

# Opportunities for the Profession: Managing Intellectual Assets, IP Audits

FICPI Forum Rome, Italy  
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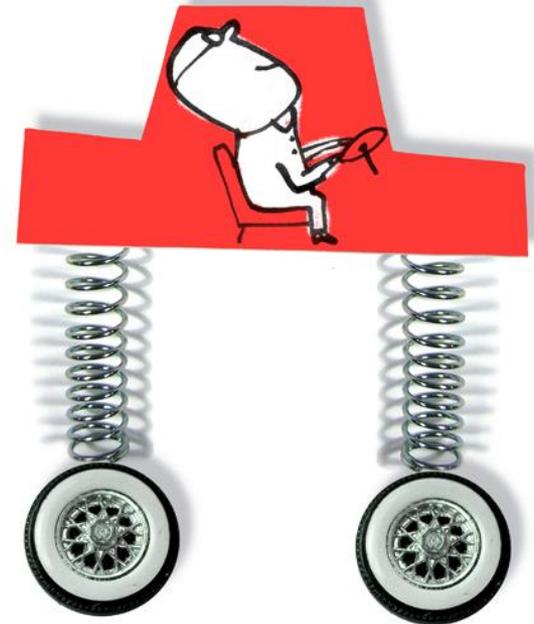
# Outline

- I. Introduction
- II. Sandra Clelland: Providing added services for free to identify and exploit additional intellectual assets
- III. Jerome Collin: IP AUDITS : what, why, and how
- IV. Thomas Waldbaum: IP AUDITS IN THE CORPORATE CONTEXT  
Key Objectives & Requirements
- V. Discussion

# I. Introduction

Picture the following scenario:

- PA profession: 1988 vs 2011
- Need to innovate or perish
- Brave New World





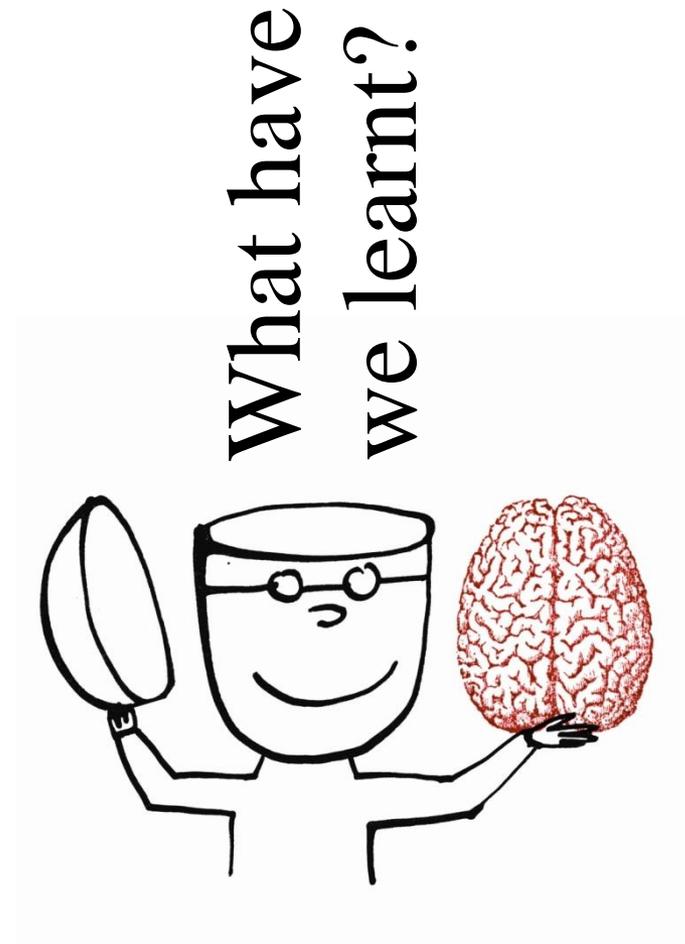
# Summary of Considerations

Many if not all clients require advice re IP and IA that is outside ‘traditional’ patent attorney **comfort zone** and area of traditional Expertise

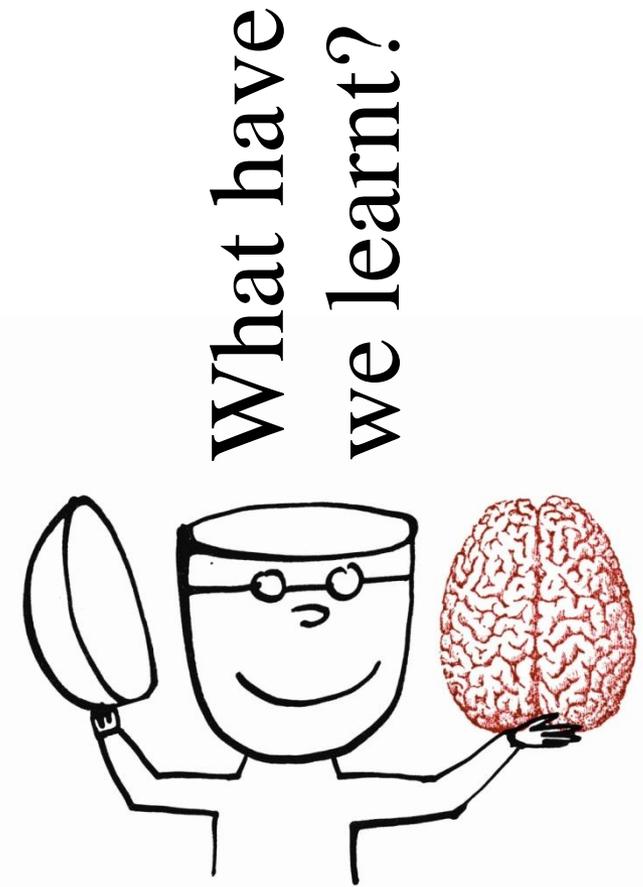
Requirement to **either** learn and master new skills related to general business management **or** **associate with other service providers** **having such skill in order to meet client demands**

One Stop Shop for IP and IA identification, management and exploitation: The **Future** of our Profession?

## IV. Discussion



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Thank  
You

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