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IP Corporate Strategy Summit 2020

September 10-11, virtual event

Key benefits of attending:

- Participate in interactive discussions designed to enhance strategic discussion with dedicated Q&A to tailor the event to meet your needs
- Expert advice sharing with leading IP strategists through virtual panel discussions
- Exclusive invite-only audience; network and increase your exposure to 200 selected IP professionals

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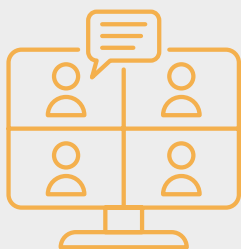
Overview

Amid the global pandemic, priorities may need to be revisited and processes re-evaluated as IP strategists are faced with increased pressure to balance risk and reduce costs, all while maintaining productivity.

The MIP IP Corporate Strategy Summit will host a select group of senior IP and business professionals to discuss IP strategy with leading practitioners in a virtual format. Held in association with Cipher, take part in this interactive, virtual two day summit to stay connected with leading strategists in this uncertain and volatile landscape and discover the latest trends from leading in-house practitioners.

Key themes for 2020 include:

INTERACT



Interactive discussions designed to enhance to level of strategic discussion with dedicated Q&A and time during post-panel roundtables will allow you to tailor the event to meet your needs

DEBATE



Expert advice sharing with leading IP strategists

DISCUSS



Exclusive invite-only audience; network and increase your exposure to 200 selected IP professionals

Confirm your place today at events.managingip.com/ipstrategy

In-house counsel speaking opportunities are now available.

If you would like to join as an expert speaker, please contact natalie.canter@managingip.com

If you would like to speak on behalf of your firm to position yourself as a leader in the litigation space, please contact aman.duggal@euromoneyplc.com

SCHEDULE – SEPTEMBER 10

BST



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09:45 Welcome from Managing IP

09:55 Keynote address

10:25 Changeover and quick coffee

10:30 COVID-19 – what have we learnt about IP?

- Open innovation
- Patent pledges
- Escaping Covid-19 needs a collaboration and a lack on monopoly – how is the IP industry responding?

11:20 Networking break

11:40 Managing risk and data

- How should data be handled and who has responsibility?
- Impact on AI and machine learning
- The role of OIN, AST, Unified, RPX, AON in changing technology environments

12:40 Lunch break and networking

14:00 Global considerations for maintaining and protecting your trade secrets

- The new 'registered' right
- Managing the asset and the risk (particularly in the new work-from-home normal)
- Practical guidance
- Recent trade secret disputes

15:00 Informal discussions, coffee and networking

15:30 Portfolio optimisation

- Rightsizing your patent portfolio
- Budgets in recession - cutting not wounding
- Economic models for evidence-based decisions

16:30 Closing comments and end of day one

SCHEDULE – SEPTEMBER 11

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10:20 Welcome from Managing IP

- 10:30 Clean and green: Sustainable IP**
- Technology and sectors
 - Innovate for a green future: the role of IP
 - Recent developments (fast track patents)
 - How can we all support the emergence of a green economy?
-

11:00 Coffee and networking break

- 11:30 Sector streams:**
- FinTech
 - The revolution of Industry 4.0
 - The changing nature of healthcare: AI, med-tech, data and technology
-

12:30 Lunch and networking

13:50 Keynote address: The economics of IP – 5G, SEPs

14:15 Q&A

- 14:30 Aligning IP strategy with corporate strategy**
- Practical analysis: IP management and integration
 - Evaluating your portfolio in light of corporate objectives, goals & identifying areas of misalignment
-

15:30 Closing comments

15:45 Networking break

16:15 Close of summit

Registration

IN-HOUSE COUNSEL REGISTRATIONS

This event is invite only and free to attend to senior in-house IP directors and business leaders at corporate companies. You are welcome to apply for a place and once you've completed your booking, your submission will go through a screening process to approve your registration. A member of the team will contact you if your place has been approved or will follow up by email for any further information. Free registrations are limited to maintain virtual platform performance so early application to attend is advised.

APPLY FOR FREE REGISTRATION

Delegate _____
 Name: _____
 Job title: _____
 Company: _____
 Address: _____
 Tel: _____
 Email: _____

Please send the completed PDF to registrations@managingip.com FAO Alicia Sprott to submit your application. Alternatively, click below to register directly online

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LAW FIRMS AND IP ADVISORY SERVICES

Advisory firms and IP service providers are invited to sponsor in order to secure attendance for their members. To learn how to position your firm as thought leader and to discuss the opportunities available, please get in touch below:

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