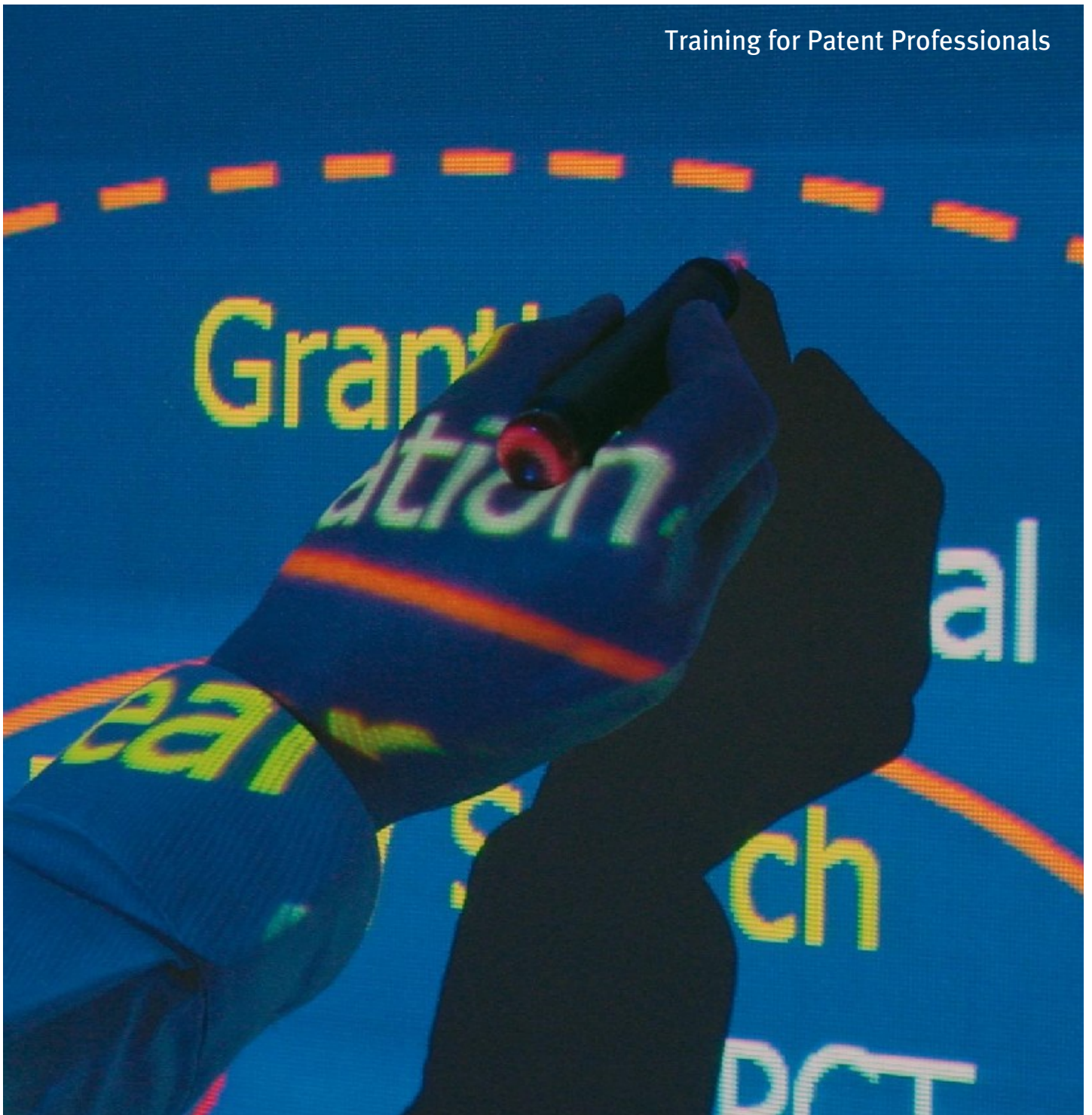




# DELTA PATENTS

Training for Patent Professionals



**Patents in Business**

**Portfolio Management and Strategy**

**Development**

## PATENTS IN BUSINESS - PORTFOLIO MANAGEMENT AND STRATEGY DEVELOPMENT

### Objective

Patent strategies and portfolio management have become key in today's corporate world thanks to the ongoing globalization and increasingly aggressive patenting by competitors. Small and medium-sized companies are realizing the increasing importance of patent assets as business tools. For start-up companies in the biotechnology, software and telecommunications fields, a well-defined patent strategy and properly management portfolios have become essential to attract investors. In addition, research institutes and universities are looking for more effective ways of exploiting their intellectual property rights.

By the end of the course, participants will have gained insight into the elements that need to be addressed in managing patent portfolios, and they will have learnt how a patent strategy can be developed that is aligned with business and R&D strategies.

### Who should attend?

Patent professionals either from an industrial in-house IP department or from private practice, IP managers, and R&D and business managers that contribute to decision-making processes in the field of IP. It is potentially relevant for national continuous education, including CPD hours for CIPA Fellows (UK), permanent education hours for NIPA members (NL) and PVU hours for IPS hours (SE).

### Course Concept

This 1-day course focuses on the fundamental elements of effective patent asset management that need to be understood and put in place. It provides a set of simple management tools which are based on many years of firsthand experience in several multinationals where patents are an integrated part of the business.

### Topics included

The following topics will be covered:

- Utilising patents
- Development of a patent strategy
- Alignment of patent, R&D and business strategies
- Building a strong portfolio
  - creation / licensing / acquiring
- Defending licensees
- Cost-effective filing program
  - Identifying important inventions
  - Keeping secret or publication
- In-house or out-sourcing of filing and prosecution
- SWOT analysis

- Gaps analysis
- Measurement of IP performance

### Speaker

The course will be given by Lex van Wijk.



- Lex van Wijk is a partner of DeltaPatents, and an experienced tutor. He is the author of the internationally acclaimed book "There May Be Trouble Ahead, a Practical Guide to Effective Patent Asset Management". He has worked for multinationals such as Shell in the United Kingdom and the Netherlands, Burmah Castrol in the United Kingdom, and Siemens AG in Germany.

### Documentation

All participants will receive course material including all overhead sheets used during the course.

### Course language

The material will be provided in English. Tuition will be in English (or Dutch if all participants agree).

### Attendance limited to 15

This limitation will give participants the opportunity to thoroughly discuss all the issues covered by the course programme.

### Certificate

A certificate of attendance will be given to each participant who attends the course.

### Course location

The course will be held in Eindhoven (NL). Please check [www.deltapatents.com](http://www.deltapatents.com). In case of sufficient interest from a particular country or region the course may be held locally. The course can also be given on an in-house basis.

### Alternative training

This course is part of our **Ongoing Training for Patent Attorneys** program. The program provides practicing patent attorneys with up-to-date and in-depth knowledge to fine-tune their existing skills. Detailed brochures for these courses can be downloaded from [www.deltapatents.com](http://www.deltapatents.com).

### Registration

The price of this one-day course is €550,00 (excluding VAT). Prices include tuition, course materials, refreshments and lunch. A registration fee of €60 is charged for each booking. For a company booking of several courses at the same time, only one administrative fee of €60 will be charged. All prices are exclusive of 19% VAT.

Please use the enclosed registration form to enrol.

**Contact**

For more information, please check the website of DeltaPatents ([www.deltapatents.com](http://www.deltapatents.com)) or contact Mieke Zonjee at DeltaPatents ([training@deltapatents.com](mailto:training@deltapatents.com)).

**European Intellectual Property Education Foundation**

The course is offered by EIPPEF, European Intellectual Property Education Foundation. The Foundation decides on the programme and price-setting of the offered courses. DeltaPatents provides the contents of the courses, the course material and the organisation.

# Registration Form

## Patent Portfolio Management and Strategy Development

You may register by **FAX** +31 40 2366708  
**MAIL** DeltaPatents B.V., Fellenoord 370, 5611 ZL Eindhoven, The Netherlands  
**WEBSITE** [www.deltapatents.com](http://www.deltapatents.com)  
**E-MAIL** [training@deltapatents.com](mailto:training@deltapatents.com)  
**COURSE DATE AND LOCATION** To be announced  
**COURSE FEE** €550,00 (excluding VAT)

title	
name(s)	
company	
address	
postcode	
city	
country	
billing-address <i>(if different)</i>	
member of Platform FO yes/no	
purchase order	
tel no	
e-mail address	
preferred date	

A registration fee of €60 is charged for each booking. If more than one course is booked at the same time, only one administrative fee of €60 will be charged. All prices are exclusive of 19% VAT.

**Cancellation policy:** Cancellations must be received in writing at [training@deltapatents.com](mailto:training@deltapatents.com). For cancellations 3 weeks or more before the course starts, the course fee will be refunded less a cancellation fee of €100, or transfer to a different course may be requested. Thereafter, up to 1 week before the course starts, a 50 % refund is offered or transfer at an additional charge of 25 %. For cancellations less than 1 week before the course starts, no refund will be given. In the event of circumstances beyond its control, or of over- or underbooking DeltaPatents reserves the right to alter programme, tutor, location and/or date, to cancel any bookings not fully paid or to cancel the course.

DeltaPatents - Fellenoord 370, NL-5611 ZL Eindhoven, Phone +31-40-7876030 - Fax +31-40-2366708 - [training@deltapatents.com](mailto:training@deltapatents.com)