## General Introduction

PatentSight, the PatentSight Academy and Patent Asset Index™

### Portfolio Management

- Relevance, Definition and Prior Research
- 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
- 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
- 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)

#### 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