



# WITHERS & ROGERS

PATENT AND TRADE MARK ATTORNEYS

## Best Practice for Invention Management

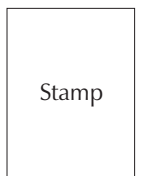
How to harvest inventiveness in your organisation

17th June, 24th June or 7th July 2009

[www.withersrogers.com](http://www.withersrogers.com)

Withers & Rogers Group LLP is a limited liability partnership registered in England and Wales (registered number OC310991) with its principal place of business and registered office at Goldings House, 2 Hays Lane, London, SE1 2HW. Withers & Rogers Group LLP acts as the holding LLP for Withers & Rogers LLP and Withers & Rogers Renewals LLP and is not responsible for offering professional services to clients.

### Seminar: Best Practice for Invention Management



Amanda Canavan  
Withers & Rogers LLP  
Goldings House  
2 Hays Lane  
London  
SE1 2HW

# Seminar: Best Practice for Invention Management

## How to harvest inventiveness in your organisation

Withers & Rogers would like to invite you to our seminar on the introduction of best practice for invention management.

Inventiveness takes many shapes and forms. Inventiveness is not necessarily about dedicated research laboratories or research equipment or indeed financial investment on a grand scale. The solitary person working on a laptop or the team brainstorming together around a table can and sometimes does lead to patentable inventions. From packaging, to pharmaceutical, automotive to

software, possibilities exist for the creation of innovative, protectable products and services across all technological disciplines.

Few would argue that truly innovative products or processes are the lifeblood of any organisation, yet, over the years, we have heard countless stories of how great ideas have been conceived, put aside, forgotten and only thought of once again when a competitor patents and then introduces the very same thing in the market place. Of course, this is a cardinal sin and one bound to cost money through lost time invested

and lost revenues. What can be done to avoid this?

In this session, we will seek to address some of the key questions surrounding this important activity. In particular, we will consider:-

- Capturing all the best ideas of your creative people.
- Management processes for converting ideas into monetisable IP.
- Exploitation models for delivering revenue from IP.
- Interacting with your intellectual property advisers in a more cost effective way.

### Who should attend?

This seminar is suitable for anyone within an innovative organisation wanting to achieve greater value from that innovation.

### Dates and Locations

London, 17th June 2009

Bristol, 24th June 2009

Leamington Spa, 7th July 2009

### Timetable

3.30pm Registration & coffee

4.00pm Interactive presentations

5.50pm Q&A session

6.00pm Drinks and networking

7.00pm Close

We would be delighted if you could join us but places are limited so please either reply by email to: Amanda Canavan at [acanavan@withersrogers.com](mailto:acanavan@withersrogers.com), telephone her on (0) 20 7663 3500 or detach and post your reply card by the 5th of June 2009.

N.B. spaces will be allocated on a first come first served basis. Joining instructions will be sent to you no later than one week prior to the event.

Please note, there will be an administrative charge of £35 for this event. Payment should be made either by cheque to: Withers & Rogers LLP and sent to: Accounts department, Nicholas Wilson House, Dormer Place, Leamington Spa, CV32 5AE or, by credit card - contact Sarah Courtney on (0) 1926 310700.

**RSVP** Please complete using CAPITAL letters. As we are limited on spaces, please reply no later than Friday the 5th of June 2009. Begin by ticking one of the following date options: London, 17th June 2009  or Bristol, 24th June 2009  or Leamington Spa, 7th July 2009

- I am able to attend  I am able to attend and would like to bring a guest (details below)  
 I would like to send a representative (details to the right)  Unfortunately I am unable to attend  
 I cannot attend but would be interested in attending a future event on this subject or a one-to-one meeting

#### Your details:

Name (Dr/Mr/Miss/Mrs/Ms) .....

Position .....

Company/organisation .....

Address .....

..... Postcode .....

Telephone no .....

E-mail .....

Facsimile no .....

#### Business guest/representative details:

Name (Dr/Mr/Miss/Mrs/Ms) .....

Position .....

Company/organisation .....

Address .....

..... Postcode .....

Telephone no .....

E-mail .....

Facsimile no .....

Withers & Rogers may from time to time send you information relating to products and services, events and newsletters that may be of interest to you. If you do not wish to receive them, please tick box here.