

# INTELLECTUAL PROPERTY TRAINING PROGRAM BEST PRACTICES

*A Study of Trends, Strategies and Best Practices*

Educating employees about intellectual property is instrumental in establishing and improving an intellectual property literate culture, which results in driving higher invention activity, lower intellectual property related costs and strategic use of intellectual property.

The 2015 Intellectual Property Training Program Report indicates a significant increase of companies that have established a structured program. This change reveals a positive improvement to intellectual property stakeholder knowledge. The report outlines training program structures, policies, budget management, delivery methods, and performance metrics to allow readers to come away with insights that can enhance training performance.

Through the revealing of quantitative results from a survey of 31 corporations, the Intellectual Property Training Best Practices Benchmark Report will show you how to create a highly effective training program that will lead to strengthening employee knowledge and hence increase innovation activity.

This report includes a thorough executive summary that provides key highlights, descriptive charts and recommendations. The detail section provides more than 80 pages of detailed statistics.

## **WHAT YOU WILL LEARN**

- How companies score IP stakeholder knowledge for primary topics by key topic
- Which program factors improve IP concept knowledge
- The number of courses offered at companies
- Which IP topics are included in successful training programs
- Who is responsible for developing and/or delivering IP training
- Best methods to overcome employee training impediments
- Which are the best methods used to train employees
- What training program structure has the highest IP stakeholder knowledge
- Best methods for reaching geographically disperse development teams
- Approaches to attack impediments and improve attendance
- Mandatory courses for all personnel vs. technology personnel
- ... and much more

## **Benchmark Report at a Glance**

### **Sample Participants**

Sun Chemical Corporation  
NOVA Chemicals Inc.  
Rich Products Corp  
Albany International Corp  
Digimarc Corporation

### **Number of Companies**

31 Companies  
22 Major Industries

### **Information Type**

Graphics  
Metrics  
Ratios  
Key Findings  
Recommendations

### **Report Length**

122 pages

# **Report Structure and Organization**

## **Table of Contents - Summary**

- Executive Summary
- Management Guidance & Recommendations
- Main Findings

## **Table of Contents - Analysis Book**

- About You and Your Company
- IP Stakeholder Strength of Knowledge<
- IP Training Program Category
- IP Program Governance & Purpose
- Course Delivery, Gaining Awareness, and Promoting Attendance
- IP Training Responsibility & Development
- Measure Effectiveness and Program Satisfaction
- Budget – Ownership and Amount
- Company Business Data

## **Analysis Sections with Filtered Results**

Section 1: Detail Results - All Companies

Section 2: Detail Results - Companies Segmented by Annual Revenue

Section 2.1: Detail Results Filtered - Less Than \$500 million

Section 2.2: Detail Results Filtered – Between \$500 million - \$5 billion

Section 2.3: Detail Results Filtered - Greater Than \$5 billion

Section 3: Detail Results - Companies Segmented by WW Engineering and R&D professionals

Section 3.1: Detail Results Filtered - Less 250 employees

Section 3.2: Detail Results Filtered - Between 251-1000 employees

Section 3.3: Detail Results Filtered - Greater Than 1000 employees

## **Who Can Benefit From This Report**

- Chief Intellectual Property/Patent Officers
- Chief Legal Officers/General Counsel
- Chief Financial Officers
- Chief Technology Officers
- Human Resource Management
- Research and Development Management

## **Analysis Subgroupings**

The following subgroup tables that profile IP Training Programs are available:

- Corporate Program Structure is “Formal standardized curriculum” vs. Active Ad-hoc vs. Inactive
- Companies have IP topics that are Mandatory vs. Not Mandatory
- Companies with vs. without a Learning Management System
- Companies that indicated that IP Training Program has a positive effect on invention disclosures
- Companies that indicated that IP Training Program Satisfaction is “not satisfactory” or “slightly satisfactory” vs. “moderately satisfactory” or “very satisfactory”
- Companies that indicated that “Mandatory Courses” include IP Concepts, Handling Confidential Information, Invention Submission
- Companies that indicate that IP training courses are included vs. not included with the corporate training department offerings
- Companies that indicate that they measure course effectiveness using a quiz or test

ipPerformance Group

2135 CityGate Lane • Suite 300 • Naperville, IL 60563 Phone 630 216 9673

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