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## [NEW NEW NEW! Webinar: IP Management and Digitalisation](#)

Date:

Thursday, 07.05.2020

Time:

10:30 - 12:00 pm (CEST – Central European Summer Time) - the webinar session will open 15 minutes before the official start

Location:

Online

Host:

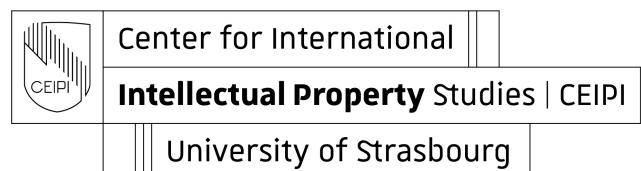
European IP Helpdesk / CEIPI

Speaker:

Prof. Alexander Wurzer

Level of Expertise: Entry

Language: English



Modern IP management is the key success factor to create and protect new business models in the digitisation. Here, an understanding of the practical use of intellectual property (IP) in concrete business models is crucial. Understanding this the development of a new IP strategy or the valuation of existing IP becomes feasible for SMEs.

An IP strategy for the digital challenges: IP offers you as an SME the opportunity to assert yourself in digitally transforming business ecosystems, to secure your own profitable position and to create

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added value with innovations.

From the app to the business model: If you have a legally enforceable exclusivity for customer benefits in your own range of services, premium prices can be implemented and market positions can be designed in digital business models.

Knowledge of the best practice in IP protection is the secret of success for SMEs. We show practice-oriented methods and tools to extend and secure the technical advantage over the competition in the long term, especially with digital topics.

This webinar will show you the role of IP in business models, especially digital business models, with examples like the use of digital patents. It is supported with case studies about the best practice in IP management from leading European companies.

It targets IP and innovation professionals in medium-sized technological companies, law firms and IP offices, who want to better understand the use of IP in business contexts and the influence of digitalisation.

### **Learning Objectives**

After the training, participants should have a better understanding of the following:

- How digitalisation changes machines, machine environments and finally business ecosystems
- How an IP strategy can be used to develop and protect digital business models within business ecosystems
- How to implement digital patents in digital business models

**Duration:** 60 minutes (presentation) + 15-30 minutes (Q&A)

**Fee:** The webinar is offered free of charge.

**Last-minute Login:** <https://attendee.gotowebinar.com/register/2085625530499898893>

**Assistance:** For any technical assistance or questions, please get in touch with our training team at: [training@iprhelpdesk.eu](mailto:training@iprhelpdesk.eu)

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