

## **2019 I3PM Meets Academia Conference**

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

*Sponsored by Zacco*

*Supported by the European Policy for Intellectual Property Association (EPIP) and the Center for European Studies (CefES), University of Milano-Bicocca*

**University of Milano-Bicocca, Italy**

19th November 2019

This conference aims at providing a forum where academics interested in the economics and management of innovation and IP managers can discuss topics that are of critical importance for research as well as business practice.

Although IP protection is crucially important for firm's competitive advantage, especially in technology sectors, many firms do not invest in the protection of their intellectual property and even firms that spend money in legal protection (e.g. patents) show a limited capacity to create and extract value from their investment. This problem is due to a limited attention and effort to integrate IP management with competitive strategy and often results in IP functions of a company being considered by top management as cost centers rather than value adding functions. To increase the firms' awareness and attention to the strategic potential of IP scholars and business practitioners have to demonstrate the value added of legal protection of intellectual property and the conditions that affect such value.

Investment in legal protection like patents can improve the negotiation power of a company vs. other IP owners in potential infringement situations to get access to third party IP under reasonable terms, thus improving the company's freedom to operate. At the same time, patenting does not eliminate the risk of infringement and litigation, which contributes to explain the reluctance of some firms to patent. Understanding the nature and sources of risks associated with patenting as a basis for finding solutions to mitigate such risks is a topic addressed by this conference.

#### **Preliminary Conference Schedule (November 19, 2019)**

9.00 -9.30 Registration

9.30 -10.00 **Welcome addresses**

Peter Bittner, I3PM

Bent Lundsager, Zacco, Copenhagen, I3PM

Salvatore Torrisi, University of Milano-Bicocca

#### **10.00 -10.30 - First Keynote Lecture**

IP value and use (e.g. how to demonstrate value creation by IPR internally) and the risk of litigation.

Dietmar Harhoff, Max Planck Institute and University of Munich

### **10.30-12.00 – First Panel Session – Managing the strategic value of IP protection**

This panel will follow on the issues raised by the first keynote speaker and will concentrate the debate on the conceptualization of IP value and use in different types of organizations and sectors (e.g., complex product industries vs. discrete product industries). A key question for discussion will be about methods (and challenges) for calculating the monetary value of IP (for internal use or for calculation of damages). Even more important for both management scholars and business practitioners is to understand the strategic value of IP. From a practical perspective, this session will address the question how the value added of IP management is perceived within a company and how much it contributes to the top management decision making. The relevance of IP management in many companies is often downgraded by the top management and moved into the legal department rather than being integrated with the corporate or business unit strategy. From this perspective, the discussion should also address the issue where is the proper place for the IP decision making to add value to the firm strategy and how this value can be demonstrated.

Moderator: Salvatore Torrisi, University of Milano-Bicocca

Stuart Graham, Scheller College of Business, Georgia Institute of Technology, Atlanta

Tetsuo Wada, Gakushuin University, Tokyo

Cornelis Schüller, Nestlé

Stephanie van Wermeskerken, Philips

### **12.00-13.00 - Lunch**

### **13.00 - 14.30 - Second Panel Session – Managing the Risk of IP litigation**

This panel session will focus on the risk of IP litigation in different organizations and sectors (e.g., complex product vs. discrete product industries). This session will also discuss on problems in monitoring/landscaping of third party IP, classifying main IP players into risk categories and then defining for each risk category and crafting risk policies to work through the ever increasing patent thickets.

Moderator: Donal O'Connell, Chawton Innovation Services and Imperial College Business School

Georg von Graevenitz, School of Business and Management, Queen Mary University of London

Bruno van Pottelsberghe, Solvay Brussels School of Economics and Management, Université Libre de Bruxelles

Nicola Searle, Goldsmiths, University of London

NN (industry speaker)

Alexandra Cordes, former Head of Strategic IP Initiatives, Global Vice President, SAP SE

### **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**

This session will focus on protection and economic exploitation of IP and the risk of litigation: best practices and solutions in different institutional and technological environments. This session will deal with the difficulty in making IP protection decisions in conditions of high uncertainty, especially at the early stages of IP protection – i.e., at the time when innovators and their IP consultants choose between patenting and other means of IP protection (e.g., trademarks), and when they design their patent portfolios (e.g., choosing the components of complex products that should be patented). Estimating the value added of protection (e.g. the patent premium) early on is challenging but also important to motivate the investment in protection.

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**

#### **Organizers**

- Department of Economics, Management and Statistics (DEMS). DEMS is one of the top-rated Italian departments in Economics, Management and Statistics and it is the recipient of a big competitive funding granted by the Italian Ministry of Universities, Education and Research (MIUR) under the Italian Departments of Excellence Program. The research and teaching area of the Department includes theoretical and applied economics, marketing and business strategy. DEMS faculty members have published in top-tier general and field journals such as American Economic Review, Economic Journal, Annals of Statistics, Journal of Econometrics, European Economic Review, Industrial and Corporate Change, International Journal of Industrial Organization, International Journal of Central Banking, Journal of International Economics, Journal of Technology Transfer, Management Science, Research Policy, Strategic Management Journal and Strategic Entrepreneurship Journal.
- The International Institute for Intellectual Property Management (I3PM) is an association of IP Managers dedicated to promoting the field of IP Management, and thereby to enhance the emergence of a dynamic IP-driven economy. I3PM gathers managers from diverse international corporations and organisations, forming a unique experience pool in the management and realisation of value from immaterial assets. Via its contacts with the academic world, I3PM actively supports the development and spreading of knowledge and best practice in the area of IP Management.

The **program** and the **registration form** for the conference are available on the following website:  
[www.i3pm.org](http://www.i3pm.org).