

How to use Intellectual Asset Management in innovation projects
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12:15 – 13:00 **Registration**

13:00 - 13:15 **Introduction**

Intellectual property is an important aspect of identifying, verifying and evaluating innovations within a university research setting. However, early-stage innovation projects often build on valuable knowledge which is broader than the perspective afforded by traditional intellectual property rights. The issues are: how do we structure the knowledge and research outputs from university-based R&D settings, and how can we improve our strategic decision making in regards to research assets that have the potential to create value?

13:15 – 13:45 **Benefits of IAM and IA Capture**

Intellectual Asset Management is a methodology that is intended to organize and structure information for use as a decision support tool in relation to portfolios of intellectual assets generated in early-stage innovation projects. We explore how the IAM approach strives to capture intellectual assets so that they can be analyzed and managed in a strategic manner to support the value creating objectives of the organization. From this discussion we clarify the range of conclusions that are we able to draw using IAM, and identify the types of decisions that are supported with this approach.

13:45 – 14:15 **IA Capture in Practice**

How do we identify and capture knowledge in a systematic manner? We explore a process that looks to break down innovations and knowledge into constituent building blocks which allow us to treat and manage them as portfolios of intellectual assets.

14:15 – 14:30 – **Case Introduction**

We now use a case study and an IA management tool to delve deeper into the IA capture process. The case study represents a typical early-stage research and development project. Attendees will be divided into groups, and will use the case to apply the IA capture process and to generate a list of intellectual assets of their own.

14:30 - 14:45 **Break**

14:45 - 16:15 **Group Work and Discussion – IA Capture.**

In groups we apply the IAM framework to identify relevant knowledge assets from the case and capture their function and utility. We will use our preliminary list of intellectual assets to discuss the challenges and tips in applying this process in practice.

16:15 – 16:45 **IA Analysis**

We delve deeper into the IAM methodology to explore the type of analyses that can be performed based on an IA list together with external innovation information.

16:45 - 17:00 **Conclusions**

To conclude we review the potential benefits and discuss what value this approach can have within your respective organizations based on the challenges within your setting.