

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

Within the last few years we have seen IP departments move away from their traditional cost image and become far more aligned with the business and the bottom line. Are the IP Counsel really looking at LPOs for their IP Monetization Model? This session will continue to explore revenue generating strategies that can help this new age IP department.

The Evolution of the IP Department: What's New in IP Monetization?

- Squeezing The Balloon
- Licensing out patents, selling off undervalued, IPR-increasing litigation
- Aligning legal and business goals
- IP Onshoring and/or Offshoring; Relevance of LPO industry for IP Counsels and Law Firms
- Leveraging the expertise offered by LPO Service Providers: Vendors, Partners and/or Consultants

LPO - A brand new concept for managing the IP portfolio for IP lawyers; measuring the return on investment in LPO partnership – buyers' perspective

Speakers:



Robert Cantrell,
IP Strategist,
Think IP Strategy



Phyllis Turner-Brim,
Licensing Attorney Director,
Intellectual Ventures



George Romanik,
Intellectual Property Counsel,
Pratt & Whitney

Moderator:



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