



Presented by
Management Forum

IP Department Roadmap

16 June 2025 / 18-20 June 2025

This course provides a step-by-step, matrix-based methodology with a top-down and cross-functional approach to design an IP department roadmap



Format:
Live online



CPD:
12 hours for your records



Certificate of completion

Course overview

Is your IP department “stuck” in a current model which reaches its limits in terms of growing workload (internally and from recent acquisitions), change of business strategy, or change of management?

You are not the only ones. Prioritisation of IP department resources to further align with the business has been a recurring challenge for those in charge of the IP function, regardless of the department size. Again in KPMG's 2021 report “Protecting Value” (a survey among 160+ IP departments from global companies in Europe and USA), proactive advice to internal clients (R&D, marketing, management) is the top priority while cost optimisation is the second reality although case workload keeps growing. Most frequent questions from CEO and executives: *do we use the right resources for the right activities? Can we achieve the same IP protection level in a different way? Is there a more optimum model budget-wise?*

The aim of the course is to design an IP department roadmap. This is not a plan for a specific technology, product or business segment of your company; instead, an IP department roadmap focuses on which IP activities for your team are essential in the short- and longer-term for the business to ensure that the “right IP resources” are allocated to the “right place” and at the “right time”.

To this end, this course provides a step-by-step, matrix-based methodology with a top-down and cross-functional approach to design an IP department roadmap. This practical methodology helps analyse the current business context of a company, define the right level of IP support for the business, and find a new dialog with CEO and CFO when it comes to budget and resources.

This course is not an extensive lecture about theoretical concepts or a long list of what the IP department should ideally do in a hypothetical future. Instead, the course is 100% based on insights gained from actual practice; it provides tools, dashboards and empirical thinking directly applicable to participants' environments. During the course, participants will experiment a mix of teamwork exercises (one extensive case study, see below, applied to the methodology) and group discussions on key aspects such as categorisation, business scoring, IP scoring, transition, resources and budget.

Case study.

The Executive Committee of the company GEC is preparing a new strategy plan for 2022-2025. During the previous plan, IP budget has been reduced for cost-savings reasons: 1/3 of the portfolio has been abandoned. During the same period, competition became more aggressive, resulting in erosion of GEC's market share and GEC being forced to redesign new product generation due to blocking IP from the competition. GEC also faces challenges internally: GEC technologies are mature (mostly obsolete) and are competing against each other for the same applications. The Executive Committee of GEC is ready to put IP back on their agenda and take measures to close the IP gap with competition by 2025.

In the pre-reader, participants will receive: GEC strategy plan for 2018-2021; 2020 revenues and margins for GEC per product and technology; Market projections for 2025; and Current IP portfolio analysis per product and technology.

Participants should count for 1-2 days of preparation before the course to get familiar with the facts of the case study.

Who should attend?

- IP Directors, IP managers or the like
- Patent attorneys representing SMEs with no/limited in-house IP department
- Ideal approach for newly appointed IP directors to better understand the business and management
- Also ideal for those aiming at repositioning the IP department away from ad hoc

Programme

Day 1

Session 1

- Introduction
 - Overview of the methodology "IP department roadmap" step by step
 - Introduction to case study
- Case study "HEC 2025 (Part A)"
 - Team presentations
 - Group discussion
- Collect key documentation: strategic plan, innovation roadmaps, quarterly business reviews and other management documents
- Identify key areas where the company is active today (sales and margins) and tomorrow (growth)
- Identify business/management goals. Determine how IP can support the realisation of these goals
- Prepare interviews with executives to review key areas and goals, and how they see the role of IP

Coursework

- **A first excel file (2021 HEC revenues per key area) is provided after session 1**
- **Delegates should schedule about 45-60 min between sessions 1 and 2 to review/discuss with their teams**

Day 2

Session 2

- Case study "HEC 2025 (Part B)"
 - Team presentations
 - Group discussion
- Design a business scoring based on sales, margins and growth (strategic areas)
- Score the key areas. Business review per area (business goals, technology, market, competition)
- Design IP-business models. Reflect on IP department activities to support the IP-business models

Coursework

- **A second excel file (HEC IP portfolio with mapping per key area) is provided after session 1**
- **Delegates should schedule about 45-60 min between sessions 2 and 3 to review/discuss with their teams**

Day 3

Session 3

- Case study "HEC 2025 (Part C)"
 - Team presentations
 - Group discussion
- Company's current IP Portfolio: data collection and consolidation
- Design an IP scoring based on scope, strength and IP-business models
- Assessment of the portfolio against the key areas
- Integrated technology portfolio with innovation roadmaps and product development plans
- Link to IP department activities today

Coursework

- **Between sessions 3 and 4, each team will prepare a short assignment**
 - **expected duration: 60-90min**
- **At the beginning of session 4, they will present it followed with a group exercise**

Day 4

Session 4

- Case study "HEC 2025 (Part D)"
 - Team presentations
 - Group discussion
- Compare current IP and goals (matrix, Excel)
- Identify gaps and generate/identify (new) IP department activities
- Current allocation of IP department resources
- Scenarios for future activities and allocation of resources. Reallocation, new hires, outsource?
- Co-construction workshop: prioritisation, impact, feasibility
- Budget benchmark and arguments to CFO away from cost reduction or historical approach
- Finalise the IP Department roadmap (scenarios, resources, budget allocation/split)
- Final wrap-up

Presenter



Arnaud Gasnier



Arnaud Gasnier is founder and CEO of Patentopolis BV. With 20 years experience in IP, he has practiced globally in various IP (patents, trademarks) departments and in various leading roles (Patent Attorney, Licensing Associate, Portfolio Manager, Associate General Counsel) for Swatch, Philips, adidas and Dutch contract research organisation TNO.

In 2004-2008 he carried out a PhD research project (sponsored by the European Patent Office) on IP management (strategies and tactics, performance measurement, effective in-house interventions). Arnaud is a regular speaker at international conferences and the author of 'The Patenting Paradox'.

He holds a Master of Science in physics, a Master of IP law from a US law school, and an Executive MBA from London Business School. He is also a qualified European Patent Attorney. In 2015, 2016 and 2017 Patentopolis and Arnaud won IP Awards for best IP management, attributed by Acquisition International based on a survey among professionals in the industry. A practical and creative thinker with a multi-disciplinary mind-set, Arnaud enjoys working across borders in terms of disciplines and cultures, and assisting established firms, SMEs and ventures with fostering value creation and capture with IP for long-term benefits and growth.

Find out more about Patentopolis [HERE](#).

Course date

**16 June 2025 &
18-20 June 2025**

(Non-consecutive days)

Live online

12:30-16:30 **UK (London)** (UTC+01)

Course code 14786

GBP **1,399**

EUR **1,959**

USD **2,239**

How to book



Online:

ipi.academy/2552

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



Email:

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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

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