Integrated Products Manufacturing KTN Webinar Series -
10:30am, Thursday 11 December 2008

Title: Developing a Fact-Based Intellectual Property (IP) Strategy

Presented by: Quentin Tannock, - Chairman and Founder of CambridgeIP,
www.cambridgeip.com

Synopsis: Patents as data are structured, objective, comparable, and information rich. This allows research companies such as CambridgeIP to conduct complex analysis using an enormous amount of data, and to extract meaningful analytics that can form the basis of actionable IP intelligence. Moreover, this can be done more efficiently than is the case with many traditional sources of strategic information.

Quentin will discuss the latest techniques for searching and analysing patent data, together with the important strategic applications of IP-based intelligence that go to the core of a company's growth strategy. These applications include: competitor identification and monitoring, pro-active identification of out-licensing and in-licensing opportunities, collaboration due diligence, identification of new markets, short listing of acquisition targets, and building of an investment case to internal and external investors.

Who Should Attend: This event will be of particular interest to R&D experts, corporate R&D managers and those involved in making IP strategy decisions (including CEOs, CSOs and CTOs). The webinar would also be suitable to University Technology Transfer Officers together with anyone interested in developing and protecting innovations.

Bio: Quentin Tannock has trained in Roman Dutch, Common Law and International Law in Harare, Zimbabwe and Cambridge, UK. In 2006 Quentin co-founded CambridgeIP building upon his previous experience of establishing several businesses and his work in university and venture capital environments.

Interested? If you are interested in participating in the webinar please email Kathryn Latham, k.l.latham@lboro.ac.uk. This is to get an indication of numbers attending the event and to be added to the participant circulation list to receive details of how to prepare for the event.

Instructions for set up: Click the following link for details of software set up and accessing the conference centre:

http://www.integratedproductskttn.org.uk/events.php/item/76/ipmktn_webinar_developing_a_fact_based_ip_strategy