

COMMUNICATING WITH THE C-SUITE

INNOVATIVE APPROACHES TO STRATEGIC PORTFOLIO DEVELOPMENT



**RAYMOND
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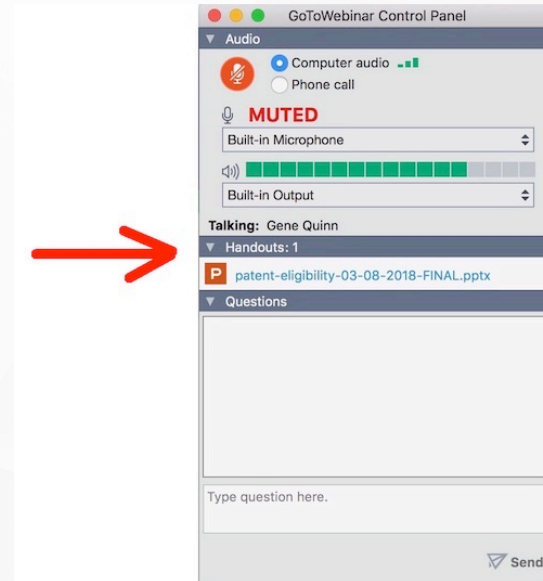
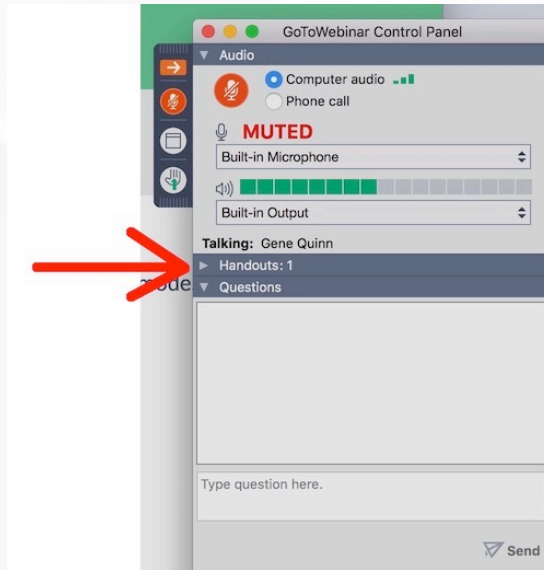
**GENE
QUINN**



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 delighters. 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.

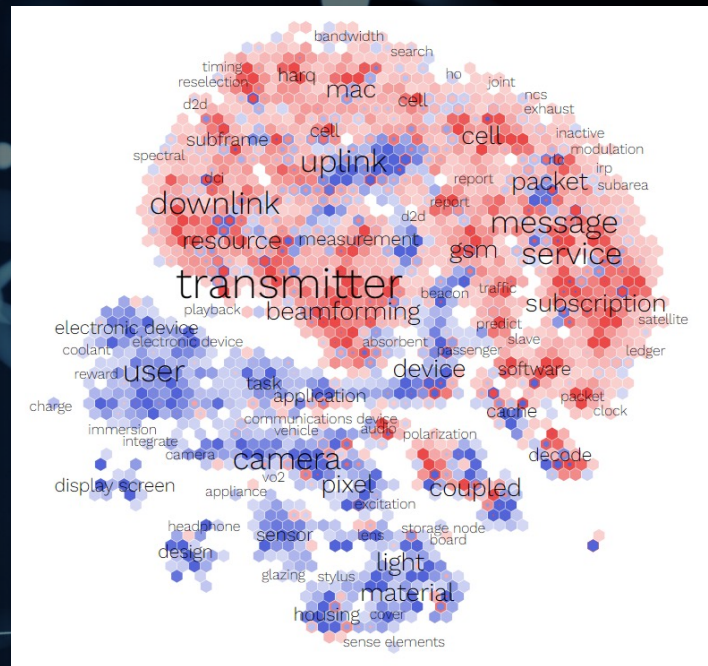
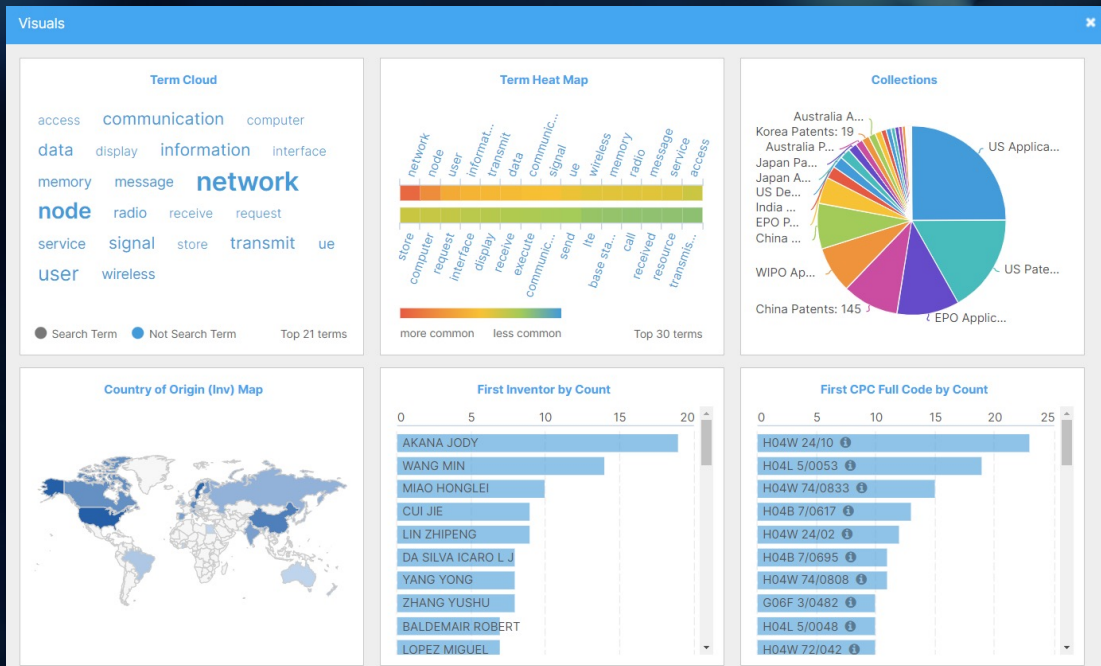
Innovation Lifecycle Management

Throughout the end-to-end process

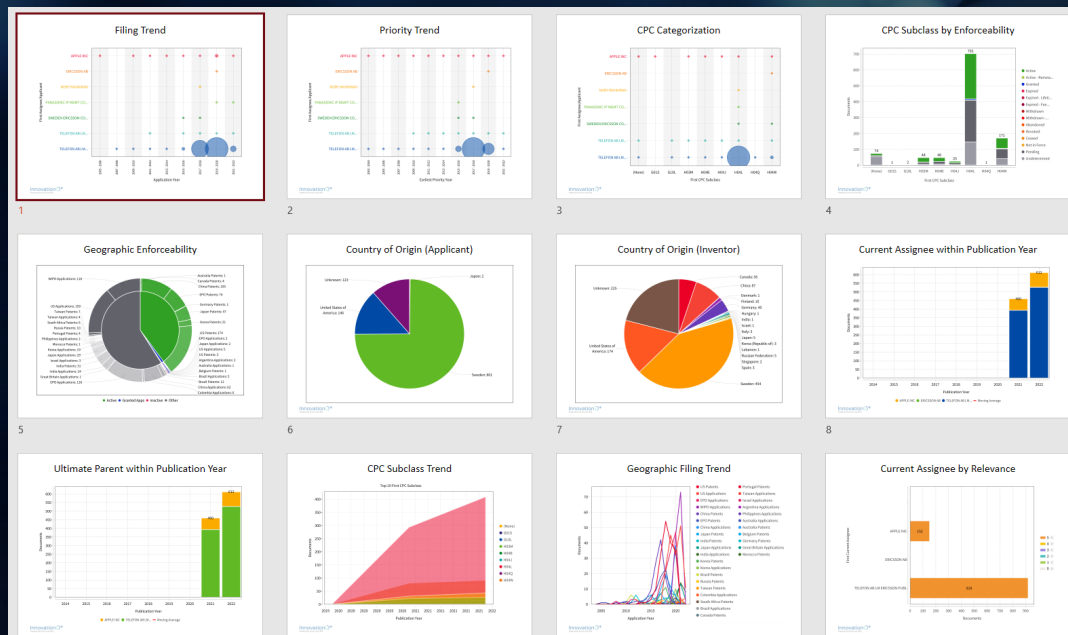


- Data-driven decisions
- Bi-directional, CLEAR communication
- Quantifiable goals / KPI's

Visualizing a Landscape

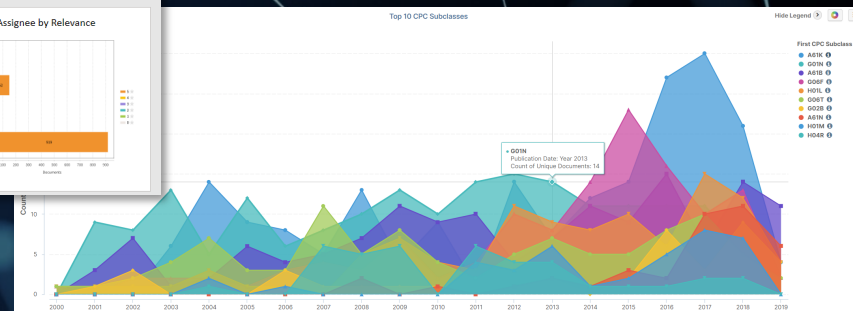


Content to Drive Strategy



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**

Solution

make the toner filter customer replaceable, easily accessed, no service person needed. toner will not spill in the process. Client can change filter in less than 5 minutes. Client can change filter using a foot pedal and not have to touch it.

Use at least 15 Words **42/15**

Solution Focus

+ Add Custom Keyword

Add a keyword and description to your solution that will help focus the results of your analysis.

Description Scores

Combined Word Count

Technical Reading Level

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

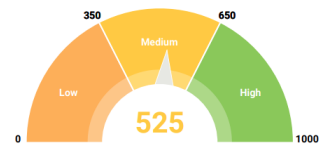
Related Keywords

customer tone printer network image data store computer print display
server call

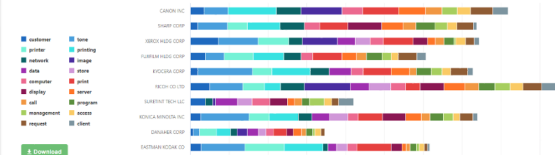
AI Concept Evaluation

Acceptable

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



Flip Axis | Select All | Clear Selections



Activity | Activity | Activity



Patents

Abstract

FIGURE 1

FIGURE 2

FIGURE 3

FIGURE 4

FIGURE 5

FIGURE 6

FIGURE 7

FIGURE 8

FIGURE 9

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FIGURE 96

FIGURE 97

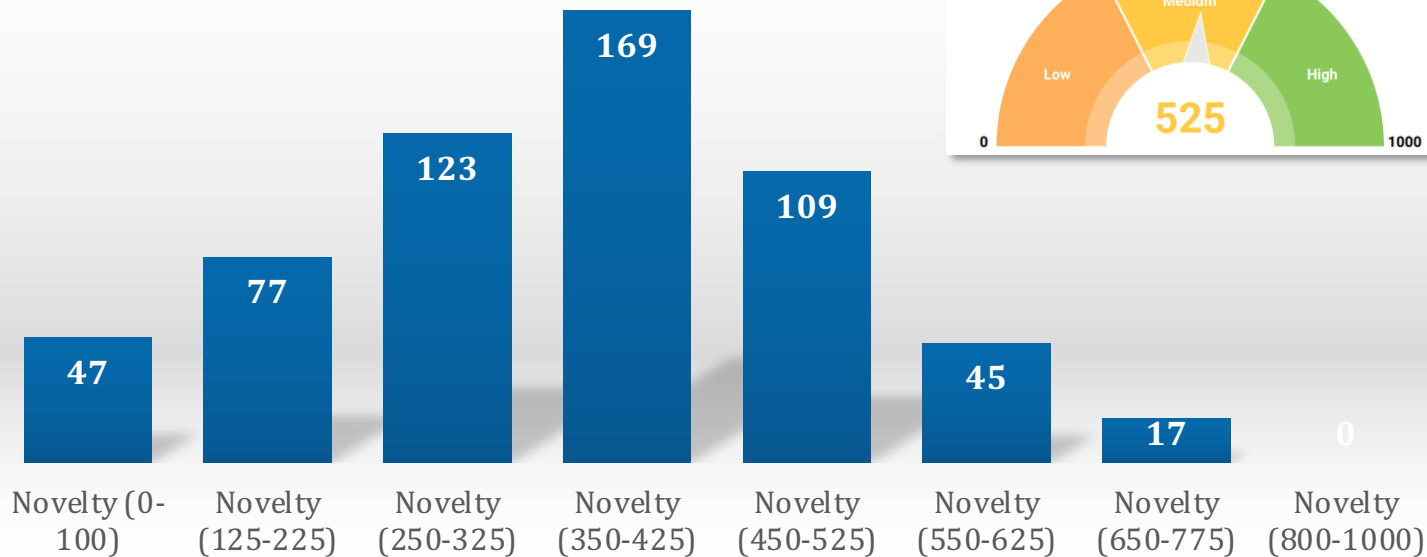
FIGURE 98

FIGURE 99

FIGURE 100

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



Q & A

QUESTIONS AND ANSWERS