



## Making IP management a proactive component of corporate strategy

Round table & open debate – Brussels, May 15<sup>th</sup> 2017

### CONTEXT & FORMAT

Most innovative companies have a sizeable Intellectual property department. However these departments are usually meant as support function, focusing mainly on creating and maintaining IP rights rather than using them for business returns. IP is often separate from the rest of the business and it is not used as a value or a contribution to the companies' business. As a result, actions to improve IP performance may not receive sufficient priority to fully realize the potential value of Intellectual Property.

The think tank CEPS (Center for Prospective & Strategic Studies) and the European Patent Office has organized this unique format of exchange and debate, that gathers 30 experts and corporate decision-makers interested in hearing and sharing their vision on the value of Intellectual property and the reasons why it fully must take into account in the companies' business strategy.

**This event focuses on the contribution of intellectual property to corporate competitiveness and the ways IP can increase returns on innovation through market exclusivity, licensing in/out or branding. The purpose of the debate is to exchange views on the opportunities and implications of a proactive approach to IP, drawing on the experience of companies that have developed such approaches.**

Conceived as true 'brainstorming sessions', the events organized by the CEPS are meant to provide an opportunity for a number of experts and decision-makers to share their experiences and discuss a series of topics in depth. The objective is not simply to state the facts, but rather to offer proposals with which to develop new parameters, following a confident, clear logic. This format and method enable our high-level members and guests to tackle and analyze the subjects which are of particular concern to them, to exchange their analysis and their best practices.

The uniqueness of this process lies in our desire to bring together, without preconceptions, in a friendly setting, a number of individuals in a real club atmosphere: a meeting place which is entirely dedicated to reflection, without being swayed by popular trends.

The work carried out within these sessions may be subject of a publication which will be selectively distributed.

## PROGRAMME

After an introductory speech by OEB President Benoit BATTISTELLI, there will be two round-tables discussions on the experience of our speaker's companies. **Following each intervention, the audience will have the possibility to react to the presentations and to give its opinion on the topic.**

**9h00 – 9h30 >>> SALON ASIATIQUE**

Participants welcome

**9h40 – 10h00**

General Presentation and introduction by the President of the European Patent Office

**M. Benoît BATTISTELLI**

**10h00 – 11h00**

### **SESSION 1**

#### **Proactive approach to IP management**

**Mrs. Francine Le PECHON-JOUBERT, Partner of law firm DE GAULLE FLEURANCE & ASSOCIES will lead the discussions**

#### **DEVELOPING A VALUE-ORIENTED GLOBAL PORTFOLIO**

- How to monitor and anticipate the IP landscape at the global scale
- How to measure IP value
- How to build a value-oriented international IP portfolio
- Philips's approach to external IP acquisitions and cooperation in the portfolio strategy
- Did IP contribute, in your specific Company case, to set standards for the market or industry? Does it create new niches?

**Speaker: Mrs. Maaïke van VELZEN, Head of IP Personal Health - PHILIPS Netherlands**



#### **BUILDING UP A PROACTIVE IP DEPARTMENT**

- How to mobilize all engineers toward idea generation
- How to focus IP on the business needs
- How to involve senior management with instruments like IP focus and IP dialogue
- How to ensure that the business decides about IP
- How to build up an IP department from zero and finding the right mix of external and internal service providers

**Speaker: Dr. Stephan WOLKE, Head of Intellectual Property & Services THYSSENKRUPP Intellectual Property GmbH Germany**



**11h00 – 11h20**

**Coffee break**

11h20 – 12h20

## SESSION 2

### Articulating IP with business strategy

#### LEVERAGING IP IN A COMPETITIVE LANDSCAPE

- PO business and our history in the Company
- Strategy and tactics in an automotive environment
- Department organization – Internal & external networks
- Our pillars – Internal processes
- Research vs. Open Innovation
- Lessons learned and challenges

**Speaker: Dr. Paul WOUTERS, Vice-President, Open Innovation & Intellectual Assets - PLASTIC OMNIUM AUTO INERGY Belgium**



#### ALIGNING IP PROTECTION WITH BUSINESS STRATEGY AT THE GLOBAL SCALE

- How our IP department is organized. How far is the reach and collaboration with other units
- How to manage IP at an international level, and in particular how to adapt the IP strategy to partners and competitors in industrialized and emerging countries
- How to make IP visible for the board and shareholders
- What will be the role of IP in the next years? What will the outcome be?

**Speaker: Mr. Olivier GICQUEL, Head of Intellectual Property - AIRBUS OPERATIONS SAS France**



12h20 - 12h40

#### CONCLUSION

**Yann Ménière, Chief Economist - European Patent Office**

12h45 – 14h30

#### LUNCH (BUFFET)

#### Represented Companies attending the event

NUCLEAR-21.NET / COVESTRO / EUROPEAN SPACE AGENCY / UPPDRAGSHUSET / INNOENERGY  
THALES / DSM / IFP ENERGIES NOUVELLE S / IP TRUST / MBDA / SAFRAN AIRCRAFT ENGINES  
VALIPAT / ALSTOM / INCAPTECH / SAMSUNG ELECTRONICS CO. LTD.

## VENUE



**LE CERCLE DE LORRAINE**  
Rue aux Laines 23 - BRUSSELS  
[www.cercledelorraine.be](http://www.cercledelorraine.be)

## ACCESS

Monday May 15th, 2017 - 9h00 to 14h30  
Participation to the seminar & lunch is free of charge

For any additional information please contact Rodolphe Garcia at +337 603 902 98

## ABOUT THE ORGANIZERS



Founded in 1985, the [Centre for Prospective and Strategic Studies](#) (CEPS) is an independent think-tank based in Paris. It federates over 1000 influential decision-makers, aiming to analyze and put into perspective the technological, economic and financial factors that are driving the development of the contemporary world, in order to help companies, institutions and States position themselves in a global environment.

CEPS brings together several key sectors (politics, industries, diplomacy, academia research, humanitarian forums, consultancies, etc...) and contributes to public debates through its publications as well as the discussion and reflection it leads through its [27 clubs](#), each dedicated to specific key strategic issues (energy, defense, aerospace, finance, digital transformation, etc.). CEPS is also officially recognized as an international NGO by several international organizations such as the European Commission, the Council of Europe, OECD and UNESCO.

[www.ceps-oing.org](http://www.ceps-oing.org)



The [European Patent Office](#) (EPO) was set up by the European Patent Convention of 1973. It applies a single uniform procedure to examine patent applications in any of its three official languages (English, French and German), and thus enables inventors, companies and researchers – from Europe and all over the world – to protect their inventions in a European market of over 650 million people.

The EPO acts as the executive body of the European Patent Organisation, which has grown from seven founder states in 1973 to 38 member states, including all 28 EU countries plus Iceland, Norway, Switzerland, Turkey and most of the Balkan states. Today the EPO is Europe's second largest international public-service organisation. It employs approximately 7 000 people (4 300 of whom are highly specialised engineers working in three languages) of 34 different nationalities at its five sites – including its Munich headquarters – in four European countries. The Office is financed entirely from users' procedural and renewal fees and receives no funding from its member states. It has an annual budget of around EUR 2.2 billion.

[www.epo.org](http://www.epo.org)