



DELTA PATENTS

Training for Patent Professionals

**IP MANAGEMENT
1-DAY PORTFOLIO
MANAGEMENT AND
STRATEGY
DEVELOPMENT**



DELTAPATENTS WELCOMES YOU

Why DeltaPatents?

DeltaPatents is a patent attorney firm based in the Netherlands with a passion for quality. The firm was founded in 2001 in Eindhoven, one of Europe's leading technology cities. We provide the highest quality advice and service to public and private companies at various stages of growths from start-up to Fortune 500. All our patent specialists have a deep technological knowledge and extensive industrial experience at companies like Philips, NXP, ASML, AstraZeneca and Shell.

We are proud to be a leading training organization for the European Qualifying Examination (EQE). Our renowned courses can be followed throughout Europe. We are the only training organization with a complete range of courses and high quality training material for the EQE. The knowledge and experience gained during more than a decade of EQE training provides a solid basis for our comprehensive range of training courses in different areas, from starters in the IP world to experienced patent attorneys and patent managers.

"It was a pleasure to study with such a skilled and nice instructor"

In 2006 we started training IP support staff, culminating in a full training program preparing for the official Dutch Formalities Officers exam. The program is audited by the Dutch Platform Formalities Officers. The training modules are now offered throughout Europe.

Our training focuses on giving insight and understanding, and ensuring that the acquired knowledge can be practically applied. Unique for DeltaPatents is that we thoroughly train and guide our tutors. For our tutors, training is a profession, mastered by teamwork and frequent involvement in courses. We take feedback of attendants seriously and act on it. For us, quality and customer satisfaction are essential.

Through our education activities, we stay ahead in terms of law changes, case law and procedural requirements.

DeltaPatents' personal touch

We believe in teaching and treating candidates with a personal touch. You will be trained in small groups, giving ample opportunity to discuss unclear issues in more detail and get personal assistance.

Hospitality is important to us. For candidates staying in Eindhoven for a couple of days, we always organize a social event, such as a dinner or a trip to a local place of interest.

We welcome e-mail contact with our tutors to ask follow-up questions, to clarify course materials or to report mistakes.





IP MANAGEMENT

1-DAY PORTFOLIO MANAGEMENT AND STRATEGY DEVELOPMENT

Objective

Patent strategies and portfolio management have become key in today's corporate world thanks to the ongoing globalization and increasingly aggressive patenting by competitors. Small and medium-sized companies are realizing the increasing importance of patent assets as business tools. For start-up companies in the biotechnology, software and telecommunications fields, a well-defined patent strategy and properly management portfolios have become essential to attract investors. In addition, research institutes and universities are looking for more effective ways of exploiting their intellectual property rights.

By the end of the course, participants will have gained insight into the elements that need to be addressed in managing patent portfolios, and they will have learnt how a patent strategy can be developed that is aligned with business and R&D strategies.

Who should attend?

Patent professionals either from an industrial in-house IP department or from private practice, IP managers, and R&D and business managers that contribute to decision-making processes in the field of IP. It is potentially relevant for national continuous education, including CPD hours for CIPA Fellows (UK), permanent education hours for NIPA members (NL) and PVU hours for IPS hours (SE).

Course Concept

This 1-day course focuses on the fundamental elements of effective patent asset management that need to be understood and put in place. It provides a set of simple management tools which are based on many years of firsthand experience in several multinationals where patents are an integrated part of the business.

Topics included

- Utilising patents
- Development of a patent strategy
- Alignment of patent, R&D and business strategies
- Building a strong portfolio
 - creation / licensing / acquiring
- Defending licensees
- Cost-effective filing program
 - Identifying important inventions
 - Keeping secret or publication
- In-house or out-sourcing of filing and prosecution
- SWOT analysis
- Gaps analysis
 - Measurement of IP performance

Documentation

All participants will receive course material including all overhead sheets used during the course.



Course Location and dates

Dates and locations for 2014 to be announced.

Course Language

The material will be provided in English. Tuition will be in English (or Dutch if all participants agree).

Attendance Limited to 15

A maximum of approximately 20 participants can take part in the course. This limitation will give the speaker the opportunity to discuss unclear issues in more detail and to answer any other questions.

Certificate

All participants will receive a certificate after attending the course.

Registration

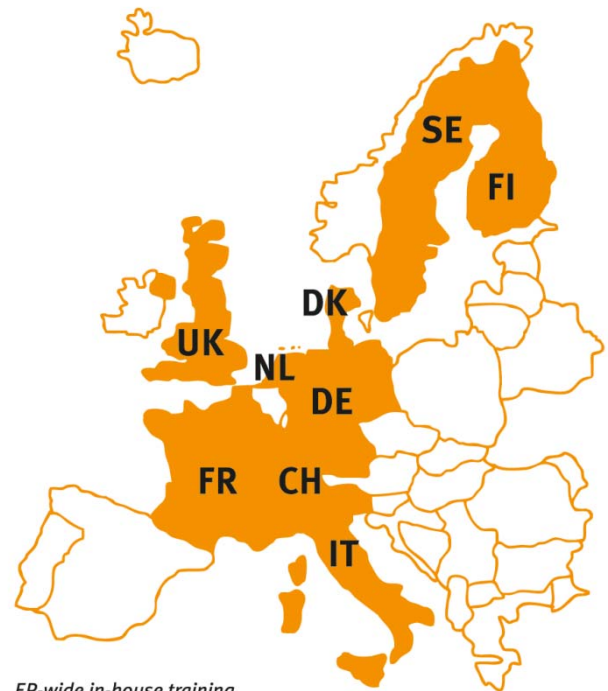
The price for the “**1-day Portfolio Management course**” is **€550** (excluding 21% VAT). The price includes tuition, course materials, refreshments and lunches. A registration fee of €62 is charged for every booking. If more than one course is booked at the same time, only one administrative fee of €62 will be charged. Please register online or use the form in this brochure. Please contact us for a quote for an in-house course.

Cancellation policy

Please check our website (www.deltapatents.com) for our cancellation policy.

Alternative training

This course is part of our **IP Management and IP Master Classes** program. The program provides practicing patent attorneys with up-to-date and in-depth knowledge to fine-tune their existing skills. Detailed brochures for these courses can be downloaded from www.deltapatents.com.



EP-wide in-house training

Training locations

We do not only provide training in our base in Eindhoven, the Netherlands, but many of our training modules are available at several locations in Europe to minimize your travel costs.

In-house training

All courses can also be given in-house. If required, a module can be tailored to your local organizational needs. Please contact us if you are interested in inviting us to your office.





Lex van Wijk
DeltaPatents

Meet the Speaker

Lex van Wijk is a partner of DeltaPatents, and an experienced tutor.

He is the author of the internationally acclaimed book “There May Be Trouble Ahead, a Practical Guide to Effective Patent Asset Management”. He has worked for multinationals such as Shell in the United Kingdom and the Netherlands, Burmah Castrol in the United Kingdom, and Siemens AG in Germany.



Mieke Zonjee

Contact

For more information please visit the DeltaPatents website (www.deltapatents.com) or contact Mieke Zonjee at DeltaPatents (training@deltapatents.com).



REGISTRATION FORM

IP Management courses

You may register by **fax** + 31 40 2366708 **mail** DeltaPatents B.V., Fellenoord 370, 5611 ZL Eindhoven, the Netherlands
website www.deltapatents.com **e-mail** training@deltapatents.com

name

company

address

billing-address (if different)

billing email or phone

purchase order

VAT-number

tel. no.

e-mail address

A registration fee of €62 is charged for each booking. If more than one course is booked at the same time, only one administrative fee of €122 will be charged. All prices are exclusive of 21% VAT. No VAT will be charged if a VAT-number is provided on this form.

1-day Eindhoven €650

Basic

Licensing course

1-day Eindhoven €650

Advanced

Licensing course

1-day Eindhoven €550

Portfolio

Management

Cancellation policy: please check our website (www.deltapatents.com) of our cancellation policy