



THE GC'S ROLE IN IP PORTFOLIO MANAGEMENT

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Innovation Game:

- Need 4 volunteers
- INNOVATE!
- In 20 minutes, each inventor will be invited to stage to discuss what you created

What Keeps the General Counsel Up at Night











Innovators:
What Did You
Create?



The GC Determines:

1. Is it cool, innovative?
2. It is ours?
3. Should it be protected (competitive advantage)?
4. Would registration further our IP portfolio strategic goals?
5. Do we have budget?

Case Study: Tripwire's IP Strategy

- Assessed portfolio in 2010
- Determined IP objectives
- Established an Invention Incentive Program in 2011
- Partnered with Law Firm to hold Inventor's Days and established fixed annual budget
- Grew portfolio of issued patents from 5 to 39 in ~5 years




