



Creating Innovation
Leadership Solutions

Location: Hyatt Regency Louisville
311 S 4th Street
Louisville, KY 40202
(502) 581-1234

Intellectual Assets Management Network
Spring 2016 Meeting Agenda
Monday, March 7 – Tuesday, March 8
Draft Agenda, Subject to Change

Monday, March 7

7:30 am – 8:00 am <i>Keeneland</i>	Breakfast
8:00 am – 9:00 am <i>Downs</i>	Introductions and Roundtable <i>Network attendees will introduce themselves and talk about what they do.</i>
9:00 am – 12:00 pm <i>Downs</i> <i>Break, 10:00 am – 10:30 am</i>	<ul style="list-style-type: none"> • Pros and Cons of Internal and External Landscapes • What are the Pros and Cons of Adding Tools? • Hot Topic Roundtable (Attendees come prepared with your chosen topics) <p>Guest Speaker: Cary Levitt (Denemeyer & Co.) and David Shofi (CPA Global)</p>
12:00 pm – 1:00 pm <i>Keeneland</i>	Lunch
1:00 pm – 4:30 pm <i>Downs</i>	<ul style="list-style-type: none"> • Creating an IP Strategy Process • Understanding Your Portfolio's Leverage in the Marketplace • Business Alignment How-To • Using IP to Grow Your Business Organically • Prioritizing • Protection from Patent Assertion Entities • Getting Corporate Buy-in • Creating Frameworks for Aligning Business R&D Strategy with IP <p>Guest Speakers: Ken Seddon (CEO of LOT Network)</p>

6:00 pm – 7:30 pm <i>The Spire</i>	Networking Dinner and Team Trivia Showdown <i>Meet your fellow Network members and go head-to-head against them for the title of Trivia Champion!</i>
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Tuesday, March 8

7:30 am – 8:00 am <i>Park Suite</i>	Breakfast
8:00 am – 11:00 am <i>Downs</i> <i>Break, 10:00 am – 10:30 am</i>	<ul style="list-style-type: none"> • How to Better Manage a Cohesive IP Portfolio • Things to Watch Out For • Showing Value • How to Find and Stop IP Leaks • Benchmarking <p>Guest Speaker: Kevin Cranman (Ericsson) and Rob Williamson (IP Perform)</p>
11:00 am – 11:30 am	Planning for the Next Meeting
12:00 – 1:00 pm <i>Park Suite</i>	<p>Lunch and Learn: “Transitioning Lean Startup Principles to Larger Companies” <i>This presentation will examine the potential for companies to adopt Lean Startup methodologies, outline where and when to apply it, discuss modifications needed to work in a corporate structure, and underscore a list of issues which occur when companies don’t fully understand and invest in the disciplines required.</i></p> <p>Guest Speaker: John Bacon (Founder and CEO of iP2Biz)</p>
1:00 pm	Meeting Adjourns
2:30 pm – 5:00 pm <i>Optional</i>	<p>Tour (Space is limited; please register in advance)</p> <p><u>FirstBuild microfactory</u> – GE Appliance partnered with Local Motors to give entrepreneurs a place to develop ideas, build prototypes and test out their new products.</p> <p><u>Louisville Slugger Museum & Factory</u> – A world-famous landmark where visitors can explore the history of this family-owned global company and tour the factory floor to see how the bats are made.</p>
6:00 pm – 7:30 pm <i>The Spire</i> <i>Optional</i>	Hearty Reception