

III Participants comments

"The course provides you with some new tools and insights for your daily IP management work."

Hans Stryckers, IP-Manager, Agfa Graphics

"The business aspects are explained very well. This enables IP attorneys to apply a different way of thinking."

Le Chen, European Patent Attorney, ABB Switzerland

"This vision of IP management is very interesting i.e. use the business model and customer attempt to create an IP reflexion. Thermomix is a good case to exemplify this state of mind."

Anne le Gall, Chargée de développement des prestations PI, INPI France

"Putting back IP strategy in close relation with the business model of the company. Starting from the methodology and define how IP can deliver exclusivity for customer benefit."

Patrice Monain, Global Head, AVP, Generic Medicines Patents, Sanofi Generics

"Occasion of thinking differently allows to learn a lot. Cases of different industries with cooking machines and others, help to create new ideas and perspectives."

Yolande Misseri, Director Business Intelligence and IP, Gentical, France

Application file available at www.ceipi.edu

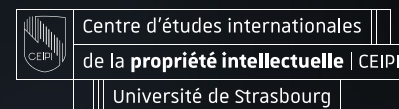
> Please send your application to CEIPI Centre d'études Internationales de la Propriété Intellectuelle 11 rue du Maréchal Juin, BP 68 F-67046 Strasbourg cedex

> Mr. Thibaud LELONG will be happy to answer your questions :
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III Supported by MIPLM participants

> Selected companies

3M Europe
ABB Corporate Research Center
ABB Motors and Generators
AGC France
Agfa Graphics
Air Liquide
Airbus Defence and Space
Akzo Nobel
BASF Construction Chemicals
Boehringer Ingelheim Pharma
British Telecom
Clyde Bergemann Power Group
Danisco/Dupont
DSM Nederland
Fresenius Medical Care
Groupe Danone
Jenoptik
Kenwood
Nestec
Novartis
Philips
Plinkington
PSA Peugeot Citroen
Quiagen
Rittal
Sanofi/Aventis
SAP
Schlumberger Etude&Production
ST-Ericsson
Tarkett
Total
UBS
Unilever



PROTECTING DIGITAL BUSINESS MODELS WITH DIGITAL PATENTS

**CEIPI
STRASBOURG
29 III 30
NOVEMBER
2018**

CEIPI EXECUTIVE IP MANAGEMENT DAYS

The Internet of Things (IoT) or the fourth industrial revolution is neither a short-term phenomenon nor a buzz word. Single enterprises are not capable to influence the trend of digitizing business processes nor can they change the globalization of value chains. Digital business models demand new solutions for IP protection. In some industries (e.g. IT, telecoms and software), such forbidding right strategies have been established for many years. However, the need to protect the new business models is also becoming increasingly important for other industries. Learn in this workshop program how to protect digital business models in practice.

This program is dedicated to train IP management executives in industry and institutions. Since 2006 the MIPLM program educates IP management skills to IP experts from all over the world. It shows, by means of concrete best practice case studies from different industries, how the protection of business models can be achieved.

The examples range from Vorwerk for its kitchen machine Thermomix and the organizational implementation of this strategy. Furthermore the IP strategy and management practice of CLAAS and their digital revolution in agriculture and Rittal IOT and smart production will be discussed.

The workshop's aim is to provide insight into industry specific aspects of IP strategy development, practical issues in systematic synthetic invention, IP protection of perceived customer benefits and sustainable organizational change in companies.

Including Claim Structure Workshop for Digital Patents



Host and Lecturer: Prof. Dr. Alexander J. Wurzer

He is Associate Professor at the Centre for International Intellectual Property Studies (Centre d'Études Internationales de la Propriété Intellectuelle, CEIPI) at the University of Strasbourg, where he is responsible for the Master's degree in Intellectual Property Law and Management (MIPLM). He is Managing Partner at Wurzer & Kollegen GmbH, a consulting company for strategic IP management.

Lecturer: Axel Karl

Axel Karl is German Patent Attorney and founder of the Munich based Law Firm X-IP. He holds a diploma in electrical engineering and economics from the Technical University in Berlin and a masters degree (LL.M.) from CEIPI Strasbourg for IP Law and IP Management. Axel worked 15 years in global telecommunications and IT companies such as Cisco Systems.



THURSDAY 29.11.2018

Industry Case Studies of Digital Business Models

11.00 – 12.30

Introduction 360° IP-Strategy and IP Design for Digital Business Models

12.30 – 14.00

Lunch Break

14.00 – 17.30

Business case: Smart farming Claas Revolution in Agriculture

- > Setting up a 360° IP-Strategy Objective Matrix
- > Development of an IP-Funtion Deployment (IP-FD)
- > Describing Cyberphysical systems for IP Protection

Analysing Digital Business Models for IP Protection

- > Probiotic Yoghurt – Individual Health Ecosystem
- > Thermomix- Digital Cooking Ecosystem

19.00

Welcome Dinner

FRIDAY 30.11.2018

Workshop on 360° IP-Strategy and using IP-Design to protect Digital Business Models

9.00 – 12.30

Application of a 360° IP-Strategy in Smart Production – Case Study Rittal

- > Customer Centricity in IP-Strategy Formulation
- > Setting up Concrete Targets for Optimized IP Effects
- > Determining the Concrete Need for IP

Practical IP-Design for creating synthetical inventions

- > Using Digital Transformation Logics for creating Exclusive Digital Patented Business Models
- > Presentation of Taxonomie and Invention Principals

12.30 – 14.00

Lunch Break

14.00 – 15.30

Claim structures and Invention Principles in Digital Patents

- > Claim Structures within the Taxonomy of Digital Invention Principles
- > Cases of Current Practice at EPO for Protection of Digital Business Model Elements
- > Application of EPO Guidelines to protect Digital Business Models

15.30 – 16.00

13PM Presentation:

The IP-Management Community in Europe

16.00 – 16.30

Summary and Closing Remarks