



Top 10 Factors for Successful IP Management

Successful Intellectual Property (IP) Management is critical to the success of any company and can provide a decisive marketing advantage over the competition. It is of increased importance to create, protect, and extract value from IP. The ipPerformance Group, Inc. has found, from their experience in working in this field and extensive IP Benchmarking, that the following factors are instrumental in managing this growing challenge.

1. An integrated Global IP Management Plan – critical alignment across the company is required to maximize the values of innovation investments.
2. Documented IP policies and procedures - consistent practices across the company are necessary to efficiently and effectively manage IP.
3. Integrated IP approvals within the Stage-Gate development process – critical alignment assuring adequate IP protection for new products and services.
4. Monetized intellectual property – enhances creation of new markets through joint development, mergers & acquisitions, and spin-offs.
5. Integrated IP Competitive assessments within the Business Planning process – increases company understanding of competitive technologies being developed, thus enhancing the direction of the business plan.
6. Manage IP expectations of Top Management – attainment of profitable, defensible, and sustainable growth.
7. Regular and open communications between the CFO and CTO – fosters an environment of innovation and creativity.
8. Effective and continual training to indoctrinate an IP knowledgeable culture – increases the efficiency and effectiveness of the creation and protection of IP process.

9. Connected total IP spending to company revenue and R&D expenses – highlights the value of IP through the normal business financial performance reviews.
10. Effective measurement of return on investment (ROI) for intellectual property – allows comparisons of the financial performance of IP to the other business performance segments.

About ipPerformance Group

ipPerformance Group, Inc. (www.ipperform.com) is the leading Intellectual Property Fact-Based Advisory. Drawing on the knowledge of over 350 intellectual property management benchmarks of the Global 1000 companies, we help our clients solve complex intellectual property business problems and measurably enhance their ability to **build value, manage risk and improve performance** in an intellectual property–driven world

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