

## IP Strategy and Commercialization

Date

Tuesday June 22, 2021 10:00am to 12:00pm

Location

Online

### Description

Are you looking to get the most out of everything your company produces, including your products and the innovations that make them possible? Are you looking to enter international markets? Developing an intellectual property (IP) strategy will help you strategically grow your business and maximize the value of your IP. This seminar will outline what to consider when developing your IP strategy in order to help you extract value from your IP, protect your business from competitors, gain a competitive advantage, or take your business abroad.

And, You spent all that time developing a product and growing your brand—so why not make money from it? Intellectual property (IP) commercialization is the process of transforming your IP innovations and creations into commercially viable products or services. Learn about some general avenues businesses take to profit from their inventions. While the focus of this seminar will be on introductory pathways to commercialization, specifically assignment and licensing, more advanced avenues will also briefly be discussed, in addition to some of the most important considerations to keep in mind as you explore ways to extract the value of your IP.

**A special note: If you attend this session and wish to discuss particulars of an invention you are working on, do NOT disclose any specifics during the open session - you'll learn why during the seminar!**

### About the Speaker: Caroline Lefebvre

Caroline Lefebvre is an Intellectual property advisor for the Canadian Intellectual Property Office (CIPO) since 2007. As such, she raises awareness, informs, and trains various groups, such as entrepreneurs, inventors, professors and students, on the importance of adequate intellectual protection.

She is a Political Sciences graduate from the University of Ottawa, and has also worked in various sectors of the federal government. Her experience led her to promote, among other issues, Canadian expertise in sustainable development in emerging countries, foreign investments in Canada, and the importance of the quality of web content.

Throughout her career, Caroline has developed strong expertise in project and event management, building strategic partnerships, marketing and providing training.

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