



WIPO  
WORLDWIDE  
ACADEMY

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## EXECUTIVE PROGRAM

*Harnessing the power of intellectual property*

# STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT

*September 18 and 19, 2006, Geneva*



WORLD  
INTELLECTUAL  
PROPERTY  
ORGANIZATION

## OVERVIEW

Intellectual Property (IP) is a valuable corporate asset and a strategic business tool. Increasing significance of intangible assets is forcing business organizations to actively manage intellectual property as a key driver for building and sustaining competitive advantage.

Designed for senior executives, the intensive two-day program examines the role of IP as a strategic business tool using case studies, industry best practices and interactive discussions. Eminent business school academics and corporate decision-makers will share their insights and experience on how IP can be leveraged for enhanced and enduring competitive advantage. Participants will have an opportunity to reflect on and apply these principles and practices to their respective business environment and industry context.



## WHO SHOULD ATTEND

This program is designed for entrepreneurs, board members and senior executives in large or small firms who seek a strong working knowledge of intellectual property management. The program is beneficial to general managers who want to deepen their IP knowledge and understand how management of IP assets impacts value creation. IP managers who seek broader perspectives and strategists who want to explore the latest IP practices will also find the program useful.

## FACULTY

**James G. Conley, Professor,**  
Kellogg School of  
Management, Evanston

James Conley serves on the faculty of both the Kellogg School of Management and the McCormick School of Engineering at Northwestern University. He teaches courses on Innovation Process Management, Intellectual Capital Management, and other related subjects to both graduate student and executive education audiences.

**Tony Hadjiloucas, Director,**  
PricewaterhouseCoopers LLP,  
London

Tony Hadjiloucas is a Director in the firm's Valuation & Strategy practice in London, where he leads a team focussing on providing advice in the area of intellectual asset management. His particular area of expertise is the valuation and exploitation of intellectual property.

**Ruud Peters, CEO, Philips**  
Intellectual Property &  
Standards, Eindhoven

Ruud Peters is responsible for managing Philips worldwide IP portfolio creation and value extraction and standardisation activities. He is also a board member of three technology/IP licensing/trading companies.

Kari Sipilä, CEO, Future Innovations, Helsinki

Kari Sipilä is Executive Director in a consulting company Future Innovations, which specializes in management and innovation development activities. He has been the Executive Director of the Foundation for Finnish Inventions, a non-profit nationwide innovation center, which promotes and finances Finnish innovative products.

## ABOUT WIPO

The World Intellectual Property Organization (WIPO) is an international organization dedicated to helping to ensure that the rights of creators and owners of intellectual property are protected worldwide. WIPO, administers 24 international treaties (two of those jointly with other international organizations) and carries out a rich and varied program of work, with its member States.

## THE WIPO WORLDWIDE ACADEMY

It is the education and research arm of WIPO. It was founded in response to worldwide demand for knowledge, skills and competencies relating to intellectual property.



## PROGRAM CONTENT

- Recent trends in corporate intellectual property (IP) management
- Principles of corporate IP management
- IP, innovation and technology management
- IP and marketing
- IP and finance
- IP strategy in global corporations and start up companies
- Strategic use of WIPO's global protection and dispute resolution systems
- Case examples from diverse industries including consumer electronics, pharmaceutical, information technology, media & entertainment, consumer durable, luxury goods

## THE WIPO ADVANTAGE

- International perspective on the evolution of intellectual property system
- Insights into the latest developments in intellectual property law and practice from leading IP experts at WIPO
- Networking opportunities with WIPO experts and officials
- Contemplate and seek new vistas on your current challenges in the peaceful surroundings of Geneva

## KEY BENEFITS

- Develop an understanding of the basic concepts of strategic intellectual property management
- Learn how companies are generating value from intellectual property
- Examine how your company can extract maximum value from intellectual property rights
- Explore how functions across the organization can leverage IP

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## INFORMATION

### Dates

September 18 and 19, 2006

### Language

English

### Fee

2,000 Swiss Francs

### How to apply

Apply online at: [www.wipo.int/academy/en/execed/sipm](http://www.wipo.int/academy/en/execed/sipm)

Alternatively, return the enclosed registration form with fee to:

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Research & Executive Program  
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Email: [execed.academy@wipo.int](mailto:execed.academy@wipo.int)

### Application Deadline

August 17, 2006

### Further Information

Please contact the Program Administrator at the above address.

