Strategic Intellectual Property Management and R&D Commercialization Training Course



09 - 13 Nov 2026

Vienna

5800 € (Per Person)

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Course Introduction / Overview:

In today's knowledge economy, a company's intellectual property (IP) is often its most valuable asset, and its ability to commercialize R&D is a key driver of growth. This training course is designed to provide R&D leaders, legal professionals, and business strategists with tools to develop a robust IP strategy and bring innovative products to market. It goes beyond the legal aspects of patents and trademarks to focus on the strategic decisions that protect and monetize a company's innovations. We will explore how to build an IP portfolio that aligns with business goals, negotiate licensing agreements, and manage the legal risks of new product development. The curriculum is informed by the foundational work of global academics like Suzanne Scotchmer, whose research on innovation and intellectual property rights is highly influential. This program provides a clear blueprint for turning cutting-edge research into profitable, market-leading products and services. BIG BEN Training Center is committed to empowering professionals to protect their innovations and unlock their full commercial potential.

Target Audience / This training course is suitable for:

- R&D directors and managers.
- In-house legal counsel.
- Business development professionals.
- Innovation managers.
- Product managers.
- Entrepreneurs and startup founders.
- Technology transfer officers.

Target Sectors and Industries:

- Technology and software.
- Pharmaceutical and biotechnology.
- Manufacturing and engineering.
- Consumer goods.
- Telecommunications.
- Legal and consulting firms.
- Government agencies are responsible for technology and innovation.

Target Organizations Departments:

- Research and Development (R&D).
- Legal and intellectual property.
- Product development.
- Business development.
- Corporate strategy.
- Licensing and technology transfer.
- Marketing.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a strategic intellectual property (IP) plan.
- Identify and protect key innovations through patents, trademarks, and copyrights.
- Develop a commercialization strategy for new R&D projects.
- Negotiate and draft effective licensing and technology transfer agreements.
- Manage IP risks and legal challenges.
- Value and audit an IP portfolio.
- Build a culture of innovation and IP protection.
- Create a business case for R&D commercialization.

Course Methodology:

This training course uses a highly practical and case-based methodology to ensure participants gain actionable skills in IP management and commercialization. The program incorporates detailed case studies of leading companies that have successfully leveraged their IP for competitive advantage and of those that have failed to do so. We will use interactive workshops and negotiation simulations to practice critical skills like preparing a patent application, drafting a non-disclosure agreement, and valuing a technology for licensing. The course includes a hands-on group project where participants will work together to develop a full IP and commercialization strategy for a fictional company. BIG BEN Training Center believes that hands-on training is essential for mastering this complex field. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to protect their innovations and drive business growth.

Course Agenda (Course Units):

Unit One: Foundations of Intellectual Property Strategy

- The importance of IP in a knowledge economy.
- Types of intellectual property (patents, trademarks, copyrights).
- Aligning IP strategy with business goals.
- Identifying and capturing innovation.
- The strategic value of IP.

Unit Two: Protecting Your Innovations

- The patenting process.
- Trade secrets and confidentiality agreements.
- Trademarks and brand protection.
- Copyrights for software and creative works.
- Managing your IP portfolio.

Unit Three: R&D Commercialization Models

- Licensing and technology transfer.
- Joint ventures and strategic alliances.
- Spin-offs and new venture creation.
- Direct commercialization.
- Go-to-market strategies for innovative products.

Unit Four: IP Risk and Legal Management

- IP litigation and dispute resolution.
- Freedom-to-operate analysis.
- Non-disclosure agreements and contracts.
- Due diligence in mergers and acquisitions.
- The role of legal counsel in R&D.

Unit Five: Valuation and Future of IP

- Methods for valuing intellectual property.
- Auditing an IP portfolio.
- The impact of artificial intelligence on IP.
- Emerging trends in IP law and strategy.
- Developing a personal IP and commercialization roadmap.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a company balance the need to openly collaborate and share ideas with the need to protect its intellectual property and maintain a competitive advantage in a fast-paced market?

What unique qualities does this course offer compared to other courses?

This training course is a highly specialized program that focuses on the strategic and business-oriented aspects of intellectual property, which sets it apart from traditional legal or patent law courses. We go beyond the mechanics of IP law to address the core challenges of commercializing R&D, providing a framework for leaders to make informed, strategic decisions. Our curriculum is tailored to provide practical, hands-on learning experience through realistic case studies and interactive exercises. The course distinguishes itself by emphasizing not only the legal aspects of IP but also the business and leadership skills required to drive innovation from the lab to the market. By focusing on both the legal and the strategic aspects of intellectual property management, this program provides an invaluable skill set that is essential for any professional committed to a successful and innovative organization.