

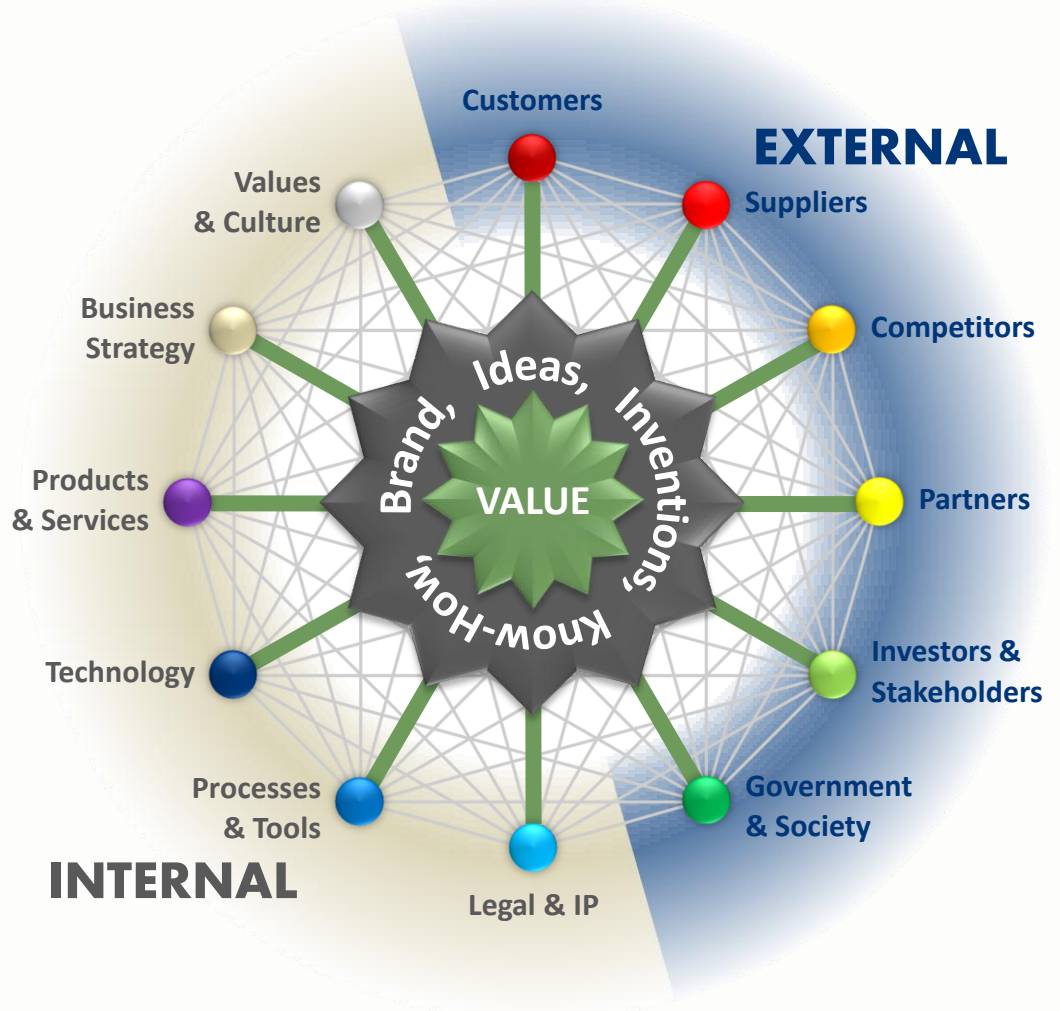
# 9<sup>th</sup> ipCG Thought Leadership Conference

## Connectovate<sup>SM</sup>: Innovate Across Connections to Create Value

November 2-4, 2011

The most successful modern businesses have established repeatable processes for **connecting intellectual assets** to their internal and external business environments.

This year's conference will focus on how to **identify** and **strengthen** these **connections** to create **greater business value**.



Special guest speaker **Jennifer C. Wolfe, Esq., APR, SSBB**, author of "[Brand Rewired](#)," will explore the shift from traditional research-and-development innovation to a Brand Rewired approach of innovating. This approach optimizes the brand creation process and intersects strategic thinking about intellectual property without hindering creativity.



Keynote speaker **Marshall C. Phelps, Jr.** is a Board Member at ipCG. Mr. Phelps is currently an advisor to a number of companies including Microsoft, Waggener Edstrom and Viral Genetics, and serves five other boards of directors. In 2006, he was elected to the initial class of the Intellectual Property Hall of Fame.

November 2 – 4, 2011

Stowe Mountain Lodge

Stowe, Vermont

For more details and registration go to: <http://www.ipcg.com/?file=ipcgconference>



## 9<sup>th</sup> ipCG Thought Leadership Conference Agenda

The theme of this year's conference will be finding the right connections. This task is one of the biggest business challenges and greatest opportunities for value creation. The most successful modern businesses have established repeatable processes for connecting intellectual assets to their internal and external business environment.

Space is limited to 50 attendees to encourage casual, collegial exchange.

Once again, this year's conference will take place at the new and stunning [Stowe Mountain Lodge](#)

### Wednesday, November 2:

- 3:00-6:00pm Registration and Resort Check-In
- 6:00-7:00pm Wine & Vermont Artisan Cheese Reception
- 7:00-8:30pm Welcome Dinner

### Thursday, November 3:

- 7:15-8:15am Networking Breakfast
- 8:15-8:20am Welcome and Opening Remarks  
*Robert McDonald*  
Managing Director & President  
ipCapital Group
- 8:20-9:15am "Connectovate<sup>SM</sup> to create Business Value"  
*John Cronin*  
Managing Director & Chairman  
ipCapital Group
- 9:15-10:15am Individual Introductions & "How Does Your Organization Connectovate<sup>SM</sup>"  
*Nancy Edwards Cronin*  
Principal Partner  
ipCapital Group

10:15-10:45am Networking and Refreshment Break

10:45-11:45am "Brand Rewired"  
*Jennifer Wolfe, Esq.*  
Invited Guest Speaker

11:45-12:45pm "Creating Value by Connecting Customers to Our Business Strategy to Improve Products & Services"  
*Jonathan Hollow*  
Director of Innovation and Strategy  
Business Link

### Thursday, November 3 (cont'd):

- 12:45-2:00pm Networking Luncheon
- 2:00-3:00pm "Spurring Open Innovation with IP Tools & Connecting the Results to Stagegate<sup>SM</sup>"  
*Stewart Mehlman*  
Director-Licensing, Alliances and Emerging Technologies  
Praxair, Inc
- 3:00-4:00pm "Connecting VOC, Front End Innovation, IP Strategy to Enhance New Product Development"  
*Thom Nealssohn*  
Director, Innovation Implementation Services  
Masco Corporation

4:00-4:30pm Networking and Refreshment Break

4:30-5:30pm "Innovation & Core Technology Management: Leadership, Connections, and Accountability"  
*Terry Adams*  
Assistant Vice President,  
Intellectual Property  
Nestec S.A. (subsidiary of  
Nestlé S.A.)

5:30-6:30pm Relax and Refresh

6:30-7:30pm Cocktail Reception

7:15-8:45pm Dinner

### Friday, November 4:

7:15-8:15am Networking Breakfast

8:15-9:15am "You Have Some IP – So What?"  
*Marshall C. Phelps, Jr.*  
Keynote Speaker

### Friday, November 4 (cont'd):

9:15-10:15am "Connecting Disruptive Technology and IP to Build Significant Shareholder Value"  
*Peter Conley*  
Sr. Managing Director-  
Investment Banking  
MDB Capital Group

10:15-10:45am Networking and Refreshment Break

10:45-12:45pm

Track 1 "From Startup to Acquisition: How Vocollect Created Value Through Building Intellectual Assets"  
*Roger Byford*  
Co-Founder, Chairman,  
and Chief Technology  
Officer  
Vocollect

"Linking Technology Scouting, Open Innovation and IP Strategy: Making Diverse Connections to Create Competitive Advantage"  
*Bob Bonahoom*  
Director Technology & IP  
MSA

Track 2 "Measuring and Optimizing Capacity to Innovate"  
*Dolly Greenwood, Ph.d.*  
Director for Army  
Enterprise and ISR  
MITRE Corporation

"New Models for Innovation Partnering"  
*Graham Cross, Ph.D.*  
Director of Innovation  
Acceleration and  
Commercial Alliance  
Unilever

12:45-1:45pm Networking Luncheon

# “Building the **Billion-Dollar Company** Through IP Creation”

Wednesday November 2, 2011

11AM – 4PM



ipCapital Group

John Cronin

Managing Director & Chairman

Jed Cahill

Senior Manager

Specialty  
Add-On to the  
ipCG  
Thought  
Leadership  
Conference



Peter Conley

Senior Managing Director

## KEY TOPICS

Patents and IP:

*The New “Vanguard” of Innovation*

Investment, IP, Disruption, Value:

*The Path to a Billion Dollar Company*

The Key to Billion Dollar Value:

*Strategic IP Creation*

The Mind of the Investor

Communicating the Value:

*Process and Success Stories*

## WHO SHOULD ATTEND

CEOs and executives responsible for building and protecting significant value based on market-changing technology and innovation

Micro-cap, nano-cap, and pre-IPO companies

IP counsel and investors who support micro-caps

## REGISTRATION

Registration fee for the Thought Leadership Conference main program is \$1495 (includes receptions and meals).

The specialty add-on session carries a separate fee of \$595 (includes lunch).

Total fee for the main conference plus add-on session is \$2000.

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# “IAM: Creating Higher Value IP”

Wednesday November 2, 2011

10AM – 4PM



ipCapital Group

Bruce Story  
Senior Advisor  
ipCapital Group



Darrel Docking  
Senior IC Leader  
Dow Chemical Company

Specialty  
Add-On to the  
ipCG  
Thought  
Leadership  
Conference

## 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

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.

## DARREL DOCKING

Darrel Docking is Senior Intellectual Capital Leader at The Dow Chemical Company with over 17 years of experience managing IAM processes in the Polyolefins and Dow Elastomers businesses.

## REGISTRATION

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# “Mining the Gold: New Strategies for Leveraged Licensing Plays”

Wednesday November 2, 2011

11:30AM – 4:30PM



ipCapital Licensing Company

John Cronin      John Ciannamea  
Managing Director      Partner  
Dennis McBride      Fred DuFresne  
Partner      Senior Advisor



Cheryl Milone  
Founder and CEO



Corey Horowitz  
Chairman and CEO



John Mulgrew  
Associate General Counsel



Keith Bergelt  
CEO

## KEY TOPICS

*Why standard licensing no longer works:  
the effect of the litigation eco system.*

Leveraging the new Licensing “Axis”  
Deal vs. diligence vs. approaches

Leveraging the Litigation spectrums: from  
Landmark cases to “micro-litigation”

Specific New leverage strategies:

- Microcap models (in, out, augmenting)
- Leverage pools (e.g. during litigation)
- “Giants” view of IP
- The 100-Patent Build Leverage Play
- Crowdsourcing

## WHO SHOULD ATTEND

Buyers and sellers of IP

Microcaps and investors of them  
(esp. those struggling in market cap)

Highly valuable small portfolio owners

Investors in IP

Licensing executives (esp. “to-be’s”)

IP strategist who want to build the new  
valuable portfolios of the future

## REGISTRATION

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