

PatentSight Academy Switzerland

Portfolio Management in the Chemical and Pharmaceutical Industry

November 13, 2019 – Basel (Turmhaus, Aeschenplatz 2)

General Introduction

PatentSight, the PatentSight Academy and Patent Asset Index™

Portfolio Management

- Relevance, Definition and Prior Research 9.00-10.30
- With PatentSight and the Patent Asset Index™

Identification of Relevant Patent Portfolio

- Ownership and Legal Status Information
- Matching of Internal Data

Learn How to:

- Understand PatentSight's approach to portfolio management and the related methodology
- Assess the role of ownership and legal status information for portfolio analysis

Coffee Break

Learning Session: Portfolio Management in the Chemical and Pharmaceutical Industry

Portfolio Assessment

- Company Profile 11.00-12.30
- R&D Strategy
- Internationalization Strategy
- Portfolio Maturity

Lunch Break

Learning Session: Portfolio Management in the Chemical and Pharmaceutical Industry

Portfolio Adjustment

- Pruning and Cost Saving 13.30-15.00
- Licensing and Sale Opportunities

Learn How to:

- Review your patent portfolio quality and the age distribution of your portfolio
- Review your patent protection pattern and innovation activities in different markets
- Manage annuity costs by identifying pruning potential in various markets or technologies
- Identify licensing and sale opportunities

Coffee Break

Breakout Session: Portfolio Management in the Chemical and Pharmaceutical Industry

Joint Group Work (with Exercise Tasks)

15.30-17.00

Group Discussion

Test and Feedback Questionnaire (if desired)

Learn How to:

- Conduct portfolio management analyses fitting your business requirements
- Explore novel solutions to tailor portfolio management analysis with PatentSight

Apéro
