

Invitation to seminar 31 May

What does it take to make your IP strategy business-driven? – insights from academia and industry!

Speakers:

- **Dr. Bowman Heiden, Co-Director of the Center for Intellectual Property (CIP)**
- **Peter Aksel Villadsen, Senior Vice President at GN Hearing**

IP is a driver of competitiveness and profitability in many companies. But what are the key factors that separate the best from the rest when it comes to using IP to establish and leverage competitive advantages?

Many IP functions are focusing on building IP around a company's most promising inventions, but often a business-driven use of that portfolio is neglected. Dr. Bowman Heiden will question the traditional way of looking at IP and the value it creates for businesses. Do we even know if the IP contributes to competitive advantage and how much value it brings, or do we need to increase focus on this question? Have the economic implications over the full life of the IP been considered, including cost of creation, potential income, and the costs of extracting that income?

New technologies and digitalization are forcing many industries to face significant changes in competition and business models; changes that impact business strategies and inevitable the way we handle IP. Peter Aksel Villadsen will talk about the requirements of the IP strategies of tomorrow, and how we make sure that IP strategies and operations are sufficiently aligned with the business to take on these challenges.

Date and time

Wednesday 31st May 2023

08.30: Breakfast

09.00–11.30: Seminar with Dr. Bowman Heiden and Peter Aksel Villadsen

Address

IDA Conference, Kalvebod Brygge 31,
1780 Copenhagen V.

Price

Members of DIFI: DKK 250 (excl. VAT)

Non-members: DKK 400 (excl. VAT)

Please register for the seminar before 12 May 2023
[here >](#)

Certificate of Participation

DIFI provides a certificate of participation corresponding to three 45-minute lessons.