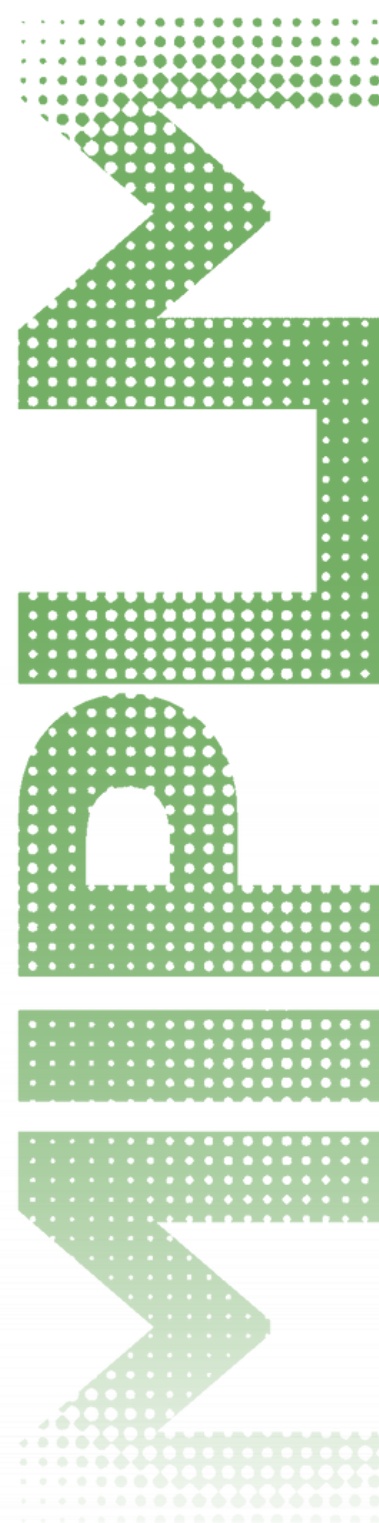




CEIPI MASTER OF IP LAW AND MANAGEMENT



Center for International
Intellectual Property Studies | CEIPI
University of Strasbourg



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1. CONCEPTS OF THE STUDIES

Intellectual property and economics in the present context are two disciplines that exist in parallel.

Experts are found in each discipline, but with a lack of mutual understanding and training. Both "worlds" are nowadays bridged by experts, called IP managers, who link both disciplines through knowledge and experience. The CEIPI studies pursue a holistic approach and engage experts for the developing market of an IP economy. They are experts for basic economic management processes with specific assets. Management is understood in the broad sense of an overall company management and accordingly divided into six general functions:



1. PARTICIPANTS & THEIR BENEFITS

This European master's program was designed especially for [European patent attorneys, lawyers and other experienced IP professionals.](#)

Its ultimate objective is to qualify experienced IP professionals to act as IP managers with the practical skills and knowledge to deal with the new challenges of wealth creation and profit generation. Participants acquire first and foremost a new understanding of how intellectual property works in business models and are conveyed the necessary skills to achieve the systemic alignment of IP management and business objectives.

The course provides an international networking platform for IP managers and in addition enables participants to build long-lasting relationships and to further develop relevant topics within the field of IP management. Being part of this alumni network also offers new job opportunities and publication possibilities.





3. STRUCTURE OF THE STUDIES

The master studies follow the principle of learning in modules. Knowledge is transferred in a compressed and coordinated form. Single modules are derived from the specific knowledge and skill clusters of the different function. Each module represents a seminar to obtain the required qualification for every management function and for comprehensive IP management by the end of the studies. The studies combine academic knowledge and practical implementation guidelines for IP management skills to be practised in daily work. Lectures and seminars build on business experience (anecdotal, case studies), concepts (best practice) and empirically validated knowledge on the different topics. The focus will lie on a sound and well-founded discussion about economic causes and effects on business relationships in the various knowledge areas.

The lecturers are from leading international universities and highly recognized institutions as well as top IP professionals with excellence in IP business and management. The best practise approach of the course is also reflected by the various backgrounds of the participants themselves and the possibility for discussing problems and tasks based on their different experience.

A detailed and very good documentation is provided via Moodle. It can be used for your own private study and for further deepening into special aspects. A unique highlight of the first module is a dinnertalk. An exclusive keynote speaker from a multinational corporation with best practise in IP and related topics presents and discusses the "do's and don'ts" in their working field.

Each module is accompanied by tutorial sessions, exercises and private studies. Exercises are optional and carried out either by the respective lecturer or additional experts. Case studies after each module will complete the course and allow consolidation and troubleshooting.



4. MODULE CONTENTS

**M1**

OCTOBER

"STRATEGY"

M2

NOVEMBER

"DECISIONS"

M3

JANUARY

"IMPLEMENTATION"

M4

MARCH

"ORGANIZATION"

M5

APRIL

"LEADERSHIP"

M6

JUNE

"BUSINESS DEVELOPMENT"

Module 1

STRATEGY

Strategy is about winning in IP-based business. It comprises the know-how and know-why about the role of IP for sustained competitive advantages. This requires an understanding for the legal basis of IP as well as its interaction with strategic concepts.

Module 2

DECISIONS

The second module teaches the essence of decision making in IP-based business. For this, comprehensive skills in patent and brand valuation are required and it involves considerations of the decision environment such as legal aspects and accounting standards.

Module 3

IMPLEMENTATION

Implementation relates to the integration of IP and innovation to maximize return on investment. Thus, the module teaches participants how to systematically align innovation management to the management of IP.

Module 4

ORGANIZATION

Organization in a business context involves the design of organizational structures. In relation to IP management this requires legal knowledge, including international IP law, contract law and taxation. Accordingly, this module focuses on legal and economic aspects related to the organization of IP management.

Module 5

LEADERSHIP

The interdisciplinary and cross-functional nature of IP management requires new ways of leadership. Thus, new responsibilities require new processes and incentive schemes. This module will teach participants basic concepts for leading such change.

Module 6

BUSINESS DEVELOPMENT

The management of IP requires an understanding of business models and the industrial setting of the company. Accordingly, this module will teach how IP can be integrated into business models as well as its role for business development.



5. INFORMATION

LECTURERS

The lecturers are from international leading universities and highly recognized institutions as well as top IP professionals with excellence in IP business and management.

EXAMINATIONS

Presentations and oral examinations will be held within the lectures during the course of the modules. A case study for preparation at home accompanies each module. Written exams are held in the 4th module, oral exams at the end of the 6th module.

ACADEMIC DEGREE

Having completed your studies successfully, you will be awarded the academic degree "Master of Intellectual Property Law and Management" (MIPLM, equivalent LLM) by the President of the University of Strasbourg.

PLACES OF LECTURES

Strasbourg and online

TIMING OF THIS BROCHURE

The concepts and contents are aimed at keeping CEIPI courses as topical as possible. CEIPI reserves the right to adjust particular contents during the course of the study period.

ORGANIZATION OF THE STUDIES

The entire training comprises a period of nine months with six lecture weeks in parallel with your job. Each lecture week deals with a separate subject (module). This innovative concept allows the participants to return to their daily work and concentrate on their jobs after having finished each module. The lecture weeks cover a six-day period – from Monday until Saturday. Participants will also receive case studies related to the subject of the respective module.

The master studies are held in English.

SUPPORTING PROGRAM

Dinner with exclusive keynote speakers from multinational corporations with best practise in IP and related topics. Skill Training / Case Studies on Friday and Saturday.

STUDY TIMES AND FEES

Available on our website dedicated to MIPLM

ADMISSION

Minimum of three years practical work for patent attorneys, IP experts and lawyers with three years experience in the IP field.

HELPDESK AND APPLICATION

Participants are selected for the master program who are determined to accept challenges and master them successfully. The selection process has two steps: the first step comprises your application documents, i. e. application form, certificates and a photo; the second step is the submission of the application to an educational committee.

Application details available at www.ceipi.edu

Please send your application to:

CEIPI / Université de Strasbourg

Pôle Management

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E-Mail: ip_management@ceipi.edu

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Phone: +33 (0)3 68 85 80 06

E-Mail: thibaud.lelong@ceipi.edu

"A great experience during the course was the network we established over the six weeks."

Annegret Rangel Vale, IP Consultant,
Cascais, Portugal

"MIPLM: Kind of 'brain-wash'; a completely new perspective of looking at your intellectual property assets from the economic point of view."

Dr. Ralf Stowasser, European Patent Attorney, Grünenthal GmbH, Aachen, Germany

"High quality lecturers for a course of high value."

Dr. Gauthier Obrecht, Patent Department, Boehringer Ingelheim Pharma, Biberach, Germany

"Good concept, theoretically well structured. Helps developing my personality, opens new perspectives. Gives new insights into developing IP Businesses."

Thomas Kretschmer, IP Counsel,
Accenture, Schaffhausen, Switzerland

"Most of the participants being IP experts already have a strong technical and/or legal background.

The "management side" of the course focuses on the third major aspect of IP: the importance of strategy which is necessary to get a global understanding of IP and to be able to implement the best solutions for your Company."

Amaury Claudel, European Patent Attorney, SNCF Innovation & Recherche, Paris, France

"In former days, I had a gut feeling regarding my decisions, now I can justify my gut feeling with arguments."

Dr. Anita Buck, IP Manager, Curevac, Germany

"MIPLM's highest value lies in meeting and teaming up with a diverse group of IP professionals from various countries, companies and contexts. All set out to move beyond what the traditional IP World has taught us and into shaping the more active and business-oriented IP World of tomorrow."

Dr. Clive-Steven Curran, Senior Manager IP Strategy & Projects Global Patents & IP, Fresenius Medical care AG & Co. KGaA, Bad Homburg, Germany



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