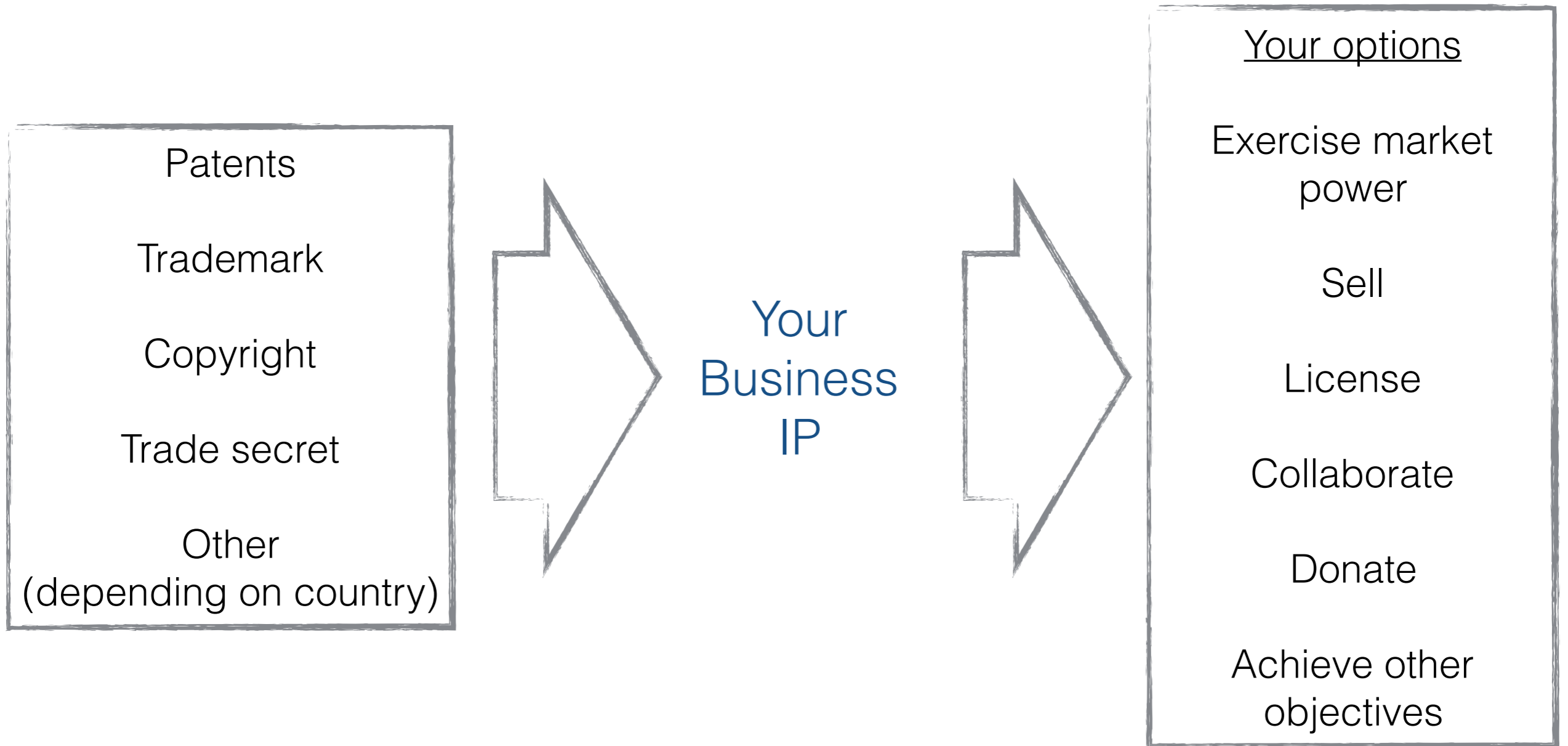


# Strategic IP Management



## Worksheet - Strategic IP Management

Take action now & boost your innovation skills:

1. Using the your notes from last week's exercise, use the one critical IP item assess your strategic IP management options.
2. If you haven't done last week's exercise you can use the template at the end of this workbook
3. Use the template on the next page and in column A identify name / describe the one important IP item.
4. In column B describe the commercial / economic value of this IP to your company.
5. In column D brainstorm how the solution for each strategy could look like.
6. In column E & F assess the risk & opportunities of each strategic options.

| <b>Critical IP</b> | <b>Economic / commercial value to business</b> | <b>Option</b>         | <b>Solution</b> | <b>Opportunities</b> | <b>Risks</b> |
|--------------------|--|-----------------------|-----------------|----------------------|--------------|
|                    |  | Exercise market power |                 |                      |              |
|                    |  | Sell                  |                 |                      |              |
|                    |  | Licence               |                 |                      |              |
|                    |  | Collaborate           |                 |                      |              |
|                    |  | Donate                |                 |                      |              |

Notes - Strategic IP Management

Date:

| <b>Critical IP</b> | <b>Appropriability regime<br/>(strong / weak)<br/>IP Assessment</b> | <b>Complementary<br/>assets (specialised /<br/>generic &amp; owner)</b> | <b>Strategic options to<br/>reap the benefits of<br/>the IP</b> |
|--------------------|---|---|---|
|                    |   |   |   |

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