



Presented by
Management Forum

Building and Managing a Patent Portfolio to Best Support your Business

26 September 2024
+ 4 December 2024

A comprehensive one-day course that takes you through the IP commercialisation process to understand how to make the most of IP within your business.



Format:
Live online



CPD:
6 hours for your records



Certificate of
completion

Course overview

This comprehensive one-day course will take you through the IP commercialisation process and explain how to maximise the IP in your business.

The expert trainers will explain how to meet the challenges of an extensive patent filing programme and how to manage the costs effectively, in order to achieve maximum coverage on minimum budget.

This practical and intense one-day course will take you through preparing a patent portfolio for multinational litigation and managing a portfolio with a view to detecting infringement. Using their extensive knowledge and industry experience the trainers will provide you with strategies to exploit your portfolio, maximising its full potential.

Key topics included in this course include:

- Working as a multinational team to file and prosecute patent application
- Meeting the challenges of an extensive patent filing programme
- Managing a cost-effective patent filing programme
- Achieving maximum coverage on minimum budget
- Preparing a patent portfolio for multinational litigation
- Managing a patent portfolio with a view to detecting infringement
- Strategies to exploit your patent portfolio
- Maximising your patent portfolio

Benefits of attending

By attending this event you will:

- **Gain** practical tips enabling you to build a successful patent portfolio
- **Understand** the multinational aspects of developing and maintaining a patent portfolio
- **Gain** an insight into how other businesses are addressing the issues and pressures facing them
- **Learn** ways to maximise your growing portfolio
- **Hear** top rated speakers outlining the issues and pressures facing industry today
- **Identify** techniques to overcome the issues surrounding managing an existing portfolio

You will also have the opportunity to network with peers facing the same challenges as you in managing or advising on a patent portfolio.

Who should attend?

This course has been specially designed for:

- In-house patent lawyers/agents
- Private practice patent lawyers/agents
- IP lawyers and legal advisors
- Senior patent administrators and paralegals
- Others responsible for managing a patent portfolio

Programme

Introduction

What is a patent portfolio good for?

- Patent protection - general aspects
- Translating innovation into inventions
- Translating inventions into patent applications
- Creation of a patent portfolio
- Maintenance of a patent portfolio

Internal processes and governance

- Budgeting
- IP stagegate/agile models
- Invention disclosure forms
- Patent Committees (who has the authority?)
- Inventors rewards and recognition programmes

Meeting the challenges of an extensive filing programme - Part 1

- Managing the drafting process
- Patent filing strategy
- Selecting territorial coverage
- Managing and understanding patent portfolio information
- Coordinating prosecution of a patent family

Meeting the challenges of an extensive filing programme - Part 2

- Growing a patent portfolio - generation of inventions
- The transition from start-up to multinational
- Outsourcing strategies - what to keep internal / what to externalize
- Working effectively with patent agents and agents' selection
- Monitoring patent agents' performance

Achieving maximum coverage on minimum budget

- Matching patent filing with commercial strategy
- Treatment of higher and lower priority cases
- Keeping your patent portfolio fresh
- External collaborations: How to split the patent rights?

Ensuring quality of a patent portfolio

- Analysing for quality
- Patent portfolio pruning
- Communicating internally about patents

Preparing a patent portfolio for multinational litigation

- Drafting patent applications with litigation considerations in mind
- Identifying territories for your patent filing programme
- Co-ordinating prosecution of patent families across jurisdictions
- Liaison between prosecutor and litigator
- The prospects of settlement

Managing a portfolio with a view to detecting infringement

- Reviewing your patent portfolio
- Watching your competitors
- Infringement hunting

Strategies to exploit your portfolio - extracting value from your patent portfolio

- Connections between patent portfolio management and value extraction
- Processes for optimising value extraction, mapping, ranking systems, claim charting
- Patent licensing and enforcement

Programme

Maximising your patent portfolio - when dreams and budgets collide

- Key takeaways
- Discussion and final questions

Presenters



Olivier Corticchiato

Olivier Corticchiato is an independent intellectual property consultant. He combines strong international experiences in leading IP teams for major global companies. He was until recently European Patent Attorney and Head of Centre of Competence – Patent Oppositions at Nestlé, and before that he was at Proctor & Gamble. His speciality areas include patent, IP, IP portfolio, design rights, EPC, European Patent Convention, contracts, confidentiality, oppositions, litigation, valuation, appeal, agreements, R&D, business development, litigation, IP M&A and IP due diligence.

His extensive experience in IP, R&D, consumer understanding and IP M&A, means Olivier is legitimate at operating in the inner circle of IP-Legal, and innovation/R&D, business/marketing.

He acquired the experience of people management in his various R&D and IP positions and attaches importance to shaping organizations to match the business objectives. Developing strategies, sharing and advising organizations in the field of R&D and intellectual property have become his fundamental direction.

He says: *"Intellectual Property is not an island of obscure and boring legal rights - Intellectual Property rights are dynamic assets that companies must extract value from, primarily by securing competitive advantage over time"*.



Simone Frattasi

Simone Frattasi is a European Patent Attorney and a Telecom Engineer with a Diploma in IP Business Administration from CEIPI/University of Strasbourg and a PhD in Wireless, Mobile Communications. He is currently serving as the Head of Global IP at MAERSK, which, under his lead, won the Gold Award for 'Best IP Department Nordics' by Leaders League in 2022 and 2023. Prior to this role, he was the Head of the Patent Department at Sony Mobile Communications in Sweden. His expertise also includes working as a Patent Attorney at two Danish IP consultancy firms. In addition to his professional achievements, Simone has been an entrepreneur, having co-founded and served as CTO and COO for two start-up companies. Notably, he has represented Sweden in the ISO standard 'Innovation Management System, Guidelines for IP Management'. Moreover, he is the main author of the book: '[Patent Portfolio Management: A Practical Guide](#)' (Edward Elgar Publishing, 2023). He received the recognitions as Finance Monthly's IP Adviser of 2023 in Denmark, Managing IP's Top Twelve Europe's In-House IP Leaders of 2023, and Managing IP's Corporate IP Star in 2022 and 2023.

Course dates

26 September 2024

Live online

09:00-17:30 **UK (London)** (UTC+01)

Course code 14204

GBP ~~499 599~~

EUR ~~719 859~~

USD ~~814 970~~

Until 22 Aug

4 December 2024

Live online

09:00-17:30 **UK (London)** (UTC+00)

Course code 14205

GBP ~~499 599~~

EUR ~~719 859~~

USD ~~814 970~~

Until 30 Oct

How to book



Online:

ipi.academy/1732

Alternatively contact us to book, or if you have any queries:



Email:

info@ipi.academy



Phone:

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Discounts

- Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

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For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI
Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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