

# STRATEGIC PATENT MANAGEMENT I

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## STRATEGIC PATENT MANAGEMENT: PATENT COORDINATION OFFICE OR PATENT DEPARTMENT? (FOR DECISION MAKERS)

### GENERAL

In many companies, ideas and patents lie idle, i.e. a patent is registered through a patent attorney or an idea is announced to the management of a company and then not pursued further. The patent or the idea is then often without meaning and benefit for the company.

In order to protect such valuable technologies in a meaningful way, criteria are presented in the seminar, with which one can evaluate which form of patent management makes sense for a company. What makes sense - a patent coordination office, a patent department or even a joint patent department with allied companies.

The structure of patent management in your company will be discussed: Integration, participation of individual company departments, definition of tasks and allocation of roles, in particular within the management according to personal suitability.

With a targeted and strategic patent management, a company can gain a great competitive advantage over its competitors.

## TOPICS

- Presentation of different forms of patent management in companies
- Structure and integration of the respective form of patent management
- Tasks of patent management (from the reporting of an idea through the inventor until the application for a patent; construction and management of the Intellectual Property Rights portfolio, confidentiality)
- Selection criteria for the patent manager

## AIM OF THE SEMINAR

Decision-makers are made aware of the advantages of regulated patent management within the company. The company's technology can thus be comprehensively protected and used as a competitive advantage over the competition. This also results in an enormous financial benefit for the company.

## SEMINAR ADVANTAGES

The orientation towards the needs of the company and the individual wishes of the client results in an enormous practical relevance. First approaches for practical solutions are developed in the seminar and the results can be implemented and applied immediately. This results in a great saving of time, since no extensive seminar preparation is necessary. A larger number of employees can be trained effectively at the company, thus eliminating travel expenses. Internal business matters are treated confidentially, as the seminar takes place within client's company and exclusively with the client's employees.

## PARTICIPANTS

The target group of this seminar are decision makers from the industry. Up to 10 participants can be included in one course.

## SCHEDULING

Appointments are arranged individually. The internal or external seminars can last up to one day, plus discussion and elaboration. We would be happy to arrange a date with you.

## SEMINAR FEES

On request we will be happy to send you a tailor-made offer by e-mail.