



Intellectual Property Management

A product-based analysis workshop

Using Intellectual Property management as a
strategic business tool to support innovation.

WebEx, October 15 and 16, 2020



Workshop aims

Hosted by the World Intellectual Property Organization (WIPO), this two-day workshop will improve participants' understanding of Intellectual Property (IP) management through an in-depth analysis of innovative real-life products. Discussions will explore the interconnections between IP and business processes at all stages of product development and management.

Panels will be led by leading IP experts from the Hanken School of Economics, the Harry Radzyner Law School, Queen Mary University of London, Texas A&M School of Law, the University of Copenhagen Center for Advanced Studies in Biomedical Law and the University of Gothenburg in collaboration with the Center for IP at Chalmers University of Technology.



Product analysis

Participants will have an opportunity to analyze innovative products from across the gaming, health, food and beverage, and fashion, apparel and luxury goods industries. Separate sessions will be devoted to each industry for the presentation of in-depth analyses.

Gaming industry

Cyberpunk 2077

Cyberpunk 2077 is one of the most anticipated games to be released in 2020. The Warsaw-based developer – CD Projekt RED – worked on the game for five years and received a US\$7 million subsidy from the Polish government. Set in the futuristic metropolis of Night City, Northern California, Cyberpunk 2077 is based on a role-playing board game created by renowned game designer Mike Pondsmith.



Fashion, Apparel and Luxury Goods industry

LV Archlight Trainers

The avant-garde design of LV Archlight Trainers, instantly recognizable by its oversized turbo outsole, combines

Image source: eu.boutique.louisvuitton.com



leather and technical fabrics. Each trainer includes a back loop in monogram canvas and the LV Circle logo on the tongue and outsole.



Image source: us.christianlouboutin.com

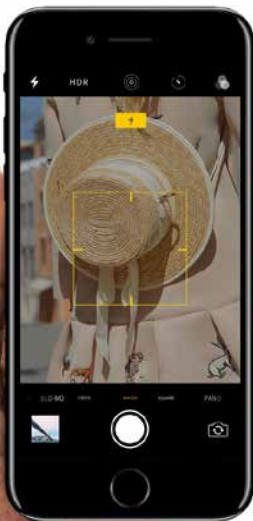
Christian Louboutin Lipstick

Known for his iconic red-soled heels, Christian Louboutin entered the cosmetics industry with eye-catching, luxury lipsticks. With a sleek and elaborate design, the lipsticks are more than just makeup – they are a collector’s item that counterfeiters seek to imitate.

Wide Eyes

Wide Eyes has developed a unique Image Recognition and Artificial Intelligence (AI) technology for the fashion and e-commerce industry. The technology allows users to not only discover fashion through images but also to index, search, tag and find images without typing a single word.

Image source: wideeyes.ai



Health industry

Abilify MyCite

This prescription medicine is an aripiprazole tablet with an Ingestible Event Marker sensor inside that tracks whether the medicine has been taken.



Image source: www.abilifymycite.com

Zebra Medical

Zebra-Med’s Imaging Analytics Engine receives imaging scans from various modalities and automatically analyzes them to make clinical diagnoses in a timely manner and in full synergy with radiology workflows.

Image source: www.zebra-med.com





Image source: www.myheritage.com

MyHeritage DNA

MyHeritage DNA is a leading global discovery platform for exploring family history and gaining valuable health insights. This integrated service combines family history and DNA testing for genealogy and health.

SOMATOM X.cite (with myExam Companion)

This apparatus is used for diagnosing patients in relation to COVID-19 and SARS-related diseases.



Image source: www.siemens-healthineers.com



Learning outcomes

The case studies and presentations will enable participants to gain a more thorough understanding of IP management. This will ensure that IP management is used more frequently and effectively as a strategic business tool to drive innovation and support product development.

Participant profile

Leading researchers and academics working in the area of IP management and industry and licensing experts, including private sector representatives.

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