

1st IEEE TMC Workshop on Intellectual Property: Value Creation and Management through Patents

Munich, Germany, 25 February 2011

Call for Papers

In today's increasingly information- and knowledge-driven economies it is not surprising, that intellectual capital has overtaken the value of tangible assets. Some of the world's largest and powerful companies are indeed built on intellectual capital, and, as some prominent examples show, this is especially true for electrical and electronics industries.

While intellectual capital has many facets such as brand-management, knowledge-management, skill-management, etc., the 1st IEEE TMC Workshop on Intellectual Property is going to focus on the value of patents. Together with patent attorneys, top experts, and managers from leading industry firms and the European Patent Office the following questions and topics are going to be exploited:

- Which strategies do companies pursue to create, manage, and leverage intellectual property?
- How valuable are investments in Intellectual Property / patents? How (fast) do they pay off?
- How can Intellectual Property be a success factor for competitive advantage?
- Are patents still the contemporary measure to establish and defend intellectual property rights, or are they too complicated, too costly, too slow, too difficult to enforce especially on a global basis?
- (How) do companies with advanced IP / patent strategies generate higher value than others?
- How can Intellectual Property be valued adequately? Methods, experiences, success stories, lessons learned.
- How does the IP-Journey look like: The way from an idea / invention to a global patent - process, institutions, roles, timeframe, costs, hurdles and pitfalls, potentials and chances.

The target audience is: Members and friends of IEEE, typically experts and managers in electrical and electronic industries in functional divisions such as research and development, technology management, operations management, product management, etc., as well as universities and research labs.

If you have state-of-the-art knowledge, experience, insights and/or visions to share within an inspiring and rewarding atmosphere on peer-to-peer basis, we are very much looking forward to your contribution. Please send an abstract (one paragraph to max. ½ page) of your intended contribution until 31.12.2010 to heerklotz@ieee.org.

Best regards

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