

IP Strategy Development Worksheet

I. Understand the role of IP and IP management in both innovation and business strategy	
– <i>What is the IP Strategy?</i>	
1. Organization objectives in terms of IP Management	
2. Alignment of the organization's IP strategy vision with the organization's current and future IP direction	
3. IP related barriers for organization to achieve its mission	
II. Understand and document the <u>current IP position of the organization</u>	
<i>What is the current state of IP and IP management?</i>	
Assess the current state of the organization's IP management with the following conditions, including:	
<ul style="list-style-type: none"> • maturity of the IP management compared to: a) culture/capability/experience, b) innovation performance; • comparison to peers in the industry including competitors. 	
III. Set up <u>IP objectives</u> that align with the innovation policy and organization roadmap	
<i>What are the key IP Strategy objectives?</i>	
1. IP objectives (e.g. develop or acquire IP).	
2. When, what and where to exploit/ leverage IP	
3. Identify what IP to capture and manage	
IV. Implement/operationalize the IP strategy	
<i>What IP models can we deploy? What is our plan? (who, where, when)</i>	
1. Identify various types of IP and associated IPR that can be relevant to the innovation activities of the organization.	
2. Identify any IP management processes required, and the appropriate processes relative to the innovation activities and initiatives.	
3. Identify the resources, capabilities and timeframes.	
4. Consider any possible IP commercialization (e.g. spin-off, licensing, franchise or assertion).	
V. Communicate IP strategy to <u>all</u> relevant parties	
The steps outlined above can be applied to an organization as a whole, or a sub-group within an organization, or even at a project level.	
Evaluate and review IP strategy regularly against the changing external or internal environment	