

PATENT PERFORMANCE MANAGEMENT METRICS

IP Key Performance Indicators

Multi-company Research Project

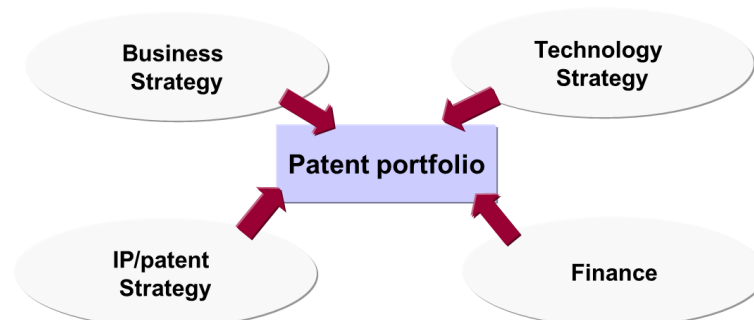
Patent Performance Management

Companies need to shift the perspective about patents: from simply apply for protection to the creation of financial value and competitive advantage.

Patents are becoming more and more a business issue for large companies, mid-corporate, research organizations, government authorities and in some extent for banks and financial institutions.

In several industries, the number of patents is increasing, creating opportunities and threats.

Companies need to manage IP asset and to set objectives aligned with business, technology and financial goals. The number of patents owned is not anymore a good concept, it is replaced by a more relevant effectiveness concept that means to have the right patent in the right place at the right time.



Objectives

Patent Performance Management Metrics multi-company project will allow attendees to measure patent portfolio performance in order to:

- Assess and qualify their patent portfolio structure and composition
- Understand how to measure value creation of their patents
- Monitor how patent portfolio provides value to business
- Communicate patent portfolio performances to relevant stakeholders through a set of customized and synthetic indicators

Who should attend

Executives in Industrial Property, R&D, Business Unit and Financial Management.

IPT Alliance launch the « **Patent Performance Management Metrics (KPI)** », a multi-company project that starts by sharing the IPT Alliance Model for patent key performance indicators (KPI) and its field experiences in order to develop a roadmap of how the model can help companies to effectively leverage the patent portfolio.

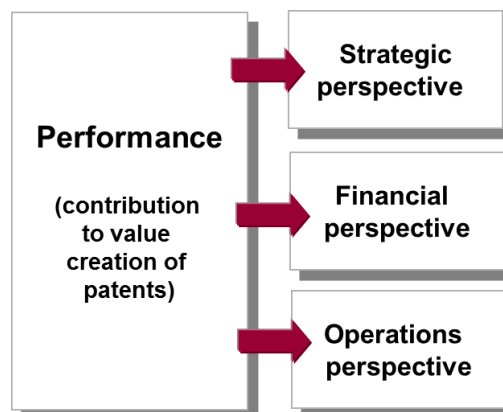
The main objective of the project is to increase awareness among companies about the value, risks and potential of patents portfolio in order to understand its key role in companies strategy and the importance to monitor and measure it to increase the value creation.

The multi-company project has been designed as an action-learning project where participating companies can analyse issues and models related to patent performance management and understand how to deploy it on their own environment.

The project has a pan-European scope with invited companies coming from all major European countries.

Companies that participate to the project will get the following deliverables:

- A proven Patent Performance Metrics (KPI) model based on extensive experience of IPT Alliance
- The issue analysis for the customization of the model for their business environment
- The key success factors for effective integration of the patent KPI within the Business Management system
- The opportunities to share, benchmark and learn from other companies and senior advisors with multiple industry experience



Main benefits for participating companies are:

- Access to state-of-the-art practice
- Acceleration of adoption by checking/comparing issues with consultants and peers
- Minimize professional services costs
- Involve key functional management and raise awareness in a neutral environment
- Identify up-front issues and implementation risks

Timing

The project is structured around a 3 one-day workshop and a 1/2 day final presentation in a 6 months timeframe. At the end of each workshop participants will get a questionnaire/checklist to be used inside their organization. A final report and conclusions will be released and presented in the last session.

Assistance

Workshop are integrated by a remote assistance to support companies in checking/verifying the feasibility of the application of the proposed model within their own organization.

Date (preliminary)

Workshop 1 (1 day): February 16, 2012

Workshop 2 (1 day): April, 5, 2012

Workshop 3 (1 day): May, 10 2012

Final presentation and discussion (1/2 day): June, 21 2012

Locations: Munich, Paris, Geneva, Turin, Milan

IPT Alliance is a structured European organization founded
by three leading firms in the field of Technology & Intellectual Property
Strategy & Operations Management

AVENIUM Consulting, France
ICM Advisors, Switzerland & Italy
PATEV Associates, Germany

Our mission is to support companies & organizations in exploiting the business value of their intellectual property and technology assets. Over 100 consultants with a long lasting track record in many industry & technologies with strong innovation and IP roots in regions with leading industrial corporations, technical universities and research centres: Geneva, Grenoble, Karlsruhe, Turin, Milan.

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