

# Strategic Intellectual Property Forum

‘Sharing best-practice amongst IP Champions’

**TUESDAY 8 DECEMBER 2015**  
CAMBRIDGE, UK

**JOIN THE SECOND IP FORUM EVENT ON TUESDAY 8 DECEMBER 2015 THEMED ‘VALUING IP INSIDE OUT’**

Intellectual property (IP) is a key asset for many companies, but recent research reveals that UK companies lack awareness and capabilities to effectively manage IP.

Committed to supporting the UK industry, in particular UK manufacturing companies, the IfM **Strategic IP Forum** supports companies in using their IP when making strategic decisions.

Selected talks will cover IP related topics from a strategic business perspective, such as:

- » How to manage IP when collaborating with others (abroad) in joint innovation projects?
- » How to effectively exploit and acquire IP assets?
- » How to license strategically? How to make IP based business models work?
- » How to use patent data and informatics to support strategic decision making?

## WHO IS IT FOR?

The forum caters for decision makers in large, mid-caps but also small companies and high-tech start-ups such as CTOs, portfolio managers, VPs Technology, Heads of IP / licensing from the Cambridge cluster and beyond. All talks will allow sufficient time for discussion. Attendance is free of charge, but pre-event registration is required. Come along and engage in an expert community for discussions on strategic IP topics.

We look forward to welcoming you to the IfM!

## REGISTRATION

This is a free event. Please register your attendance via Eventbrite at:

**[www.strategic-intellectual-property-forum-dec.eventbrite.co.uk](http://www.strategic-intellectual-property-forum-dec.eventbrite.co.uk)**

For currently updated information please see: **[www.ifm.eng.cam.ac.uk/events/sipf-december/](http://www.ifm.eng.cam.ac.uk/events/sipf-december/)**

## LOCATION

IfM, Alan Reece Building, 17 Charles Babbage Road, Cambridge, CB3 0FS

## AGENDA

8 DECEMBER 2015 | 13:00 - 18:00

CAMBRIDGE, UK

- 13:00 Registration
- 13:30 Welcome to the IfM  
**Professor Andy Neely (Head of IfM)**
- 13:40 Welcome and introduction to IP valuation – Feedback from SIPF1 survey  
**Dr Frank Tietze (Centre for Technology Management, IfM), Dr Claudia M Duffy (Associate Attorney, Avidity IP)**
- 14:00 How to find value in University-generated IP  
**Dr Malcolm Grimshaw (Head of Physical Science, Cambridge Enterprise)**
- 14:30 Leveraging IP assets  
**Anne McAleer (Patent Manager, Qualcomm Technologies International Ltd)**
- 15:00 *Tea break and wall of ideas*
- 15:30 Medical devices and their IP stories  
**Dr Michale Bouskila (IP Manager, Biomedical Research Centre, Cambridge University Hospitals)**
- 16:00 Extracting value from IP by combining patent data with information from other sources  
**Nigel Swycher (CEO, Aistemos)**
- 16:30 *Refreshment break*
- 16:40 IP in social enterprises  
**Panel discussion involving all the speakers  
Chaired by Adrian Howson (CTO, Avidity IP)**
- 17:10 Wrap-up and way forward for SIPF3  
**Dr Frank Tietze (Centre for Technology Management, IfM)  
Dr Claudia M. Duffy (Associate Attorney, Avidity IP)**
- 17:15 Networking

*The event is kindly supported by:*



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