

Good Ideas, Great Ideas, Valuable Information and Technology:  
Have you identified and protected them?  
Know how to maximize their value?

***“IP Strategy and Building Company Value”***

A workshop for area businesses on the subject of intellectual property and strategy. Hosted by Greater Burlington Industrial Corporation (GBIC) for area businesses.

Many companies have a business strategy, fewer companies have an IP strategy, and even fewer companies integrate their IP strategy with their business strategy in a way that builds significant company value.

**Agenda:**

- The basics of an IP strategy, including consideration of how to develop and protect IP in a cost-effective manner;
- How an IP strategy can be integrated with a business strategy;
- How to make money or create value in your company using an IP strategy;
- Interesting case studies and approaches to implementing an IP strategy to enhance company value.

**Presenters:**

Larry Meier, Director and Chair of the Intellectual Property Practice at Downs, Rachlin and Martin PLLC;

Nancy Edwards Cronin, Principal Partner, ipCapital Group, Inc.; and

Mark Blanchard, Technology Development & Commercialization Advisor, Vermont Small Business Development Center.

**Tuesday, April 7 2:00 to 5:00 PM** at the Windjammer Conference Center, South Burlington.

Admission is free but attendance is limited and registration is required.

To register contact Curt Carter at [curt@vermont.org](mailto:curt@vermont.org). or call GBIC at 862-5726.