

# Inventor Intellectual Property Attitude and Knowledge Assessment

A powerful way to assess your inventor community's intellectual property capabilities.

Innovation consistently ranks as one of the most critical issues facing businesses growth and competitiveness, yet less than 50% of IP leaders say their companies are satisfied with the level of inventor participation and number of valuable invention ideas. Other challenges include inventor support, quality of the invention submissions, or the lack of invention idea submissions. **How satisfied are you with your situation?** There may be unrecognized impediments that could be easily eliminated once you understand the issue and cause. Those enterprises with successful inventor participation have a pulse of their inventor community and report a higher number for inventions per capita and return on R&D investments.

Inventor IP Rating Scorecard	
Company IP Culture	55
R&D /IP Interaction	45
Competition Understanding	68
IP Process Understanding	56
Infringement Recognition	45
Risk Understanding	87
Inventor Incentives	72

**60% of companies stated their inventor community DOES NOT view filing invention disclosures as a high priority or essential to its job function. (Source: 2014 Inventor Rewards and Recognition Program Report)**

ipPerformance Group's fact-based research that benchmarked over 550 IP driven companies offers you an objective and powerful perspective on leadership actions proven to work and behaviors shown to have the greatest effect on sustained inventor/innovator performance.

If your organization wants to improve your intellectual property program or, more specifically, the effectiveness of your inventor awards program to increase participation and disclosure of valuable innovations, ipPerformance can help. Establishing and maintaining a strong IP attitude and understanding is vital to inspiring valuable innovation and invention idea submissions.

## Gain critical insights into:

- How adept (capable) your inventors are at understanding the value of intellectual property protection
- How to improve effectiveness of inventor rewards and recognition program
- How to improve intellectual property legal and R&D interaction
- How to improve the intellectual property energized culture
- How complete are your inventors' intellectual property related skills and capabilities
- Whether your intellectual property program creates an environment conducive to high levels of employee productivity
- How well does your inventor incentive motivate your inventor community to identify and disclose key invention ideas

## Attain Measurable Results

Our experience has shown us that the **Inventor IP Attitude and Knowledge Assessment** enables companies to develop approaches to:

- Increase valuable inventions (e.g., business aligned, breakthroughs, step changes, "crown jewels")
- Reduce the non-business aligned invention disclosure submissions
- Increase the number of engineers or scientists engaged in the IP process
- Improve completeness and quality of invention idea submissions
- Improve inventor responsiveness
- Increase R&D return on investment and compound annual growth rate (CAGR)

ipPerformance's **Inventor Intellectual Property Attitude and Knowledge Assessment** will assist your company in its effort to obtain and understand factors that will motivate your inventor community to identify and disclose key invention ideas. *If you are uncertain about your inventor performance index, ipPerformance can provide you the metrics to help you learn how you stack up in your industry!*

To learn more, call **630-216-9673** or visit **ipperform.com** today.