

COURSE NOTIFICATIONS

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1) CEIPI Executive IP Management Days

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 framework is designed for inspired discussions and networking.

Objectives :

The workshops 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.

Target :

The workshop program is mainly addressed to IP professionals, but also open for graduate students who are interested in these topics.

Cost :

A € 600 fee reduction is offered for I3PM members from the € 1,800 list price.

When :

19-20 October 2017.

Where :

CEIPI, Univ. of Strasbourg, Strasbourg France.

More information :

You can download the Program and Agreement at <http://www.ceipi.edu/en/training-seminars/ceipi-executive-ip-management-days/>

For further information, please contact: thibaud.lelong@ceipi.edu.