

## ipCapital Group Hosts 6<sup>th</sup> Annual Thought Leadership Conference: *Connecting IP and Business Strategy*

*Connecting IP and Business Strategy*, the 6<sup>th</sup> ipCG Thought Leadership Conference, was held at Stowe Mountain Lodge in Stowe, Vermont, November 5-7, 2008.

How do you connect IP and business strategy? To answer this question, speakers from a variety of industries shared their experiences and facilitated discussions about IP management and innovation strategies that grow their businesses. The interactive conversations considered the connection between IP, market forces and open innovation among some of today's leaders in IP management.

### Corporate Participants:

Academy IP Corporation	Future Path Development Group	Open Invention Network
Achates Power	Goldense Group	pico-tesla Magnetic Therapies
Advanced Liquid Logic	Goldman Sachs & Co.	Primal Fusion
Allied Security Trust	innoPad	RPX Corporation
Allstate Insurance Company	Intellectual Ventures	Ricoh Innovations
Anaqua	Kraft Foods	Rite-Hite Corporation
Brody Berman Associates	Masco Corporation	Schlumberger
Casella Waste Management	Microsoft	Thomson Reuters
Chadbourne & Parke	Motorola	Unity Mutual Life Insurance Company
Church & Dwight	Mohawk Industries	VirnetX Holding Company
C&S Operations	Nestec, Ltd	
Dow Chemical	Nestlé Corporation	

### Conference Framework:

Nancy Edwards Cronin, Principal Partner of ipCapital Group, opened day one of the conference with **Why Connect IP and Business Strategy**. Her discussion compared the working parts of a gyroscope to the forces at work both inside and outside of a company that, when coordinated well, can dramatically affect the success of efforts around IP development, management and monetization.

### Presentations:

#### **Thursday, November 6<sup>th</sup>**

##### **IP Metrics for Corporate Management**

Terry Adams, Assistant Vice President, Technology & IP Management for Nestlé Corporation

##### **IP Strategy Tactics in a Down Economy**

Chris Rose, Senior Manager, ipCapital Group

##### **A Case Study: Raising IP Awareness Within Masco Corporation**

Thom Nealssohn, Manager of Innovation, Masco Corporation

##### **A Case Study: Balancing IP Development (and everything else) in an Early-Stage Company**

Allen Braswell, Owner, pico-tesla Magnetic Therapies, LLC

##### **The Evolution of IAM at Dow Chemical; Managing to Avoid IP Crisis**

Bruce Story, Former Senior Director at Dow Chemical Company

##### **Balancing Conflicting Economic Interests in an IP Transaction**

Rachael Schwartz, Senior Manager, ipCapital Group

### **Lessons Learned from an IP Asset Sale**

John Ciannamea, President, Academy IP Corporation

### **Developing and Using IP in an Industry New to IP**

John Squires, Vice President, Chief Patent Counsel and Associate General Counsel at Goldman Sachs & Co.

### **Panel Discussion: Connecting Strategy to IP Process**

Moderated by Kate Shore, Consulting Manager, ipCapital Group

Panelists:

Bill Barrett, Vice President of Intellectual Property, Advanced Liquid Logic, LLC

Lynn Dann, Intellectual Capital Strategist, Motorola, Inc.

Mark Ramberg, IP Strategy Director, Platforms Business Management, Microsoft Corporation

### ***Friday, November 7<sup>th</sup>***

### **If You Say IP Strategy and I Say IP Strategy, Why Don't They Mean the Same Thing?**

John Cronin, Chairman and Managing Director of ipCapital Group

### **Open Invention Networks' IP Strategy to Protect the Future of Linux**

Keith Bergelt, CEO, Open Invention Network

### **Grow Revenue, Profit & Assets: Drive Innovation & Glean IP**

Brad Goldense, President, Goldense Group

### **Panel Discussion: Patent Holding Companies: Creating Strategic Advantage?**

Moderated by Bruce Berman, President of Brody Berman Associates

Panelists:

Dan McCurdy, CEO of Allied Security Trust

Geoffrey Barker, Co-CEO, RPX Corporation

Kevin Barhydt, Director of Acquisitions, Intellectual Ventures

### **When to Utilize a Particular Software Tool and the Challenges of Getting Others to Use the Software**

Moderated by Douglas Roth, Senior Manager, ipCapital Group

Panelists:

Paul DiGiammarino, President of Anaqua, Inc.

Greg Waite, President & CEO, Future Path Development Group, Inc.

### **Participant Feedback:**

- ***"You should really hold this twice a year"***
- ***"We don't know what else you could possibly add to this conference to make it better"***
- ***"Outstanding!"***
- ***"The 2008 ipCG Thought Leadership Conference broadened my perspective on what it takes to develop IP strategy."***
- ***"I learned that the intersection of strategy, strategic planning, innovation and intellectual property is dramatically intensifying as a business tool for all aspects of the business cycle; there is now an IP strategy for each business cycle."***
- ***"I learned about ways to make IP processes easier for management to understand."***
- ***"The conference was superlative. Best I've been to in many years."***

**The 2009 ipCG Thought Leadership Conference will take place November 4-6 in Stowe, Vermont.**

**[About ipCapital Group:](#)**

Since 1998, ipCapital Group has maximized financial results for organizations that seek to develop and execute IP strategies, strengthen and monetize IP portfolios, and establish and implement IAM practices. We have an interdisciplinary team trained in business, law, marketing, research and product development that provides a systematic and comprehensive view of the full lifecycle of IP, from creation to monetization to retirement.

**CONTACT**

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