

Global LPO Conference, Los Angeles, USA, 5-6 Oct 2011

Do you believe; IP outsourcing strategy is the bridge that links your intellectual property portfolio to the objectives of your business? Having a strong IP strategy provides you with the opportunity to succeed on your terms. It can determine whether you or your customers, partners, vendors and competitors will have the most influence to shape your markets. The idea presented will be illustrated through the use of a very unique playing card deck, vetted at the National Defense University, currently in use for strategic planning for top flight corporate, legal, and government organizations.

How Can You Outsource Patent Prosecution and Litigation Support with the Cost Benefits of Low Cost Countries but the Quality of US Solutions?

- The new "Normal" for law firms and corporations - What this means for legal services providers. Rethinking how IP work is undertaken and unbundled; Rebalancing IP department skills; Redistribution of the IP services provider portfolio
- Process of selecting the right vendor – analyzing past record of quality delivery, SLAs, state-of-art facilities, IT support, and trained staff, matching your needs and overall capacity of vendor to fulfill, and use of third-party support like consultants or advisors.
- Framing strategies for improved resource allocation
- Developing internal resources; Motivation techniques and training for in-house staff; Utilizing paralegals for a broader range of tasks

Speakers:



Alok Aggarwal,
Chairman & Co-founder,
Evalueserve



Rajiv Yadav, Ph.D., Esq.
Chief IP Counsel,
Sybron Dental Specialties



Robert Cantrell,
IP Strategist,
Think IP Strategy

Moderator:



James P. Duffy,
Managing Partner, Berg and Duffy LLP