



I³PM

International Institute for IP Management

IP MANAGEMENT CHALLENGES IN OPEN INNOVATION ENVIRONMENTS

Strasbourg, March 23, 2015

“I³PM Meets Academia”



Bureau
d'économie
théorique
et appliquée
(BETA)
UMR 7522



Peter Bittner – President I³PM

Who We Are

- ❖ A network of IP managers active in private practice, consulting, institutions or in the industry
- ❖ Alumnis of the CEIPI-Master in Intellectual Property Law and Management (MIPLM) course study + experienced IP Managers from industry
- ❖ Founded in 2008
- ❖ Members: 70+
- ❖ From 20+ different countries (EP, Africa, Asia)
- ❖ About 40% from industry, 25% from private practice, 20% from consulting and 15% from institutions
- ❖ You can find us on www.I3PM.org

Our Ambition - Promoting fields of IP management

through

- ❖ Networking
- ❖ Institutional relationships
- ❖ Information platform
- ❖ Education



Bridging Academia and Practitioners

- ❖ I3PM wants to address the question of: How to improve knowledge inflow from the academic world to IP managers for value creation in firms by IP on an implementation level?
- ❖ Solution probably is a bi-directional flow of knowledge.
- ❖ Generally, academic literature (in the IP field) is difficult to understand (and to apply) for practitioners, but possibly those practitioners with a background from MIPLM should have learned at least a part of the academic language.
- ❖ I3PM members and those with an interest in the field can establish a bridgehead for improving knowledge flow between the academic world and IP practitioners.

How did this come about?

- ❖ Academic work on performance management in research organizations vs. practical experience in IP portfolio development in a firm → working paper on IP portfolio management
- ❖ Different connections lead to attendance at the FinkT (Financing Knowledge Transfer in Europe) project summer school in Bologna in June 2013 – where the working paper was presented.
- ❖ The summer school was mainly for Ph.D. students who were eager to ask questions to the only (I3PM) practitioner there.

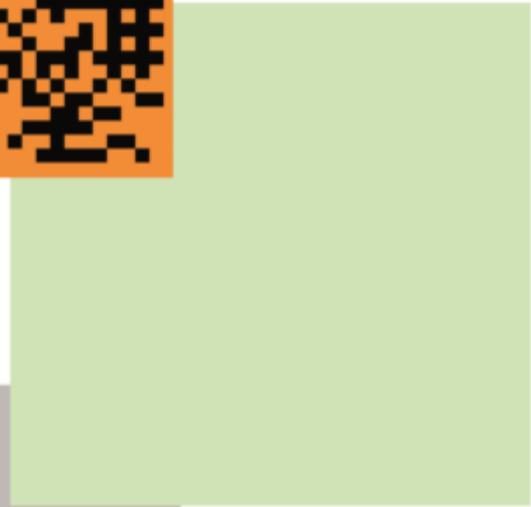
Outcome and Next Steps

- ❖ Established contact to a handful of IP directors who could contribute to a survey in connection with Giulia Solinas (Cass Business School) Ph.D. work on organisational and managerial aspects of IP.
- ❖ A paper in progress in collaboration with Ph.D. student Dennis Verhoeven on an indicator for the concept of broadness and a new way to validate the indicator (with promising results so far) which could be used to compare firms performance.
- ❖ This conference and future conferences in collaboration with academic institutions!

Your Input is Appreciated

- ❖ Input for further concrete activities or suggestions on how and where to communicate this message are welcome directly to:
Bent.Lundsager@zacco.com (chairman of working group) or
Peter.Bittner@i3pm.org





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