

13  
CASE STUDIES

# IP BUSINESS STRATEGY CONFERENCE



31<sup>st</sup> May - 2<sup>nd</sup> June, 2010 ■ The Grace Hotel, Sydney

## HEAR FROM AND NETWORK WITH:

- Vanessa Hutley, *Director of Intellectual Property, Microsoft*
- Mathew O'Keefe, *Trade Marks Attorney, Foster's Group* and *President, AMPICTA*
- Bronwyn James, *Counsel – Commercial, Technology and Intellectual Property Group, Westpac*
- Suyin Ng, *Corporate Lawyer, Lonely Planet*
- Kieran Power, *Global IP Manager, Aristocrat Technologies*
- Jane Perrier, *General Counsel - Intellectual Property, Telstra*
- Duncan Bucknell, *CEO & IP Strategist, Duncan Bucknell Company*
- Natalie Chapman, *Leader, Business Development, ANSTO*
- Kevin Croft, *Managing Director, Croft IP*
- Daniel Grant, *Director R&D Business Development, Pfizer*
- Andrew Barling, *Legal Counsel and Commercial Manager, Commercial Law Group – Southern Region, Fujitsu Australia*
- Kathryn Harrison, *Head, Intellectual Property, YM Australia (formerly Cytopia)*
- Ken Preshaw, *Executive – Licensing, IBM*
- Maree Anast, *IP Coordinator (Asia Pacific), James Hardie Research*
- Karl Rodrigues, *Executive Manager, Licensing & Investment Management, CSIRO*
- Matt Gallagher, *Global IP Manager, Nufarm*
- Richard Hamer, *Partner, Allens Arthur Robinson*
- Adrian Lawrence, *Partner, Baker & McKenzie*
- Rob McInnes, *Principal, Spruson & Ferguson*

## KEY BENEFITS OF ATTENDING:

- Generate **new income streams** for your business by developing a strategy to exploit or license IP for commercial value
- Examine the emerging issues of **content protection** and **access online** and position your business to take advantage of **social media opportunities**
- Gain competitive advantage by **strengthening your brand position** and **building strong IP coverage** in new markets
- **Reduce expenditure** on your IP portfolio through an assessment of how IP assets are being used and which assets are generating value for your business
- Protect your brand and prevent loss of revenue by developing a strategy to prevent or reduce **parallel importation** and trade of **counterfeit goods**

### **PLUS DON'T MISS THESE POST-CONFERENCE WORKSHOPS:**

#### **WORKSHOP A:**

***Strengthen and Protect your Brand Position on Social Media Websites***

Led by: **Adrian Lawrence, Partner, Baker & McKenzie**  
**Suyin Ng, Corporate Lawyer, Lonely Planet**

#### **Workshop B:**

***Reducing Expenditure and Building ROI by Proactively Managing your IP Portfolio***

Led by: **Rob McInnes, Principal, Spruson & Ferguson**

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# IP BUSINESS STRAT

## CONFERENCE DAY ONE - Monday, 31<sup>st</sup> May, 2010

8:30 Registration and Coffee

9:00 Opening Remarks from the Chair:  
**Kieran Power**, *Global IP Manager, Aristocrat Technologies*

### EMERGING ISSUES FOR YOUR IP STRATEGY

9:05 **Recent and Emerging Trends in IP Business Strategy and Lessons for your Business**

- Discuss latest international developments relating to IP strategy and lessons for Australian companies
- Examine recent examples of companies using IP strategy to increase revenue, identify new market opportunities, and reduce expenditure on IP portfolios
- Emerging trends: position your business to take advantage of IP strategy  
**Duncan Bucknell**, *CEO & IP Strategist, Duncan Bucknell Company*

9:50 **Increasing the Value of your Brand in the Digital Environment**

- Using and protecting your brand in a digital context
- Brand opportunities in 'other worlds'
- Harnessing social networking to increase the value of your brand  
**Jane Perrier**, *General Counsel - Intellectual Property, Telstra*

10:35 Morning Tea

### BUSINESS MODELS & INNOVATION

11:00 **Building your Innovation and IP Management System from the Ground Up**

- Undertaking an IP audit and review of your innovation system
- Aligning innovation and IP strategy with the organisation's strategic goals
- Outlining ANSTO's new approach to innovation and IP management with lessons learnt  
**Natalie Chapman**, *Leader, Business Development, ANSTO*

11:45 **Aligning your IP Licensing Strategy with the Business Model**

- Strategising IP deals in a way that builds value for the business and the value chain it serves
- Scrutinise implications for IP-based product development
- Protecting and building value by maximising control in licensing deals
- Discuss lessons from a licensing case study in the international technology industry: ARM, a semiconductor IP and software company  
**Andrew Barling**, *Legal Counsel and Commercial Manager, Commercial Law Group - Southern Region, Fujitsu Australia*

12:30 Lunch

### REDUCING EXPENDITURE

1:30 **Reducing Expenditure and Risks through IP Reuse**

- What IP should be made available for reuse and what is the criteria for selection?
- Structuring and packaging IP for easy access and reuse
- Discuss the organisational challenges and changes that may be required across the business  
**Ken Preshaw**, *Executive - Licensing, IBM*

2:15 **Increasing Ownership Control and Reducing Expenditure on your IP Portfolio**

- Developing clear policies for the ownership of IP and maximising protection through registration
- Recognising and protecting trade secrets
- Structuring contracts and negotiating effectively with third parties to increase ownership control
- Cost effectively managing your IP through regular reviews of your portfolio and assessments of how IP is being used
- Discuss the benefits of highlighting valuable IP assets and business priorities to external IP agents  
**Kathryn Harrison**, *Head, Intellectual Property, YM Australia* (formerly Cytopia)

3:00 Afternoon Tea

### GENERATING NEW REVENUE STREAMS

3:30 **Developing an IP Strategy to Identify and Expand into New Markets in the US**

- Reconfiguring a commodity product to gain competitive advantage in the US market
- Building strong IP coverage to prevent competitors from gaining market share in this market
- Strengthening brand position in the US through developing an effective patent, trademark and copyright strategy  
**Maree Anast**, *IP Coordinator (Asia Pacific), James Hardie Research*

4:15 **Define Strategy and Exploit IP for Commercial Value**

- Setting the strategic direction of IP strategy at the Board level
- Ensuring business units understand the value of IP to the business
- Develop a strategy to work out what IP you have and how you can generate value from IP assets
- Develop new revenue streams from existing IP assets  
**Kevin Croft**, *Managing Director, Croft IP*

5:00 Close of Day One

## CONFERENCE DAY TWO - Tuesday, 1<sup>st</sup> June, 2010

9:00 Opening Remarks from the Chair:  
**Kieran Power**, *Global IP Manager, Aristocrat Technologies*

### PROTECT YOUR BUSINESS FROM CHEAP COMPETITION

9:05 **An Holistic Anti-Counterfeiting Strategy**

- Update on the counterfeiting "industry": what's being targeted and where's it coming from?
- Discuss the impact of the global financial crisis on counterfeiting and other emerging issues
- Taking an holistic approach to anti-counterfeiting that extends beyond legal protections
- Working with government authorities to minimise risks
- Incentivising customers and retailers to buy and sell genuine products  
**Vanessa Hutley**, *Director of Intellectual Property, Microsoft*

9:50 **Protecting your Business against Parallel Importing**

- Discuss approaches to reducing and preventing parallel importing
- Pursuing action for parallel importing: what are your rights?
- Discuss why the strong Aussie dollar can increase cases of parallel importing
- Examine how parallel importing can destroy your brand
- What you can expect to see in the area of parallel importing in the future?  
**Mathew O'Keefe**, *Trade Marks Attorney, Foster's Group and President, AMPICTA*

10:35 Morning Tea

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## COMMERCIALISATION & NEGOTIATION STRATEGIES

- 11:00 **Successful Commercialisation Strategies**
- Selecting the right partnerships for product development
  - Motivating R&D specialists to think commercially
  - Ensuring the product has commercial value
  - Raising capital in a competitive market
  - Strategies for successfully taking the product to the market
- Karl Rodrigues**, Executive Manager, Licensing & Investment Management, CSIRO
- 11:45 **Improved Outcomes in Technology Licensing through Effective Negotiation Techniques**
- Undertaking thorough preparation for technology licence negotiations
  - Understanding the outcomes all parties expect from the deal
  - Examining common pitfalls in technology contract negotiation and how to avoid them
  - Ensuring all parties deliver on expectations through all stages of the product development cycle
  - Establishing effective benchmarks to understand when the royalty is too much or too little
- Matt Gallagher**, Global IP Manager, Nufarm
- 12:30 Lunch
- 1:30 **Strategic Alliance Management after the Deal has been Signed**
- Developing a communication plan to maintain effective relationships with strategic alliance partners
  - Managing IP assets in strategic alliances
  - Effective risk management in partnerships
- Daniel Grant**, Director R&D Business Development, Pfizer

## PREVENT COSTLY LITIGATION

- 2:15 **Litigation, Dispute Resolution and Enforcement**
- Ensuring your litigation strategy is aligned with commercial objectives
  - Coordinating litigation with non-litigation tools such as regulatory, customs and commercial measures
  - Analysing different dispute resolution approaches and alternatives to litigation
  - Developing a plan in early stages of litigation to prevent an expensive, drawn-out process
  - Deciding at what point to negotiate and open settlement discussions
- Richard Hamer**, Partner, Allens Arthur Robinson

3:00 Afternoon Tea

## BRANDING & ONLINE STRATEGIES

- 3:30 **Protecting your Brand and Managing the Risks when Launching New Brands**
- Managing the trade mark and copyright clearance process
  - Negotiating contracts with advertising agencies: have you got the right protections in place?
  - Controlling use by staff of music and other third party intellectual property
- Bronwyn James**, Counsel – Commercial, Technology and Intellectual Property Group, Westpac
- 4:15 **IP Business Strategy in the Internet Age**
- Examining the current debate about content protection and access on the Internet
  - Developing a strategy which will increase business value: which IP assets should you charge for, what should be licensed and which IP assets should the public have free access to?
  - Rethink your business model to take advantage of Internet opportunities
- Suyin Ng**, Corporate Lawyer, Lonely Planet
- 5:00 Close of Day Two

“Good overview of key areas influencing IP strategy.”

IP Management, Commercialisation & Protection Conference, 26<sup>th</sup> October 2009

Delegate: **Adam Giles**, Manager Product Development, Environmental Clean Technologies Limited

“Good conference in terms of quality of presentations and topics. There was something for everyone.”

IP Management, Commercialisation & Protection Conference, 26<sup>th</sup> October 2009

Delegate: **Peter Coumbis**, Senior Commercial Lawyer, Australian Institute of Marine Science (AIMS)

## WORKSHOPS DAY - Wednesday 2<sup>nd</sup> June, 2010

8:30 Registration & Coffee

### Workshop A:

9:00-12:30

#### **Strengthen and Protect your Brand Position on Social Media Websites**

*This workshop will examine branding opportunities and how to update business models to take advantage of social media, with practical examples from Lonely Planet. Explore strategies to:*

- Examine legal issues relating to social media including employee use of social media, privacy, security, reputational issues and how your IP can be infringed and protected on social media websites
  - Take advantage of social media to increase brand value and engage customers
  - Understand the types of business transactions taking place and how your business can make money in this space
  - Understand the pros and cons of charged vs. free online content
  - Examine patterns of use and how your business can connect with users on the most popular websites such as Facebook
- Adrian Lawrence**, Partner, Baker & McKenzie; and **Suyin Ng**, Corporate Lawyer, Lonely Planet

### Workshop B:

1:30-5:00

#### **Reducing Expenditure and Building ROI by Proactively Managing your IP Portfolio**

- Ensuring your company invests in IP relevant to business goals
  - Cost control for your IP portfolio during an economic downturn
  - Assessing and developing plans for assets that are not generating value for your organisation
  - Understand how to reduce expenditure on IP while maintaining protection
  - Implementing R&D processes to maximise IP protection
  - Determine how value creating opportunities can be identified and maximised
  - Understand the IP landscape and monitor competitor's patent developments
- Rob McInnes**, Principal, Spruson & Ferguson

(Lunch will be provided to delegates who attend both workshops)

