

COMMUNICATING WITH THE C-SUITE

INNOVATIVE APPROACHES TO STRATEGIC PORTFOLIO DEVELOPMENT



RAYMOND
HEGARTY



DAWN
ST. MARTIN



GENE
QUINN

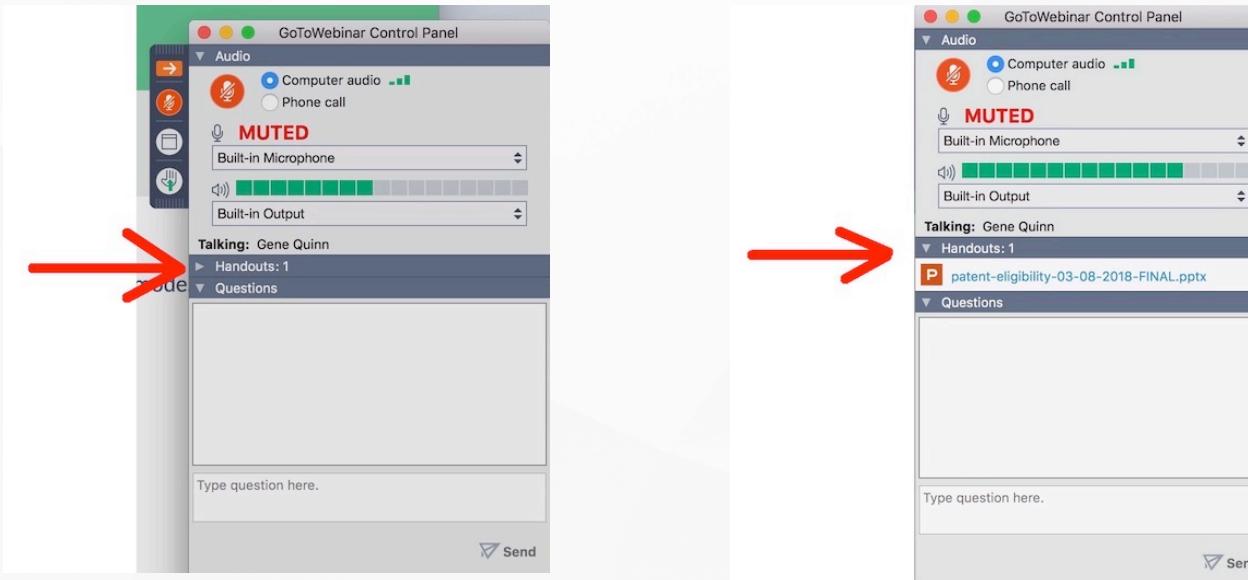


THURSDAY, JUNE 23 @ 12 PM ET

2022



Slides & Questions



Speakers



Raymond Hegarty

IP Coach, Business Mentor for Intellectual Property Strategy, Speaker, Author, Investor

Raymond Hegarty coaches CEOs and CFOs of growth-stage firms to create and execute global intellectual property strategies with a focus on scaling and attracting investment. He is the author of 3 global IP strategy bestsellers: "IP Fantasia", "Billion Dollar IP Strategy" and "Intellectual Property for Executives".

Raymond Hegarty specializes in building alliances, innovation ecosystems and a new asset class with global impact. He is the expert adviser to European Commission, OECD and national governments on IP strategy and innovation policy. He managed billions of dollars of patent and trademark transactions and signed over 60 IP licensing agreements in China.

Raymond Hegarty has experience in working in American, European and Asian business environments at director/board/CEO level in Ireland, Luxembourg and Japan.



Dawn St. Martin

Director of Sales, IP.com

Dawn St. Martin is the Director of Sales at IP.com. A Mechanical Engineer by training, Dawn spent 13 years in product development mapping business requirements to customer delights. She leverages this experience daily working with IP.com's customers and prospects, ensuring they maximize their ROI using IP.com's world-class products and services.

Communicating with the C-Suite: Innovative Approaches to Strategic Portfolio Development

Thursday, June 23, 2022, at 12:00 PM ET

Communications between the C-suite and IP counsel can be layered with misunderstanding and peril. How can IP teams get the resources they need to do the job they are tasked with doing if the C-suite doesn't understand what it is that the IP department is actually delivering for the company, or even capable of delivering for the company? Too often conversations between IP counsel and the C-suite miss from the start, with the C-suite considering IP budgets as a cost and IP counsel seeing what they are creating as assets.

As the pace of innovation increases, it is more important than ever to have access to insights that establish and maintain a competitive edge. What if IP teams listened to the C-suite to better understand the business goals of the corporation and leveraged that understanding to craft an IP strategy that supports the corporate strategy? In a world of red ocean danger and uncertainty, they can together find the blue ocean spaces. It is there that competitive advantage abounds.

On **Thursday, June 23, 2022, at 12:00 PM ET**, please join [Gene Quinn](#), President & CEO of IPWatchdog, [Raymond Hegarty](#), a former Chief IP Officer and current IP Coach and author of Billion Dollar Strategy, and [Dawn St. Martin](#), the Director of Sales at IP.com, for a conversation about the most effective approaches being used today to visualize and analyze competitive IP landscapes and how IP departments can and should communicate with the C-suite to best deliver work product that supports the overall corporate objectives.

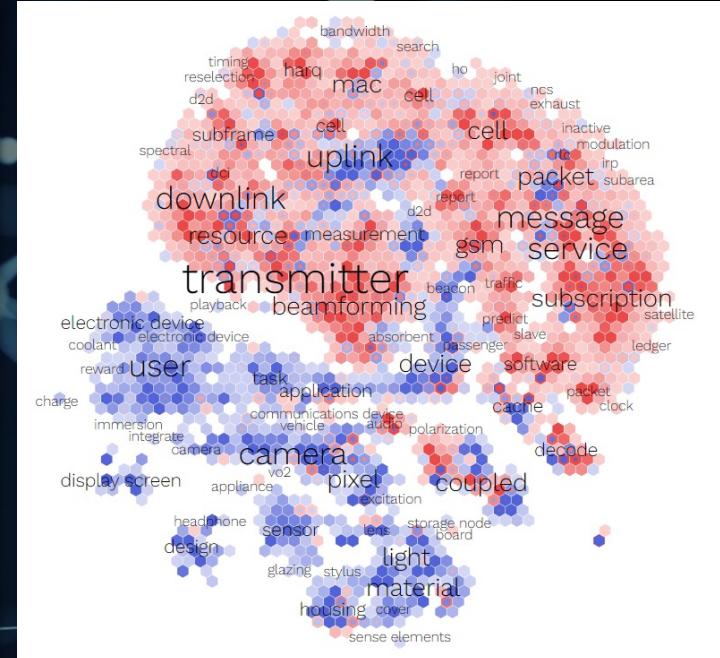
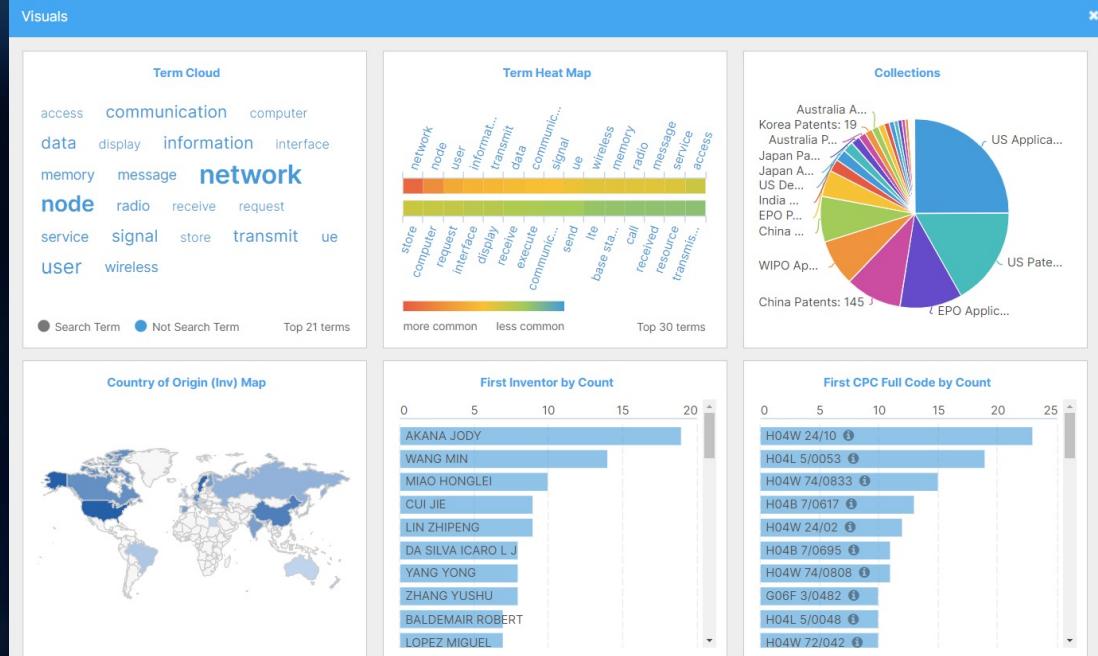
Innovation Lifecycle Management

Throughout the end-to-end process

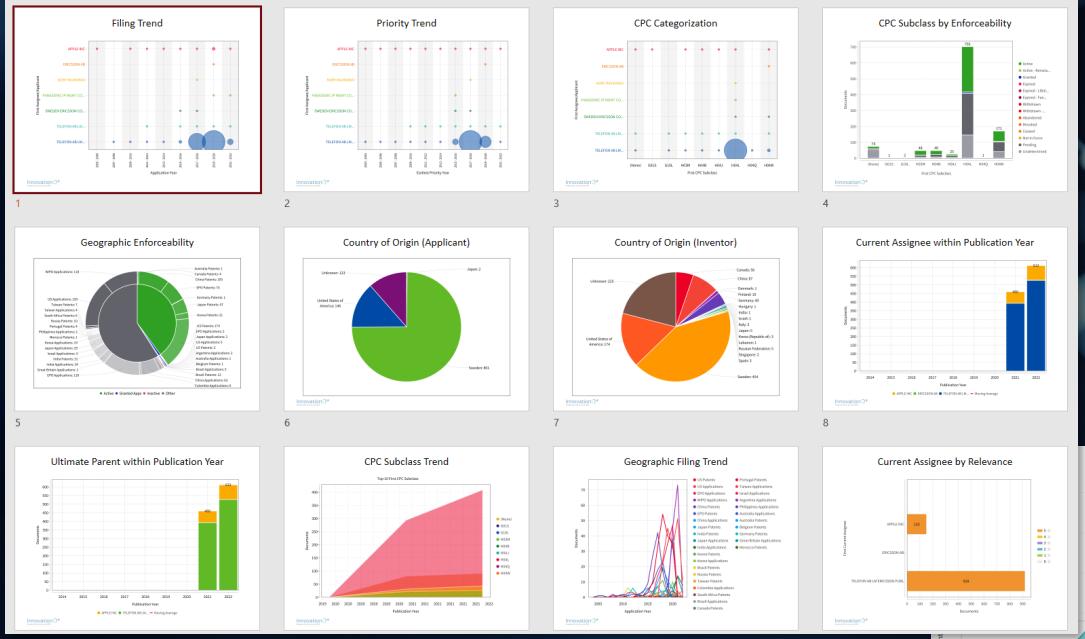


- Data-driven decisions
- Bi-directional, CLEAR communication
- Quantifiable goals / KPI's

Visualizing a Landscape

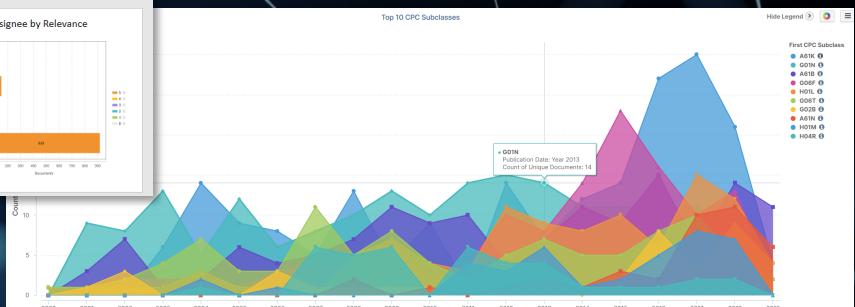


Content to Drive Strategy



Actionable Data:

- Filing trends / changes
- New competitors
- White space / blue ocean
- Notable patents



Strategy Execution

Uniqueness Score: Unique

Invention uniqueness shows that the technology is dissimilar from other disclosed technologies. Confirm that the patents below match your idea. If this is not the case, return to [edit your description](#).

IQ ideas plus [My Work](#) [New Analysis](#)

[Evaluate a new idea](#) [Edit Analysis Name](#)

Clogged Filter Downtime (pre-submission)
Analysis ID: 61757996

Problem Statement

toner clogs the filter
toner is a byproduct of the printing process
Toner filter is hard to access
toner filter replacement requires service personnel

Use at least 10 Words **30/10**

Description Scores

Combined Word Count: **525** (Medium)

Technical Reading Level: **350** (Low)

Consider adding more technical words to enhance your text.

AI Generated Keywords

Rare/Unrecognized Keywords: **access**

Consider replacing these terms or define them by adding custom keywords.

Representative Keywords: **replacement, hard, printing, client, foot, filter**

Related Keywords: **customer, tone, printer, network, image, data, store, computer, print, display, server, call**

AI Concept Evaluation

Acceptable

Your description is acceptable. Consider adding more technical detail to your description.

1Filp Aims [Select All](#) [Close Selections](#)

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tent Activity

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Patents

Abstract

Figures (27)

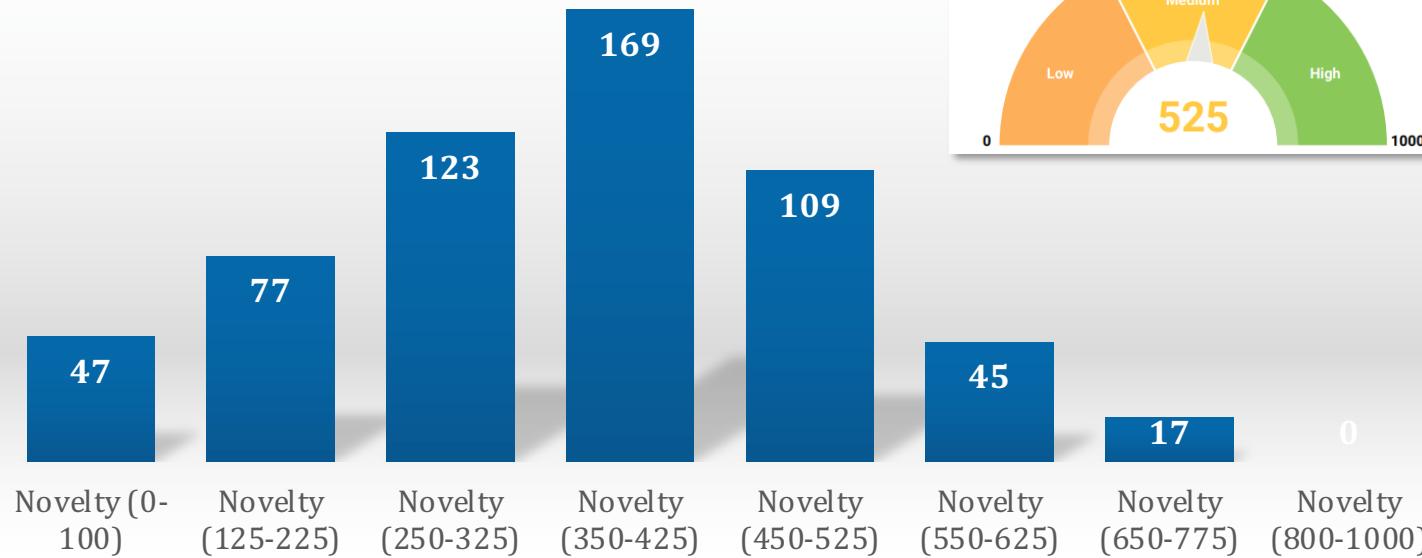
US2003007481 - Apr 2003

An information processing apparatus is configured to communicate with an image forming apparatus. The image forming apparatus includes a toner supply unit having a stationary toner container and a replaceable toner container. The information processing apparatus includes a communication unit, a second receiving unit, a memory, and a controller. The second receiving unit receives notification with respect to the stationary toner container, a second receiving unit configured to receive from the image forming apparatus a replaceability notification with respect to the stationary toner container, and a controller configured to receive the replaceability notification and to control the replaceable toner container based on the toner-low notification received by the first receiving unit and the replaceability notification received by the second receiving unit.

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Monitoring Execution

Novelty Scores from 05/01/22 to 05/31/22



Looking forward

to working with you on your IP strategy needs

Email: sales@ip.com



Book a Demo



QUESTIONS AND ANSWERS