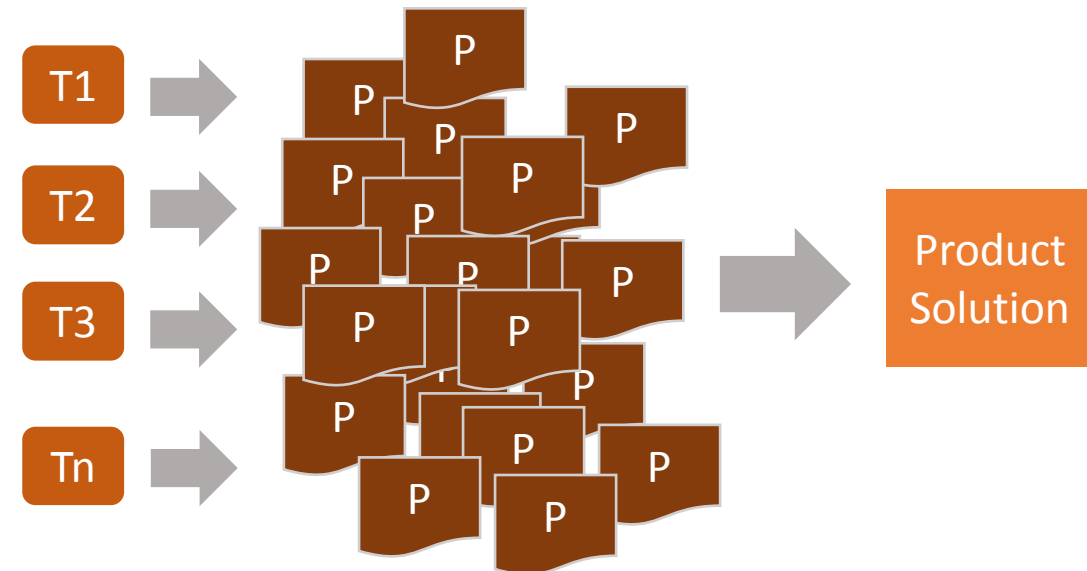
(Log-Normal) Value Distribution
in intangible Asset Portfolios
(empirical studies)



— unmanaged IP portfolio
- - - value based IP portfolio

Reducing Risk = Gain Freedom to Operate (FTO)?

➤ In a Digital World FTO is an Illusion



→ IP Landscaping with IP Risk Management Policies



Conference Schedule

- 09:30 – 10:00 Welcome addresses
- 10:00 – 10:30 First Keynote Lecture (*Prof.* Dietmar Harhoff, Max Planck Institute and University of Munich)
- 10:30 – 12:00 First Panel Session – Managing the strategic value of IP protection
Moderator: Salvatore Torrasi, University of Milano-Bicocca
 - Stuart Graham, Scheller College of Business, Georgia Institute of Technology, Atlanta
 - Tetsuo Wada, Gakushuin University, Tokyo
 - Stephanie van Wermeskerken, Philips
- **12:00 – 13:00 Lunch**
- 13:00 – 14:30 Second Panel Session – Managing the Risk of IP litigation
Moderator: Donal O'Connell, Chawton Innovation Services
 - Bruno van Pottelsberghe, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles
 - Stephan Wolke, Chief Executive Officer at thyssenkrupp Intellectual Property GmbH
 - Georg von Graevenitz, School of Business and Management, Queen Mary University of London
 - Nicola Searle, Goldsmiths, University of London

... followed by

- **14:30 – 15:00** *coffee break*
- 15:00 – 15:30 Second Keynote Lecture (Dr. Torsten Pfeifer, Director Patent Unit Continental Europe, Ericsson)
- 15:30 – 17:00 Third Panel Session – In search for IP management best practices and solutions
Moderator: Martin Bader, University of Ingolstadt
 - Massimiliano Granieri, University of Brescia
 - Claire F. Danielsson, Copenhagen Economics
 - Charles Roger, France Brevets
 - Sergio Lasca, Pirelli
- 17:00 – 17:30 Closing remarks – end of conference

Enjoy the Conference!



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