

High-growth technology business conference 2019

Boosting your strategy with intellectual property

4-5 November 2019

Dublin



Whichever way you look at it, intellectual property (IP) is the cornerstone of a multitude of growth strategies and is instrumental in achieving business success with technology. Integrating good IP strategy practices that involve decision makers, IP professionals, investors and other partners into your broader business strategy is key to **generating value for high-growth technology enterprises.**

Our two-day top-level hybrid conference and training event, jointly organised by the European Patent Office and the Licensing Executives Society International, provides a platform for high-growth technology enterprises and other actors in their innovation ecosystem (see graphic below) to **learn about implementable business strategy and IP management.** An international team of highly experienced practitioners will share best practices with you on how to leverage patents and other types of IP for business success.



The **combination of conference and training event** and the **choice between business track and IP track** make this event unique. The first day features overarching keynote lectures, as well as panel discussions and breakout sessions for the two conference tracks, while the second day is dedicated to tailored training sessions with expert workshops for smaller groups of participants. **Individual coaching** in the form of IP clinics will also be available.

The programme includes the following topics:

- IP strategy and how it can support my business strategy
- What high-growth technology enterprises can learn from large companies regarding IP strategy and value creation
- Commercialisation options beyond my own products and services: transactions through licensing, strategic alliances, joint ventures, spin-offs, mergers and acquisitions and divestments based on intellectual assets
- The right strategy for the right industry: different approaches to IP strategy and management
- How to measure the "impact" of IP for my business
- How to create win-win-win deals with large companies and research organisations
- Technology pull – bottlenecks in the acquisition of technologies and how to overcome them
- Technology push – technology transfer of high-growth enterprises through licensing, spin-outs, selling and R&D co-operations

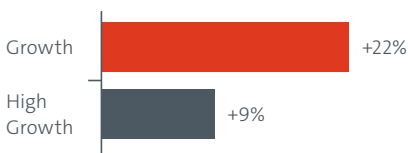
For more information, programme details and registration, visit epo.org/business-success



What the recent EUIPO-EPO report on “High-growth firms and intellectual property rights” (May 2019) shows:

SMEs with prior patenting activities are more likely to grow than other SMEs

Increase in odds of growth with prior patent use



SMEs with a European patent are even more likely to experience high growth

Increase in odds of growth with prior use of a European patent



The full report is available for download at:

epo.org/high-growth

euipo.europa.eu/ohimportal/en/web/observatory/observatory-publications