



7th ipCG Thought Leadership Conference

“Creating Business Advantage with IP”

November 4-6, 2009
Stowe, VT

KEY QUESTIONS THAT WILL BE ADDRESSED

How do organizations build IP awareness?

What is needed for an organization to prioritize IP as a business issue?

What best-practice processes are available for IP strategy execution?

How can IP be used to create business advantage?

For the 7th consecutive year, executives from a variety of industries will come together to discuss intellectual property (IP) strategies that help to grow their businesses and gain an edge.

This year's conference will focus on taking steps towards raising your company's awareness of intellectual property, prioritizing and managing your IP, growing its value - ultimately “Creating Business Advantage with IP.”

Space is limited to 50 attendees. Register at www.ipcg.com.

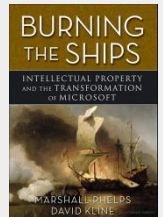
Keynote Speaker:



Marshall C. Phelps, Jr.

Corporate Vice President for IP Policy & Strategy, Microsoft Corporation

Co-author of “Burning the Ships – Intellectual Property and the Transformation of Microsoft”



IP Wins
IP Champion

Aware of IP

Witness Events and Importance of IP

- IP Crisis
- IP Envy
- Losing Market Share
- Weak IP or Processes

Prioritize IP

Make IP a Critical Business Issue

- IP Assessment
- IP Strategy
- IP Education
- Opportunity Definitions

IP Wins
IP Mandate

Manage IP

Install Repeatable IP Business Processes

- IP Investment
- Process Integration
- Teams & Workflows
- Metrics & Rewards

Supported by IP Experts

Automated with Tools

IP Wins
IP Execution

Grow IP Value

Create Business Advantage with IP

- Competitive Advantage
- Transaction Leverage
- Brand Protection
- Licensing Revenue

Lead with IP

“After a decade of research, we are using this framework across hundreds of companies and see it produce significant value.”

John Cronin, Managing Director & Chairman, ipCapital Group



7th ipCG Thought Leadership Conference Agenda

Intellectual property experts from eight major corporations have agreed to speak at this year's conference. Speakers will include representatives from Church & Dwight Company, Inc., Dow AgroSciences, Masco Corporation, Microsoft Corporation, Nestlé Corporation, Shell Global Solutions (US), Inc., USAA, and Vonage Corporation.

Register online at www.ipcg.com. Space is limited to 50 attendees to encourage casual, collegial exchange. You don't want to miss this opportunity, so be sure to mark your calendar. Additional information will be available soon at the above link.

We were very pleased to announce a new location last year: the new and stunning [Stowe Mountain Lodge](#)

Wednesday, November 4:

- 3:00-6:00pm Registration and Resort Check-In
- 6:00-7:00pm Wine & Vermont Artisan Cheese Reception (Terrace)
- 7:00-8:30pm Welcome Dinner (Tamarack Ballroom A&B)

Thursday, November 5:

- 7:15-8:30am Networking Breakfast
- 8:30-8:40am Welcome and Opening Remarks
Robert McDonald,
Managing Director & President, ipCapital Group
- 8:40-10:00am Introductions and "Creating Business Advantage with IP"; Where is Your Organization on This Continuum?
Nancy Edwards Cronin,
Principal Partner, ipCapital Group
- 10:00-10:30am Networking and Refreshment Break
- 10:30-12:00pm "Fostering Internal Support for IP Initiatives"
Marshall C. Phelps, Jr.,
Corporate Vice President for Intellectual Property Policy & Strategy, Microsoft Corporation
- 12:00-12:45pm Networking Luncheon

Thursday, November 5 (cont'd):

- 12:45-1:15pm Luncheon Presentation "Leveraging a Global Community to Improve IP Position"
Paul DiGiammarino,
Chairman, Advisory Board, Article One Partners
- 1:15-2:15pm "Creating a New Paradigm in IP Management"
Kurt Rogers,
Chief Legal Officer, Vonage Corporation
- 2:15-3:15pm "IP Management, an Integrative Framework at Masco Corporation"
Gary Yezbick,
VP Innovation and Sustainability, Masco Corporation
- 3:15-3:45pm Networking and Refreshment Break
- 3:45-4:45pm "Creating IP Awareness in a Product Development Company"
Paul Siracusa,
Executive Vice President, Global Research & Development, Church & Dwight Company, Inc.
- 4:45-5:45pm "Driving IP Management within Existing and New Business; Speeding, Rest Areas, Speed Bumps & Open Highway"
Lynn Zettler,
Intellectual Capital Manager, Dow AgroSciences
- 5:45-6:15pm Break
- 6:15-7:15pm Cocktails
- 7:15-8:45pm Dinner (Tamarack Ballroom A&B)

Friday, November 6:

- 7:15-8:10am Networking Breakfast
- 8:10-9:10am "Integrating IP & Business Processes for Management"
Terry Adams,
Assistant Vice President, Technology IP Management, Nestlé Corporation
- 9:10-10:10am "Becoming an IP Champion"
Victor Pascucci III,
Assistant Vice President, USAA
- 10:10-10:30am Networking and Refreshment Break
- 10:30-11:30am "Realizing IP Value in a Global Market"
Charles "Chase" Anstead,
Intellectual Asset Development Manager, Shell Global Solutions (US), Inc.
- 11:30-12:30pm "The Impact of a Post Downturn Economy on IP Strategy"
John Cronin,
Managing Director & Chairman, ipCapital Group
- 12:30-1:15pm Networking Luncheon
- 1:15-1:45pm Luncheon Presentation "Innovation & IP Processes: A Concurrent Future"
Brad Goldense,
President, Goldense Group, Inc.