

### III Supported by MIPLM lecturer and participants

#### > Selected lecturers

SVP BG Lighting Philips  
Fraunhofer-Gesellschaft  
Peter Bittner & Partner  
Nestlé S.A.  
Air Liquide  
T-Mobile International  
Total Group  
Jenoptik AG  
UBS AG  
European Patent Office  
World Intellectual Property  
Organization  
Watson, Farley & Williams  
Cabinet Beau de Loménie, Paris  
Köllner & Partner Patentanwälte  
KPMG  
Open Innovention Network

Application file available at  
[www.ceipi.edu](http://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 answers your questions :  
Phone: +33(0)3 68 85 80 06  
E-Mail : [thibaud.lelong@ceipi.edu](mailto:thibaud.lelong@ceipi.edu)

#### > Selected companies

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

# CEIPI EXECUTIVE IP MANAGEMENT DAYS

CEIPI  
STRASBOURG  
19 III 20 III 21  
OCTOBER  
2016

MIPLM



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. There is a growing and developing best practice in business orientated IP management. In the course of these executive IP management days we will discuss the IP strategy development of Vorwerk for its kitchen machine Thermomix and the organizational implementation of this strategy. Furthermore the IP management practice of WILO in the field of high efficiency pumps and of ABUS and their home security system technology will be discussed. The workshops aim's 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. The workshop program is mainly addressed to IP professionals, but also open for graduate students who are interested in these topics. The framework is designed for inspired discussions and networking.



## WEDNESDAY 19.10.2016

13.30 – 14.00

Welcoming

14.00 – 15.30

### III Case Study Vorwerk Thermomix

The IP Strategy for the kitchen machine Thermomix was published in Harvard Business Manager in 08/2015. Every 20 seconds a Thermomix device is sold all around the world. Vice President Marketing Kai Schäffner says, that the IP strategy is a key success factor behind this incredible story.

15.30 – 16.00

Coffee Break

16.00 – 17.30

### Workshop on IP-Strategy Development

- > Business Canvas and IP protection of business models
- > Identifying the IP demand within a business model
- > 360° IP Strategy
- > IP Objectives Matrix

19.00

Welcome Dinner

## THURSDAY 20.10.2016

9.00 – 12.30

### III Case Study WILO High Efficiency Pumps

The development of pump technology in recent years has seen milestones achieved in the area of energy efficiency at WILO. Pumps are integrated into modern building technology, a challenge and opportunity. CTO Dr. Beukenberg pays great attention to the IP Strategy and its implementation as a part of WILO's agility to technology trends.

12.30 – 14.00

Lunch Break

14.00 – 17.30

### Workshop on IP Strategy Implementation and Synthetic Invention Development

- > Successful Change Management with IP Management
- > Integration of IP in Roadmap Processes
- > Synthetic IP development with IP-Design

## FRIDAY 21.10.2016

9.00 – 10.30

### III Case Study ABUS Home Security Systems

ABUS offers a wide range of products that provide customized, flexible and scalable security solutions for companies. The managing director Dr. Becker focuses on an IP strategy that contributes to the strategy of differentiation from competitors followed by ABUS. From locking systems to video surveillance and alarm systems. ABUS's product range offers a wide variety of customer solutions and benefits that poses great challenges for IP strategy and process development.

10.30 – 11.00

Coffee Break

11.00 – 12.00

### Workshop on Quality in IP Management and Compliance

- > Compliance Requirements and IP practice
- > IP process framework and corporate governance

12.00 – 12.30

13PM Presentation: The IP-Management Community in Europe

12.30 – 13.00

Summary and Closing Remarks