

**REGISTER TODAY TO AVOID DISAPPOINTMENT!**  
Each Workshop is strictly limited to a maximum of 50 delegates!

**“We immediately re-organized our IP / know-how and Trade Secret strategy within the company”**

Feedback from October 2009 Workshop

Electronics

Knowledge Transfer Network

An Exclusive Workshop designed especially for Technology Companies

Led by IBM's former 'Top Inventor' and IP Expert John Cronin

£50 for Members of the EKTN. £100 for Non-Members

# Leveraging Open Innovation through Intellectual Property while raising value in your growing High-Tech Company with John Cronin (USA)

Learn how to use disciplined, cost-effective and unique Intellectual Property (IP) Management Approaches

Due to the overwhelming success of October's oversubscribed event, IBM's former 'Top Inventor' John Cronin returns to deliver this exclusive Workshop

25th January : Cambridge  
26th January : Oxford

27th January : Newcastle  
28th January : Edinburgh

To guarantee your place, register online today at:

[www.regonline.co.uk/leveraging\\_open\\_innovation](http://www.regonline.co.uk/leveraging_open_innovation) >>

**pureinsight**

Delivered by Pure Insight on behalf of the EKTN

Electronics KTN, 10-12 Russell Square, London, WC1B 5EE  
+44 (0)208 144 0880 | [www.electronics-ktn.com](http://www.electronics-ktn.com)

# Led by IBM's former 'Top Inventor'...

This Workshop is being held in Cambridge, Oxford, Newcastle & Edinburgh.  
SEE REGISTRATION PAGE FOR DETAILS

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## An Exclusive Workshop on the Secrets to Successful IP Management

Many high-tech companies rely on partnerships (suppliers, large customers, others) to make their innovations come to light. In some cases these partnerships are simple open innovation type agreements where others are more complex. In most cases Intellectual Property(IP) becomes an issue. Many high-tech companies fail to leverage their IP in setting up the agreements and further, many high-tech companies don't realize that one of their most important aspects becomes IP.

Also, many of the most innovative high-tech companies fail to fully capitalize on their intellectual assets because they do not create, manage and leverage their intellectual property (IP) strategically. The common ad hoc processes for IP management capture only a small fraction of a company's valuable intellectual assets, leaving little that can be leveraged strategically to generate business value.

The processes we will discuss have been extracted from the World's IP experts over the last 20 years and made efficient for implementation. The process starts with developing a visual representation of your unique business landscape, which is used to extract, map, and analyze your IP against the relevant competitive IP. From the landscape, the IP strategist defines the desired "IP end-states" and "IP tactics" that should be used to execute a powerful IP strategy.

When installed in your company, these processes improve and communicate your competitive advantage, demonstrate your IP protection, enhance brand, define licensing opportunities, and maximize your position in any transaction.



**IP is almost always created in an *ad-hoc, non-systematic way* and never truly satisfies the external innovation partnerships needed for sustainable growth through the use of IP**

**Very specific and relevant. Presented materials that I've not seen elsewhere**

Grant Coupland,  
ColepCCL

### Are These Questions Applicable to Your Business?

By attending you will understand and be able to use a set of industry proven processes to create external innovation partnerships that create sustainable product opportunities through IP. Attend if these have resonance to your business...

- 1** Are you actively engaged in open innovation, or do you plan to use open innovation in the near future to further your business?
- 2** Do you understand all of the critical IP opportunities and risks before, during, and after your open innovation partnerships?
- 3** Have you negotiated and contractually agreed on how all the possible IP issues will be handled during and after the partnership?
- 4** Do you have a specific strategy to maximize your IP position in the partnership?

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# An Exclusive Workshop designed to meet the needs of Technology Companies

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## What Will Be Covered

- 1** Gain understanding of the relationship between Innovation and IP
- 2** Learn how Open Innovation is affected by a solid understanding of IP
- 3** A review of the most common ad-hoc IP management practices found
- 4** An overview of the more systematic, cost effective IP management process for high-tech companies
- 5** Specific processes explained:
  - a. Landscape and mapping
  - b. IP Strategy
  - c. Invention on Demand
  - d. Master Disclosure
  - e. IP Strengthening
  - f. IP Story for leveraging
- 6** Understanding how to connect the value of your company to your IP
- 7** Extra issues that you need to know about:
  - a. Fire-walling IP for assistance in foreign deals
  - b. Effective Use of NDA for leverage in discussions
  - c. The IP Scan Process for collecting all your human capital
  - d. Valuation of IP to understand how to determine economic value of your IP

## How To Register

- Online**  
[www.regonline.co.uk/leveraging\\_open\\_innovation](http://www.regonline.co.uk/leveraging_open_innovation)
- Phone** +44 (0)208 144 0880
- Post** Electronics KTN, 10-12 Russell Square, London, WC1B 5EE, UK

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## About the Workshop Leader



**John Cronin is Managing Director and Chairman of ipCapital Group. Capitalising on a lifelong study of creative and inventive thinking processes, business strategy development, and transaction negotiations, John was at IBM for 17 years, was credited with being the Company's top inventor - with over 100 patents and created and ran the prestigious IBM Patent Factory.**

John founded ipCapital Group and created a system methodology which is used for; extracting and documenting invention, identifying opportunity and risk, driving transactions to completion and creating significant market value from IP.

Over the years, he has become a respected thought leader among executives aiming to align business issues and IP and to translate strategies into actionable financial results. John is also considered one of the leading IP Strategists in the world as well as one of the top licensing brokers. John holds a BSEE, an MSEE, and a BA degree in Psychology from the University of Vermont. Additionally, John is a member of the Advisory Board for InnoPad, Primal fusion and a Board of Director at Velco and ADI.



## The Venues

Repeated in four separate venues. Simply attend the workshop at the location most convenient to you.

### 25th January **ARM**

#### ARM, Cambridge

ARM Ltd, 110 Fulbourn Road  
Cambridge, CB1 9NJ, United Kingdom

### 27th January **inex**

#### The Beehive, Newcastle

Newcastle University, NE1 7RU,  
United Kingdom

### 26th January **SEEDA**



#### Oxford Instruments, Oxford

Tubney Woods, Abingdon, Oxfordshire,  
OX13 5QX, United Kingdom

### 28th January **wolfson**



#### Wolfson Microelectronics, Edinburgh

Westfield House, 26 Westfield Road,  
Edinburgh, EH11 2QB, United Kingdom

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