



## IAM Process Course

# “Creating *Higher Value IP*”

10am - 4pm

November 3<sup>rd</sup>, 2010, Stowe, VT

Bruce Story, Senior Advisor

### KEY TOPICS

Value of “Business-Driven” IP Strategy

IP Strategy Development

IP Strategy Implementation Processes

Planning and Motivating

Creating and Acquiring

Documenting

Reviewing

Protecting

Extracting Value and Measuring

Sustaining Implementation Processes



**Bruce Story** is a Senior Advisor at ipCapital Group with sixteen years of experience developing and implementing global intellectual asset management

processes used to create and protect intellectual property. He is leveraging his experience to help clients meet the challenge of managing IP in an increasingly global competitive environment.

Space is limited to fifty attendees. Register at:

[www.ipcg.com/?file=ipcgconference](http://www.ipcg.com/?file=ipcgconference).

Approved for 5 CLE Credit Hours.

Business Drivers

IP Strategy Development

Processes Engineering

IP Strategy Implementation