

## **I<sup>3</sup>PM Public Newsletter May 2015**

### **Conference I3PM-BETA-CEIPI**

The I3PM association, together with the [CEIPI](#) and [BETA](#) (Bureau for Economic Theory and Applications, a research laboratory of the University of Strasbourg, University of Lorraine and the French National Centre for Scientific Research CNRS), organized on March 23, 2015 in Strasbourg a Conference on the “IP Management Challenges in Open Innovation Environments”. This conference was considered as a big success and is part of the initiative “I3PM meets academia”, which I3PM wishes to develop further in the next years. Further information as well as pictures of the event, summaries and full presentations is available via the following link.

[Conference-I3PM-BETA-CEIPI](#)



### **I3PM at the Eurobrand Forum**

The President of I3PM, Peter Bittner, participated actively in a panel discussion at the Eurobrand Forum 2014, which took place in Vienna. This conference, organized by the European Brand Institute, in cooperation with the US Embassy, focused in 2014 on Innovation & Trademarks. Further information, including a picture of the panelists is available via the following internet link.

[Europeanbrandinstitute](#)

### **MIPLM 2014/2015**

The MIPLM Course 2014/2015, organized by the CEIPI, has started in January 2015 and will end in June 2015. Information on this Course, offered yearly since 2006/2007, can be seen via the internet Link below.

[MIPLM 2015](#)

### **Training Program on Tech. Transfer and Licensing**

A new CEIPI/WIPO/INPI program is proposed from 15-26 June 2015 on Technology Transfer (TT) and Licensing. This highly intensive course will mostly address practical issues relating

to TT, in conjunction with a number of theoretical sessions. Further information can be found via the internet link below.

[TT and Licensing training program 2015](#)

### **IP Valuation Final Report**

The IP Valuation Final Report from the Expert Group, drafted for the European Commission, DG Research and Innovation, is available via the internet link below. The report addresses amongst the topics of IP valuation approaches, methods and standards, IP valuation in the context of raising finance, IP valuation and accounting and reporting, IP valuation in litigation. It further proposes policy actions to monitor IP transactions and IP valuation practices and to facilitate IP secured lending and introduce an additional reporting section for IP.

[IP valuation final report](#)

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