

Public I³PM Newsletter August 2012

From IP Expert to IP Manager: European Master of Intellectual Property Law and Management *January 2013*

In January 2013, the seventh consecutive Master of IP Law and Management (MIPLM) will start at CEIPI in Strasbourg. Participants from all across Europe with different professional backgrounds have already successfully completed these studies. This European master's program was designed especially for European patent attorneys and lawyers and other experienced IP professionals. Its ultimate objective is to qualify experienced IP professionals to act as IP managers with the practical skills and knowledge to deal with the new challenges of wealth creation and profit generation. Participants acquire first and foremost a new understanding of how intellectual property works in business models and are conveyed the necessary skills to achieve the systematic alignment of IP management and business objectives.

The course provides an international networking platform for IP managers and in addition enables participants to build long-lasting relationships and to further develop relevant topics within the field of IP management. Being part of this international alumni network also offers new job opportunities and publication possibilities.

The program combines legal, economic and management studies and includes lectures from leading scholars and experienced practitioners in the field of IP law and management. Due to the extensive network of lecturers in academia and industry, the MIPLM is able to continually relay the latest topics to its participants. The part-time training comprises a period of six months with monthly one-week long lectures. Successful participants will be awarded the academic degree Master of Intellectual Property Law and Management (MIPLM) by the President of the University of Strasbourg, which can be considered a prerequisite for a doctoral thesis (depending on the requirements of the university where admission is being sought).

An online brochure with detailed information regarding course curriculum, timetable, admission standards, as well as the application form and frequently asked questions can be found under <http://www.ceipi.edu/index.php?id=5478&L=2> or <http://www.sti-ipm.de>.

If you are interested in participating to this course next year, please do not hesitate to contact CEIPI directly for further assistance:

Ms. Isabelle Christ, Phone: +33 3 68 85 80 17, E-mail: isabelle.christ@ceipi.edu

WIPO Academy Executive Program Strategic Intellectual Property Management *December 2012*

The WIPO Academy Executive Program is working towards narrowing the intellectual property (IP) knowledge gap through short, intensive programs particularly designed for executives and managers of companies around the world. The next Event will take place in Cape Town, SA, from December 16 to 19, 2012. To enroll, please go to www.wipo.int/academy/en/courses/executive/.

I3PM publication – Peter Bittner and Matthias Zahn: IP Management in the Software Industry – Who owns the knowledge? *May 2012*

This first of a series of articles deals with the topic “Who owns the knowledge?”
[IP Management in the Software Industry : Who owns the knowledge?](#)

I3PM publication – Peter Bittner: Piraten vs. Eigentum - Den Zeitgeist verpasst

August 2012

In this article, published in the German CHIP Magazine, issue 08/2012, Peter Bittner strongly criticizes some statements and the position of German's former Pirate political group leader Ms Weisband, which negates the obtention of Property Rights on Intangible Assets. This article is available on our Website via the link [Piraten vs. Eigentum: Den Zeitgeist verpasst](#). Unfortunately it is only available in German language.

Book Reviews

In this Issue of the I3PM Newsletter, attention is drawn to the following numerous book reviews now available without access restriction on our Website. Many thanks to the reviewers for their contribution, and special thanks to Gordan Hyland.

- [The Patent Office Pony](#), by Gordan Hyland
- [The Historical Foundation of the Law Relating to Trademarks](#), by Gordan Hyland
- [The Economics of the Patent System](#), by Gordan Hyland
- [The Economics of the International Patent System](#), by Gordan Hyland
- [Strategies for Investing in Intellectual Property](#), by Gordan Hyland
- [Patents and the Measurement of International Competitiveness](#), by Gordan Hyland
- [IP Manager](#), by Gordan Hyland
- [IP Manager Book Reviews by I3PM Managers \(german\)](#), by Günther Schmalz, Paul Rosenich, Gordan Hyland and Nikola Totzev
- [Inventing the Industrial Revolution](#), by Gordan Hyland
- [Inside the Patent Factory](#), by Gordan Hyland
- [Industrialization without National Patents](#), by Gordan Hyland
- [Hands On Systematic Innovation for Technical Systems](#), by Gordan Hyland
- [Hands On Systematic Innovation for Business and Management](#), by Gordan Hyland
- [Burning the Ships](#), by Gordan Hyland
- [Beyond Intellectual Property](#), by Gordan Hyland
- [25 Centuries of Technological Change](#), by Gordan Hyland

WIPO Publication - World Intellectual Property Report 2012: The Changing Face of Innovation

Via this publication, WIPO Magazine is launching a new series to explore emerging innovation trends from an economic perspective.

www.wipo.int/wipo_magazine/en/2012/01/article_0006.html

WIPO Publication - WIPO Magazine Current Issue 3/2012

The bimonthly WIPO Magazine (available in English, French and Spanish) aims to inform readers about WIPO-led activities, and to show intellectual property, creativity and innovation at work across the world.

www.wipo.int/wipo_magazine

WIPO Publication - WIPO Journal Current Vol 3 Issue 1 (2011)

Published in association with Thomson Reuters and Sweet & Maxwell, "The WIPO Journal" provides an exciting forum for debate on key intellectual property issues.

www.wipo.int/about-wipo/en/wipo_journal/

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