

Time Schedule

9 am	Welcome and Introduction	12 noon	Lunch
9.15 am	Beginning of all Workshops	3 pm	Int. Networking & Coffee Break
10.30 am	Int. Networking & Coffee Break	4.30 pm	Wrap up and Discussions

Workshop I:

Using a Wholly Connected IPMS to Manage Your Own Cases and Your Competitors' IP Activities: uptolP®

The uptolP® system is the first choice for managing all of your intellectual property. It supports you in the safe administration of all matters relating to your intellectual property rights. In addition to the administration of your own publications, which includes evaluating, categorizing, distributing and archiving in a collaborative form, monitoring third-party rights is an integral part of uptolP®. You always have an overview of your IP portfolio and relevant foreign rights. Managing ideas, sustainably building knowledge and managing IP-related information does not only mean managing intellectual property, but rather managing innovations and knowledge. Combine data and facts from research and development with your commercial know-how and company-related processes and projects. Daniel Holzner will give you a deep insight into the powerful functions and will use best practice examples to show how modern IP rights management works.

Build up a knowledge database and create a well-founded decision-making basis for future product developments as well as for your patent and brand strategy. Easily monitor market developments, state-of-the-art changes and/or the IP activities of your competitors with uptolP®. We collect new publications on patents and utility models according to your areas of interest and deliver the hits at the desired interval directly in uptolP®. By integrating online interfaces, you can import relevant property rights into your knowledge pool at any time. Especially in times in which the need to work in an interconnected manner constantly increases, with uptolP®, ABP PATENT NETWORK offers you a powerful tool to ensure your success in the long term! This workshop will let you dive deeper into the relevant functions of uptolP®.



Daniel Holzner, CEO,
ABP PATENT NETWORK GmbH, Windischgarten

Workshop II:

How to Control IP Costs and Obtain Transparency

How to significantly reduce cost on short, mid and long term in your IP lifecycle for Patents, Trademarks and Designs. The need for cost transparency and cost control in IP is obvious and more needed than ever. On the way toward cost transparency and control, assignees are faced with well-established processes – that no-one wants to challenge, different processes for different IP-rights and an unmanageable number of invoices.

The workshop will show different approaches on how to achieve the desired cost transparency via

- Agent Benchmarking and Auditing
- Portfolio Pruning with software and/or experts
- Cost management across the whole IP prosecution lifecycle

Practical exercises will allow the participants to perform an IP-cost pruning for a given portfolio and to align it with a reduced budget. Followed by additional exercises for identification and quantification of cost savings.



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