



Intellectual Assets Management Network

Spring 2018 Networks Conference

March 5-7, 2018

Brown Palace Hotel & Spa

321 17th Street, Denver, CO 80202

Monday, March 5

7:30 am – 8:00 am <i>Brown Palace Club</i>	Breakfast
8:00 am – 10:00 am <i>Leadville</i>	Introductions and Pain Points Discussion All attendees are asked to complete the pre-work and come with a “hot topic” to discuss. What’s your big challenge right now?
10:00 am – 10:30 am <i>Larimer Square</i>	Networking Break
10:30 am – 12:00 pm <i>Leadville</i>	Theme: Showing the Value of IP Topics include: <ul style="list-style-type: none"> - Best practices for licensing IP depending on your situation - Effectively blocking competitors in other areas of their business - Gaining leverage with suppliers by inventing in their space - Creating metrics and measurements that track and show value to the business
12:00 pm – 1:00 pm <i>Ballroom B</i>	Networking Lunch
1:00 pm – 2:00 pm <i>Leadville</i>	Theme: IP Strategy Topics include: <ul style="list-style-type: none"> - Aligning IP strategy with the Business strategy - How to generate a portfolio that provides future leverage for the business - Strategic use of defensive patents and publications and industry memberships - Developing and focusing inventors on core IP - Proactive development of your next generation products and portfolio
2:00 pm – 3:00 pm <i>Leadville</i>	Theme: Improving the IP Organization Topics include:

	<ul style="list-style-type: none">- Benchmarking with other IP organizations- Implementing key tools and processes to improve the function of the organization- Cost savings prospects- Working with OC and other vendors for lower value work
3:00 pm – 3:30 pm <i>Larimer Square</i>	Networking Break
3:30 pm – 4:30 pm <i>Leadville</i>	Special Topics 2018
6:00 pm – 7:30 pm <i>Ballroom B</i>	Welcome Dinner

Tuesday, March 6

<p>7:30 am – 8:00 am <i>Brown Palace Club</i></p>	<p>Breakfast</p>
<p>8:00 am – 9:00 am <i>Ballroom A</i></p>	<p>Implementing Open Innovation: Making the Make/Buy/Partner Decision (ETN, IAMN) <i>Presenter: Gene Slowinski</i></p> <p>On its surface, the Make/Buy/Partner decision is simple. If you can make it, make it. If you can buy it, buy it. If you cannot make or buy, Partner. However, that simple description masks the true complexity of the decision and hides the fact that significant value can be lost or gained by correctly making the decision. Join Gene Slowinski as he shares his experience in making the Make/Buy/Partner decision. He will describe the issues that bound the decision, a set of principles that guide the decision and examples of how the decision grows or decreases value creation.</p>
<p>9:00 am – 10:00 am <i>Ballroom A</i></p>	<p>The Odd Couple: How Large Companies Can Collaborate with Smaller Entities (ETN, IAMN, NBDN) <i>Presenter: Ross Zambanini (LORD Corporation)</i></p> <p>Large companies are increasingly seeking partnerships with small companies and entrepreneurs because of their perceived agility and innovativeness. However matches conceived on paper are rarely ever made in heaven. This session highlights best-practices implemented by LORD Corporation that have made such engagements more fruitful.</p>
<p>10:30 am – 11:30 am <i>Ballroom A</i></p>	<p>Engaging and Supporting University Partnerships (ETN, IAMN, and NBDN) <i>Presenter: Anthony Boccanfuso (UIDP)</i></p> <p>Companies and universities continue to seek effective strategies for maximizing the benefit from partnerships. This session - both presentation and discussion - will discuss some of the contemporary approaches being used by both sectors to meet their business objectives.</p>
<p>11:30 am – 12:00 pm <i>Ballroom A</i></p>	<p>TRACK – IRI's Self-Directed Learning Engine (ETN, IAMN, NBDN) <i>Presenter: Sherri Bassner (IRI)</i></p> <p>The IRI TRACK (Training Resources to Advance Competencies and Knowledge) Program is a new initiative aimed at supporting our member companies' needs in developing Innovation Leaders. The program contains a Self-Directed Learning Engine (SDLE), developed in partnership with Skill Director, a provider of competency-based personalized learning tools. These tools connect many years of IRI resources, such as RTM articles, ROR research, workshops, and meeting presentations, allowing users to improve their skills through years of shared learning and research. After providing a brief overview of the scope and goals of the program, Sherri will review the Innovation Leadership competencies used to build the SDLE. She will then demonstrate the tool in its beta version, including the self-assessment tool and the creation of a development plan using IRI-related resources.</p>
<p>12:00 pm – 1:00 pm</p>	<p>Networking Lunch</p>

<i>Ballroom B</i>	
1:00 pm – 2:00 pm <i>Ballroom A</i>	<p>Starting Off Right: Streamlining the Confidentiality Agreements Process (ETN, IAMN, and NBDN) <i>Presenter: Robert Touslee (Johns Manville)</i></p> <p>Planning an approach to early conversations and disclosures is crucial to the success of any technology project or venture. The CDA/NDA is often the first introduction that people and their organizations have with one another. The role of the CDA in the IP Strategy will be brought into perspective. Some practical tips and considerations for the process steps to getting an appropriate CDA in place will be examined and discussed.</p>
2:00 pm – 3:00 pm <i>Georgetown</i>	<p>Roundtable: What Should IP Security Look Like in the Organization? (IAMN and ISITN)</p>
3:00 pm	<p>Meeting Adjourns</p>
3:00 pm – 5:30 pm <i>Optional</i>	<p>Field Trips (pre-registration is <u>required</u>)</p> <ul style="list-style-type: none"> - National Renewable Energy Laboratory's Energy Systems Integration Facility This tour will visit the ESIF's numerous interconnected facilities and laboratories, learning about energy systems, fuel cells, sensors, data centers, thermal storage, and various testing areas. - Smart Materials and Biomechanics Lab at CU Denver The mission of the lab is to explore the intersection of innovative materials, advanced modeling, and additive manufacturing to shift the paradigm in medical device design and soft-robotic technology. Projects include investigating synthetic biological tissues using liquid-crystal elastomers for muscle-like actuation and joint replacement; patient-specific finite-element analysis of medical devices using multi-functional materials that integrate bone into the structure of the device; and 3D/4D printing of soft robotic actuators.