



Presented by  
Management Forum

# Collaborative IP Management: Bridging In-House and Outside IP Counsel Practices

15 November 2024

+ 14 March 2025, 27 June 2025, 4 November 2025

This course explores collaborative IP management between in-house and external lawyers to achieve better results for your business.



**Format:**  
Live online



**CPD:**  
6 hours for your records



Certificate of  
completion

# Course overview

**This intensive one-day course has been designed to provide participants with a comprehensive understanding of collaborative IP management practices.** By attending this course, participants will be better equipped to navigate the complexities of IP management and create more powerful collaborations with external IP counsel to achieve their goals.

The program covers essential topics such as the evolution of IP management, the dynamics between in-house and external IP counsel and practitioners, and the integration of technology in collaborative IP management.

Some of the key topics covered include:

- **The evolution of IP management practices:** understanding the transition from traditional to collaborative IP management, and the importance of this shift for businesses today.
- **Management of external IP counsel by in-house IP counsel, and vice versa:** exploring effective strategies for outsourcing, tendering processes and effective collaboration.
- **Leveraging technology for collaborative IP management:** using IP tools and platforms for enabling collaboration and streamlining IP operations

The expert trainers will share their wealth of knowledge and experience to bring this subject to life and to give you the tools to succeed. There will also be time during the course for you to ask your specific questions.

## Benefits of attending

By attending this course you will:

- **Gain** in-depth knowledge of traditional and new IP management practices
- **Learn** from industry experts about the latest trends and best practices in collaborative IP management
- **Get to grips** with framework agreements and standard operating procedures
- **Explore** the benefits of insourcing vs outsourcing
- **Acquire** actionable insights and tools for managing in-house/outside IP counsel
- **Understand** the best mechanisms for monitoring and evaluating progress
- **Consider** the challenges of brand protection, data security and confidentiality

## Who should attend?

This course has been specially designed for:

- Chief IP officers/Heads of IP
- Patent directors and managers
- Patent lawyers - in-house and private practice
- Patent agents, engineers, searchers and trainees
- IP strategists
- IP risk managers
- IP litigation attorneys
- IP lawyers

# Programme

## Introduction to the day

### Introduction to collaborative IP management

- Evolution of IP management practices
  - Overview of traditional IP management practices and their limitations
- Transition to collaborative IP management practices
  - Definition and core principles
  - Importance in contemporary business environments
  - Challenges
  - Roles and responsibilities of in-house and external IP counsel

### Management of outside IP counsel by in-house IP counsel: Part 1

- Insourcing vs. outsourcing
- Outsourcing architectures
- Data-driven tendering processes for selecting outside IP counsel
- Framework agreements
- Standard operating procedures, quality guidelines, invoicing instructions

### Management of outside IP counsel by in-house IP counsel: Part 2

- Surveys
- Tracking tools for evaluating outside IP counsel
  - Working example
- Feedback mechanisms for continuous improvement
- Regular status meetings and collaboration days

### Management of in-house IP counsel by external IP counsel

- Understanding the business
  - Addressing language and cultural barriers in international collaboration
- Establishing Effective Communication Channels
  - Establishing reporting mechanisms
  - Establishing regular touch points
- Managing expectations

### Leveraging technology for collaborative IP management

- Online brand protection
- Domains management systems
- IP management systems
- Collaboration platforms
- Data security and confidentiality considerations

### Summary and final questions

- Key takeaways

# Presenters



**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, 2023 and 2024. 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 one of AIM Strategy 300: The World's Leading IP Strategists of 2024, Finance Monthly's IP Adviser of 2023 in Denmark, Managing IP's Top Twelve Europe's In-House IP Leaders of 2023 and 2024, and Managing IP's Corporate IP Star in 2022 and 2023.



**Anders Isaksson**

**Anders Isaksson**, is a European Patent Attorney and a European Design Attorney at AWA. He works mainly within the fields of medical devices, electronics and software. He has particular experience in the areas of MedTech, packaging, sportswear and imaging. Anders has worked with all aspects of patent prosecution including national, European, US and Patent Cooperation Treaty (PCT) as well as prosecuted world-wide patent portfolios for single inventors to large companies. He also deals with designs and has some experience of trade secrets and other IPR's.

Anders has previous experience as a patent consultant in private practice from his former employments in Sweden and Denmark as well as running his own boutique firm. Anders has also worked as a software and hardware engineer at a startup in Lund as well as a technical consultant.

For a couple of years he also worked for one of AWA's clients from the packaging industry at their Lund and Modena sites. He gained extensive experience in patent portfolio management, application drafting and prosecution, patent due diligence work, reviewing IP agreements and infringement analyses.

Anders has a Master of Science degree in Biomedical Engineering as well as in Electrical Engineering. His in-house experience combined with his diverse background provides him with a unique ability to understand a client's commercial needs and adapts the intellectual property needs accordingly.

# Course dates

15 November 2024

Live online

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

Course code 15368

GBP ~~499 599~~

EUR ~~719 859~~

USD ~~823 979~~

Until 11 Oct

14 March 2025

Live online

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

Course code 15369

GBP ~~499 599~~

EUR ~~719 859~~

USD ~~823 979~~

Until 07 Feb

27 June 2025

Live online

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

Course code 15370

GBP ~~499 599~~

EUR ~~719 859~~

USD ~~823 979~~

Until 23 May

4 November 2025

Live online

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

Course code 15371

GBP ~~499 599~~

EUR ~~719 859~~

USD ~~823 979~~

Until 30 Sep

## How to book



Online:

[ipi.academy/2960](https://ipi.academy/2960)

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



Email:

[info@ipi.academy](mailto:info@ipi.academy)



Phone:

[+44 \(0\)20 7749 4749](tel:+442077494749)

## 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](https://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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