




Université Robert Schuman
Strasbourg

STEINBEIS UNIVERSITY, BERLIN
STEINBEIS-TRANSFER-INSTITUTE
INTELLECTUAL PROPERTY MANAGEMENT

An abstract graphic consisting of several colored squares (dark blue, light blue, yellow, and light green) arranged in a scattered pattern.

CEIPI MASTER OF IP LAW AND MANAGEMENT

The 21st century marks a new era as our economies increasingly rely on knowledge-based production processes and services. Consequently, the institutions responsible for education and research in the field of intellectual property law in Europe must provide appropriate training for staff from the respective professional environments to acquire or reinforce their ability to initiate, control, protect, exploit and increase the value of intangible assets.

The knowledge-based economy integrates research and development activities, innovation, industrialization and the marketing of products and services including intangible assets and completely changes the enterprise management. It creates new professions specialized in dealing with intangible assets: this branch of law attracts consultants and intellectual property experts from among managers, jurists and lawyers.

Indeed, every innovation process generated by new economic activities assumes the intervention of the law, the installation of tools and structures for developing or

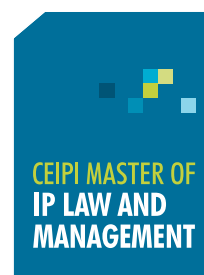
planning in order to control the intangible assets and to optimize their valorization.

It was the duty of CEIPI of the University Robert Schuman, Strasbourg, the European Centre of Intellectual Property Studies in Europe, to establish a new master program “Master of IP Law and Management”, which complements the existing training course for engineers, scientists and lawyers. This „European“ master program features a continuous training scheme and addresses young experts in the intellectual property field. It provides a genuine education program based on an investigation carried out in large enterprises in Europe. The teaching staff comprises academics and experts of various countries, renowned for their work and competence in dealing with the impact of intellectual property on the policy of the enterprises.

Yves Reboul

General Director of CEIPI

Prefaces



Intellectual property has become a crucial factor and driving force in the knowledge-based economy. The economic development and the competitiveness of companies more and more depend on the generation and exploitation of knowledge. Intellectual property can convert investment in corporate knowledge creation into economic benefits. Thus IP-based appropriation strategies form the basis to create wealth and competitive advantages for companies from their R&D and innovation activities.

The development and implementation of sustainable strategies for IP exploitation require a concerted integration of involved disciplines into an interdisciplinary view on IP. Only the combination of economic, legal and technological sciences fosters the competitive edge of companies in a knowledge-based economy. IP management within such a holistic approach provides optimized appropriation strategies and thus essentially contributes to the creation of wealth in a company.

Accordingly, IP management needs skilled managers who can combine the economics of intangible assets in an intellectualized environment with multidisciplinary knowledge in order to maximize the benefits of IP.

A new type of competences, skills and underlying knowledge enters the arena of management and management education. The increasing impact of intellectualized wealth creation by investment in knowledge, R&D and innovation followed by its exploitation and IP-based appropriation calls for seminal new education concepts.

The CEIPI program “Master of IP Law and Management” offers such a new type of management education. It follows an intrinsically multidisciplinary approach to meet the challenges and requirements of the knowledge-based economy. This master program combines legal, economic and management sciences and includes lectures from leading scholars in the field of IP law and management. Its ultimate objective is to qualify experienced IP professionals for acting as practically skilled IP managers with sound knowledge on wealth creation in our knowledge-based economy.

Alexander J. Wurzer

*Director of Studies, CEIPI, and
Director of Steinbeis-Transfer-Institute
Intellectual Property Management*

Concepts of the Studies

Intellectual property and economics in the present context are two disciplines that exist in parallel. Experts are found in each discipline, but with a lack of mutual understanding and training. Both “worlds” are nowadays bridged by experts, called IP managers, who link both disciplines through knowledge and experience.

The CEIPI studies pursue a holistic approach and engage experts for the developing market of an IP economy. They are experts for basic economic management processes with specific assets. Management is understood in the broad sense of an overall company management and accordingly divided into six general functions:

- (1) Strategy**
- (2) Decision**
- (3) Implementation**
- (4) Organization**
- (5) Leadership**
- (6) Business Development**

On the basis of this differentiation skills should be allocated to management functions, and relevant knowledge to the functions and skills. The teaching concept focuses on both areas, skills and knowledge, as relevant to business with intellectual property.

Skills can be allocated to the specific management functions as relevant to the practical work within IP management. The skills are thus determined by the daily chal-

lenges and tasks an IP manager encounters. For example, the “Decision” function includes skills such as “valuation and portfolio analysis techniques”, and “Organization” as a function requires skills to manage IP exploitation and licensing including economic aspects as well as contractual design and international trade regulations with IP assets.

Special knowledge of economy and law is required in order to implement and deploy these skills in business. This includes knowledge of economic basics such as function of markets and internal and external influence factors. Additional management knowledge is also included such as value-added and value-chain concepts. The legal knowledge includes contractual and competition law, and special attention will be paid to European and international IP and trade law, e.g. the Technology Block Exemption. Following this concept, IP law and management can be combined in clusters formed of specific skills and knowledge defined within each management function.

The lectures have a high international standard; the lecturers possess a high reputation and long experience in the teaching subject with academic and practical backgrounds. The top-level experts come from the fields of law, economics and technology.

The experts and the students work closely together during the seminar periods. Exchange of experience and, as a consequence, networking are common follow-ups.

Structure of the Studies

The master studies follow the principle of learning in modules. Knowledge is transferred in a compressed and coordinated form. Single modules are derived from the specific knowledge and skill clusters of the different functions. Each module represents a seminar to obtain the required qualification for every management function and for comprehensive IP management by the end of the studies. The studies combine academic knowledge and practical implementation guidelines for IP management skills to be practised in daily work. Lectures and seminars build on business experience (anecdotal, case studies), concepts (best practice) and empirically validated knowledge on the different topics. The focus will lie on a sound and well-founded discussion about economic causes and effects on business relationships in the various knowledge areas.

The lecturers are from leading international universities and highly recognized institutions as well as top IP professionals with excellence in IP business and management.

The best practise approach of the course is also reflected by the various backgrounds of the participants themselves and the possibility for discussing problems and tasks based on their different experience.

A detailed and very good documentation is provided. It can be used for your own private study and for further deepening into special aspects. A unique highlight of each module is a dinnertalk. An exclusive keynote speaker from a multinational corporation with best practise in IP and related topics presents and discusses the “do’s and don’ts” in his working field. This is one of the numerous opportunities for networking in the emerging field of IP-based business.

Each module is accompanied by tutorial sessions, exercises and private studies. Exercises are optional and carried out either by the respective lecturer or additional experts. Case studies after each module will complete the course and allow consolidation and troubleshooting.

Previous Lecturers

Prof. Dr. Mario Calderini, Professor of Economics and Management of Innovation, Politecnico di Torino - DSPEA

Dr. Beda Bischof, Head IP search, Swiss Federal Institute of Intellectual Property

Prof. Dr. Christian Osterrieth, Reiman Osterrieth Köhler Haft, Patent Attorneys, University of Constance

Dr. Thierry Sueur, Head of IP, Air Liquide

Dr. Malte Köllner, Triangle Venture Capital Group, Patent Attorney

Gert Jaeger, Head IP Retrieval, NATIF Beratungsgesellschaft für Technologie mbH

Dr. Edgar Jochheim, Managing Director, Innologics e.V.

Dr. Günther Isenbruck, Isenbruck, Bösl, Hörschler, Wichmann, Huhn, Patent Attorneys, Secretary LES

Prof. Dr. Heinz Goddar, Boehmert & Boehmert, Patent Attorneys, University of Bremen

Dr. Edelbert Häfele, Managing Director, PATEV GmbH & Co. KG

Oded Hecht, Director Business Development, Harvard University

Vladimir Yossifov, World Intellectual Property Organization, WIPO

Dr. Daniel Kraus, Head, Training and Technical Cooperation Swiss Federal Institute of Intellectual Property

Alexander Biesalski, Brand Rating GmbH

Dr. Frank Remmert, Buse, Heberer, Fromm, Patent Attorneys

Thomas Doppelberger, Director Fraunhofer Venture Group

Prof. Bojan Pretnar, University of Ljubljana Slovenia, World Intellectual Property Organization, WIPO

Prof. Ulf Petrusson, Bo Heiden, both Centre for Intellectual Property Studies (CIP), Chalmers University Gothenburg

Dr. York-Gero von Amsberg, Attorney, Euroasialaw

Dr. Dorit Weikert, Senior Manager, Corporate Finance, KPMG

Frank Bollmann, Managing Director, Duff&Phelps

Dr. Lorenz Kaiser, Division Director Legal Affairs and Contracts, Fraunhofer-Gesellschaft

Prof. Dr. Bruno van Pottelsberghe, Chief Economist, EPO (Former), Solvay Business School, Brussels

Leo Longauer, Head Group Intellectual Property, UBS AG

Thomas Dibke, Managing Director, InvenComm

Prof. Dr. Ansgar Ohly, Universität Bayreuth

Peter Bittner, European Patent Attorney, SAP AG

Prof. Dr. Knut Blind, Head of Department, Innovation Systems and Policy, ISI Fraunhofer

Dr. Ralf Stowasser, European Patent Attorney, Grünenthal GmbH

Dr. Oliver Brosch, European Patent Attorney, Patentanwaltsozietät Kutzenberger & Wolff

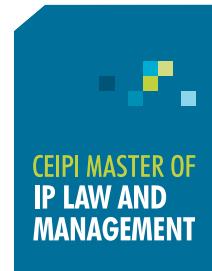
Participants & their Benefits

European Patent Attorneys

You will learn to develop and improve customer-oriented services. Potentials for intermediary services within an IP-based business will be shown, and opportunities to fulfil this important function are taught.

IP Professionals and Experts

You will be enabled to act as an intermediary for information services to provide relevant information on the one hand, and to additionally compile the information needed to achieve sound decision-making for the management board in your company.



Participants & their Statements

"Lectures and lecturers: very knowledgeable, very experienced, profound individual achievements."

Nikola Totzev, Patent Attorney,
Patent Agency Totzev & Germanova, Sofia, Bulgaria

"This course will give you more than solutions – it will teach you a broader way of working with IP."

Bernt Lundsager, Head of Department,
Zacco, Hellerup, Denmark

"Perfect combination between IP law and management emphasizing the strategic importance of IP."

Christina Karipidou, Consultant Intellectual Property,
Vrilissia Attikis, Greece

"A great experience during the course was the network we established over the six weeks."

Annegret Rangel Vale, IP Consultant, Cascais, Portugal

"The course immensely broadened my perception of the clients' needs, and on the other hand gave me facts and tools at hand to solve their problems in IP management."

Dr. Martin Wilming, European Patent Attorney,
Hepp Wenger Ryffel AG, Wil, Switzerland

"The course enables a holistic understanding of IP; it is as essential as unique. After the course you look at the economic environment in a new way."

Dr. Claude Dreyer, Examiner, EPO, Munich, Germany

"This program definitely changed my way of thinking of IP as a legal instrument to support business into seeing IP as a business opportunity on its own."

Peter Bittner, European Patent Attorney,
SAP AG, Walldorf, Germany

"Good concept, theoretically well structured.

Helps developing my personality, opens new perspectives. Gives new insights into developing IP Businesses."

Thomas Kretschmer, IP Counsel, Accenture,
Schaffhausen, Switzerland

"MIPLM: Kind of 'brain-wash'; a completely new perspective of looking at your intellectual property assets from the economic point of view."

Dr. Ralf Stowasser, European Patent Attorney, Grünenthal GmbH, Aachen, Germany

"High quality lecturers for a course of high value."

Dr. Gauthier Obrecht, Patent Department, Boehringer Ingelheim Pharma, Biberach, Germany

"I am convinced that most of the participants of our study group will stay connected in a way of highly specialized friends in an international environment."

Paul Rosenich, CEO, Patent Attorney, Patent Büro Paul Rosenich AG, Triesenberg, Fürstentum Liechtenstein

Module Contents*

Module 1

Strategy

Strategy can be seen as the goal to maximize one's own interest by keeping one's effort as minimal as possible. Strategy comprises the know-how and know-why of sustained value creation. In the context of IP management it is most important to align a company's IP portfolio to its overall business objectives. The module includes the following topics:

Business Strategies and Markets

- Institutional economics, market definition
- Utility function, principal agent theory
- Business strategy
- Resource based view
- Value-added concept
- USP, customer benefits and TQM

Economic Environment and Influencing Factors

- Internal resources, complementary assets
- Market-based view
- Competition, technology, market characteristics
- Customers, marketing and intellectual property (IP)

Development of IP-based Business Strategies

- Strategic analysis and relevant information
- Economy of IP

Module 2

Decisions

This module teaches the participants to gather and compile internal and external market and competition-based information, as related to IP. The module includes the following topics:

Cost Accounting and Results Accounts

- Cost accounting
- Results accounts
- Controlling
- Controlling and IP-oriented figures

Investment and Decision

- Economic decision and game theory
- Investment plan
- Risk assessment and management

IP Exploitation (I)

- Licensing and transfer
- IP asset valuation
- Technology and IP portfolio analysis

Module 3

Implementation

Implementation is driven by the identification of the most effective and efficient paths in a particular business context. This module teaches participants to develop value chains as well as funding and the alignment to innovation and technology management. The module includes the following topics:

Business Organization

- Value chain concepts
- Operational and organizational firm structure
- Vertical and horizontal business integration

Finance and Investment

- Funding sources and intermediaries
- Potentials of IP

Technology & Innovation Management and Project Management

- Alignment to IP management

* The coverage of the listed topics will depend on the availability of the invited lecturers.

Module Contents*

Module 4

Organization

Organization in a business context includes the design of organizational structures. Within this module, special attention is paid to the legal side of business organization and international interaction. The module includes the following topics:

International Trade and Commercial Law:

- Antitrust law
- International trade and commercial law
- Law of contract
- International taxation and accounting

International IP Law:

- Types of IPR
- EU regulations
- TRIPS
- Technology Block Exemption

IP Enforcement:

- Litigation
- Infringement
- Product piracy

Module 5

Leadership

The organization and management of IP departments in general and its staff in particular are important for providing high-quality IP-related services, whether as an external consultant or an internal intermediary. The marketing of the services as well as basics on trademarks and counterfeiting are also included in this module. It includes the following topics:

Marketing, Trademarks:

- Service marketing
- Trademarks and marketing of technology-based products
- Counterfeiting and product piracy

Human Relationship Management:

- Motivation and incentive schemes
- Management-by-concepts
- Leadership and delegation
- Recruitment and layoff

IP Departments:

- Business and service orientation
- Communication
- Operational IP management
- Outsourcing

Module 6

Business Development

This module teaches the participants to look at business development as a cross cutting issue and take issues such as monopoly design or cost versus quality based market differentiation into consideration when designing business plans. Furthermore the development of intermediary services for the exploitation of IP assets and supporting a company's IP business are an integral part of this module.

IP-based Economy

- IP-based business concepts
- Intermediary and supporting services in IP business
- European market for intermediary services

IP Exploitation (II):

- IP business models
- Monopoly design and differentiation
- License business

* The coverage of the listed topics will depend on the availability of the invited lecturers.

Information

Lecturers

The lecturers are from international leading universities and highly recognized institutions as well as top IP professionals with excellence in IP business and management.

Examinations

Presentations and oral examinations will be held within the lectures during the course of the modules. A case study for preparation at home accompanies each module. Written exams are held at the end of the course in the sixth module, covering the subjects of the previous modules.

Academic Degree

Having completed your studies successfully, you will be awarded the academic degree "Master of Intellectual Property Law and Management" (MIPLM) by the President of the Robert Schuman University.

Places of Lectures

Strasbourg

Organization of the Studies

The entire training comprises a period of six months with monthly lecture weeks in parallel with your job. Each lecture week deals with a separate subject (module). This innovative concept allows the participants to return to their daily work and concentrate on their jobs after having finished each module.

The lecture weeks cover a six-day period – from Monday until Saturday. The dates and the teaching subjects are given in this brochure for proper planning.

Participants will also receive case studies related to the subject of the respective module.

The master studies are held in English.

Supporting Program

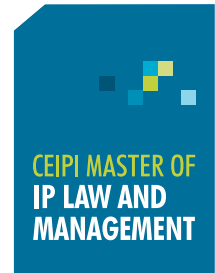
Dinner with exclusive keynote speakers from multinational corporations with best practise in IP and related topics on Wednesday.

Tutorial/Exercise on Monday and Thursday evenings.

Private study on Tuesday and Friday evenings.

Summer School

Additionally in Juli / August 2009 two MIPLM-related Summer School Programs (CASRIP, Seattle, US-Focus / IP-Academy, Singapore, Asien-Focus, planned) will be available at extra charge.



Study Times at a Glance

Module 1: October 06 to 11, 2008	Week 41
Module 2: November 03 to 08, 2008	Week 45
Module 3: December 08 to 13, 2008	Week 50
Module 4: February 09 to 14, 2009	Week 07
Module 5: March 09 to 14, 2009	Week 11
Module 6: April 20 to 25, 2009	Week 16

Admission

Minimum of three years practical work for patent attorneys, IP experts and lawyers with three years experience in the IP field.

Fee

Your investment comprises 5,415.57 Euro.

Timing of this Brochure

The concepts and contents are aimed at keeping CEIPI courses as topical as possible. CEIPI reserves the right to adjust particular contents during the course of the study period.

CEIPI Partner University

Steinbeis-Transfer-Institute Intellectual Property Management, Steinbeis University, Berlin.



Helpdesk and Application

Participants are selected for the master program who are determined to accept challenges and master them successfully.

The selection process has two steps: the first step comprises your application documents, i.e. application form, certificates and a photo; the second step includes personal tests; the applicants will be interviewed and tested for their capabilities.

Application file available at www.ceipi.edu

Please send your application to:

CEIPI Section Internationale / Université Robert Schuman
Mrs. Rosemarie Blott,
Etudes Management URS
11, rue du Maréchal Juin
F – 67000 Strasbourg

Mrs. Rosemarie Blott will be happy to answer your questions:

Phone: 0033 388 14 45 92

Fax: 0033 388 14 45 94

E-Mail: rosemarie.blott@urs.u-strasbg.fr

