

WHAT IS THE BUSINESS OF INTELLECTUAL PROPERTY?

HOW DO I GO FROM CREATE TO PROFIT?

Intellectual property is so much more than protection – it is also intellectual asset management that creates additional revenue streams and generates business ideas that will keep your company ahead of the competition

As industries and sectors become overcrowded with market players, take the time to learn how your business can stand out



Meet Louise, Andreas and Fredrik from the IP firm AWA – who will guide you through using intellectual assets as a driving force in your business and implementing an IP strategy that is aligned to your business goals:

Afternoon Coffee, Presentation and Discussion

November 19, 2019 2-4PM

Novum, Blickagången 6, Floor 6, Elevator E
Co-Hosted with Flemingsberg Science

INTELLECTUAL ASSET MANAGEMENT BENEFITS:

- ▶ Heightened business position
- ▶ Increase revenue
- ▶ Attract investors
- ▶ Control suppliers and customers
- ▶ Block competitors
- ▶ Avoid infringement
- ▶ Bargaining power
- ▶ Fair collaborations

All new businesses are packed with great ideas and create multiple intellectual assets in this early phase of development. But how do you go from creating to a profitable long-term business?

Step 1: Create

Step 2: Analyse and Protect

Step 3: Connect IP Strategy with Business Plan

Step 4: Profit



Louise Jonshammar

Louise is an Attorney at Law and strategically assists companies to manage their inventions by ensuring that value is maintained and maximised, securing and sustaining a competitive advantage for them in increasingly crowded markets. She is an active participator in the intellectual property and business communities, regularly attending industry events and contributing articles on legal developments to leading industry publications.



Andreas Sonesson

Andreas is a European Patent Attorney and holds a Ph.D. in Surface Chemistry. He has several years of experience working with patents, including strategic patent portfolio management for Alfa Laval in Tumba. He works with all types of patent related matters, including drafting, strategy, oppositions and litigation.



Fredrik Rahm

Fredrik is a Patent Attorney working mainly with clients in the life sciences industry. Fredrik holds a Ph.D. in Organic Chemistry and has years of experience from the pharmaceutical industry, both with big pharma and start-ups. Before joining AWA, Fredrik was an IP Manager at Sprint Bioscience, managing the patent portfolio and IP strategy.