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Tag der Gewerblichen Schutzrechte 2017
IP Performance Assessment

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The “IP Performance Assessment” provides an insight on your IP excellence level

Getting answers on critical questions regarding your IP performance

- Is my IP thinking and strategy up to date?
- Where are my strengths and weaknesses?
- How do other players within my industry perform?



Receive valuable insights with manageable effort

Low risk and high return, we support you on your way to IP excellence



Get a first insight on your IP excellence level:

- in a short time
- at a reasonable budget

The IP Performance Assessment helps to identify and rank topics with improvement potential by:

- Identifying current status
- Analyzing cross-department views about current IP performance
- Benchmarking your performance against best-practice levels

The IP Performance Assessment covers all relevant areas of IP Management...

Overview of evaluation topics

<i>IP Topics</i>		<i>Process Topics</i>	<i>Enabler Topics</i>		
IP Lifecycle Management	IP Management Support	Internal Cooperation	IP Talent Management	IP Planning & Controlling	IP Organization
IP Generation	IP Intelligence	IP Awareness	Attract Employees	Target Management	Governance
IP Prioritization	Support Tools	R&D	Engage Employees	Target Assessment	Integration
IP Portfolio Evaluation	Resource Management	Innovation	Retain Employees	Target Communication	Structure
IP Exploitation		Business Development	Leadership		
Alternate Forms of IP		Marketing			
		Legal			

Topic
 Criteria

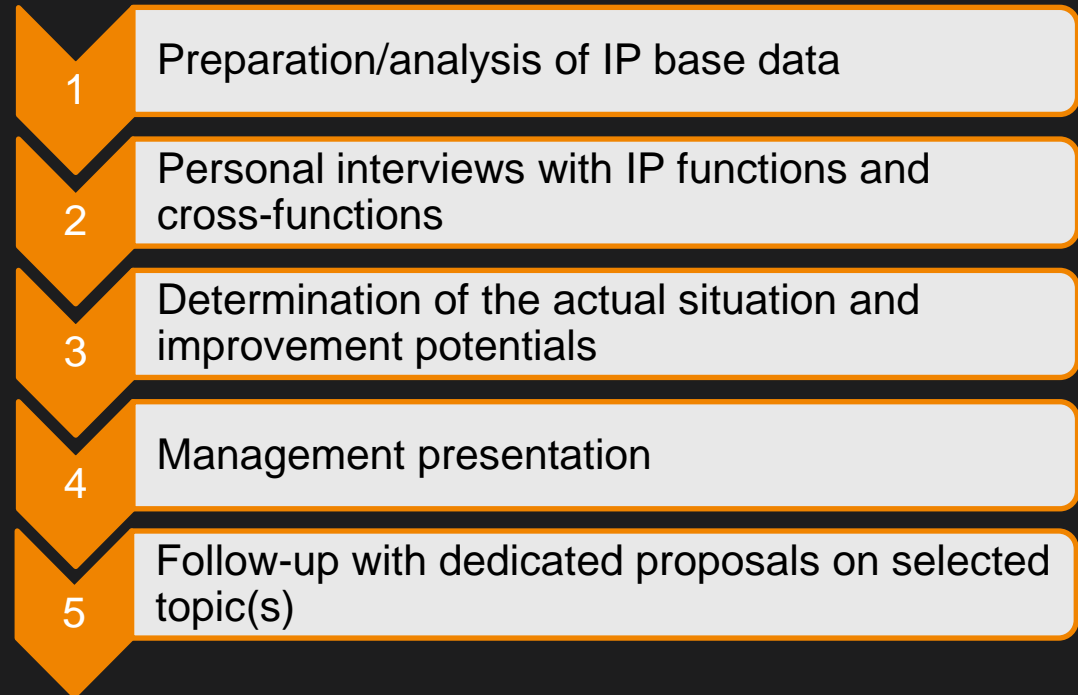
... and consists of two assessments

An **IP audit** and **X-assessment** (outside/in view) are separately conducted



- For both parts the same self-assessment questionnaire is used

IP Performance Check Milestones:

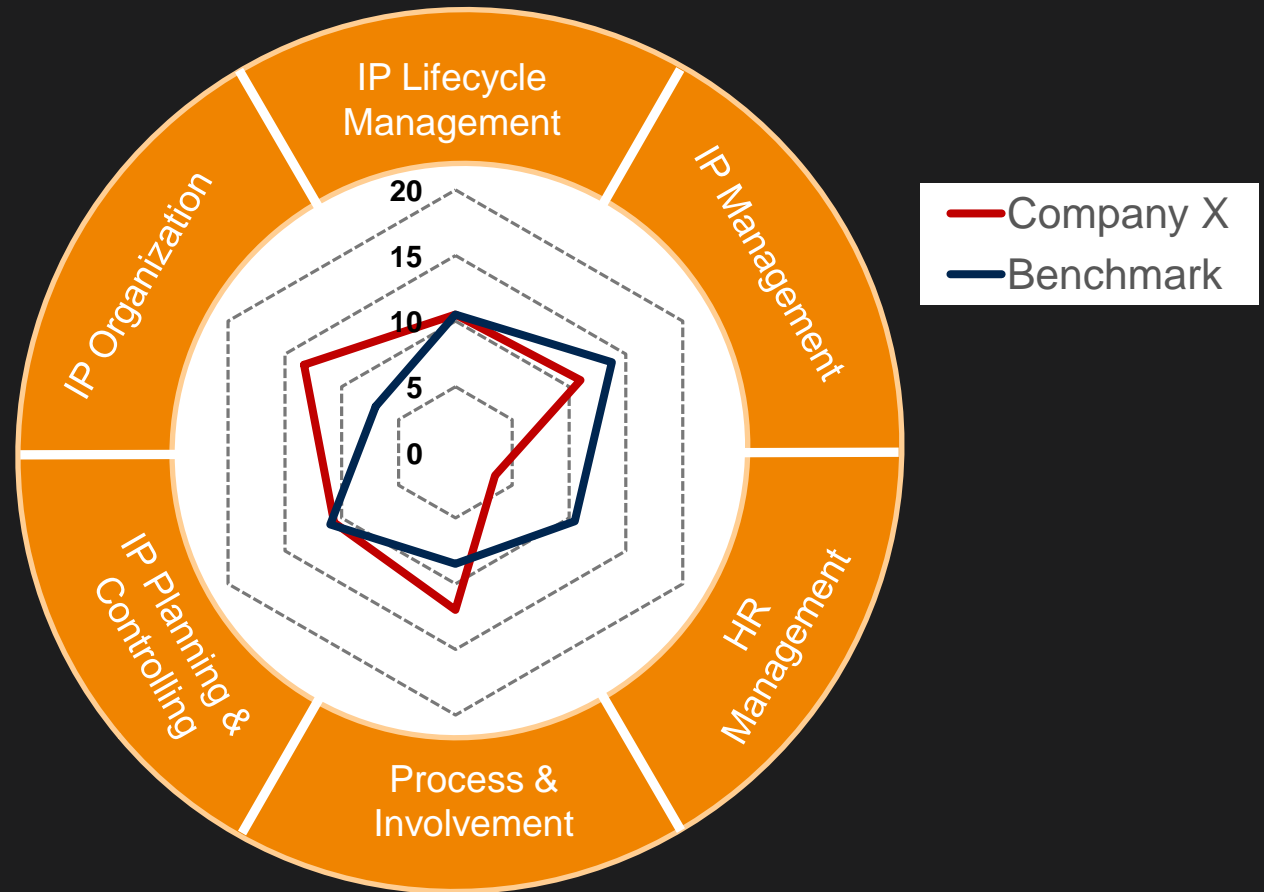


The assessment rating identifies the strengths and weaknesses of your IP function

Actual situation vs. benchmark

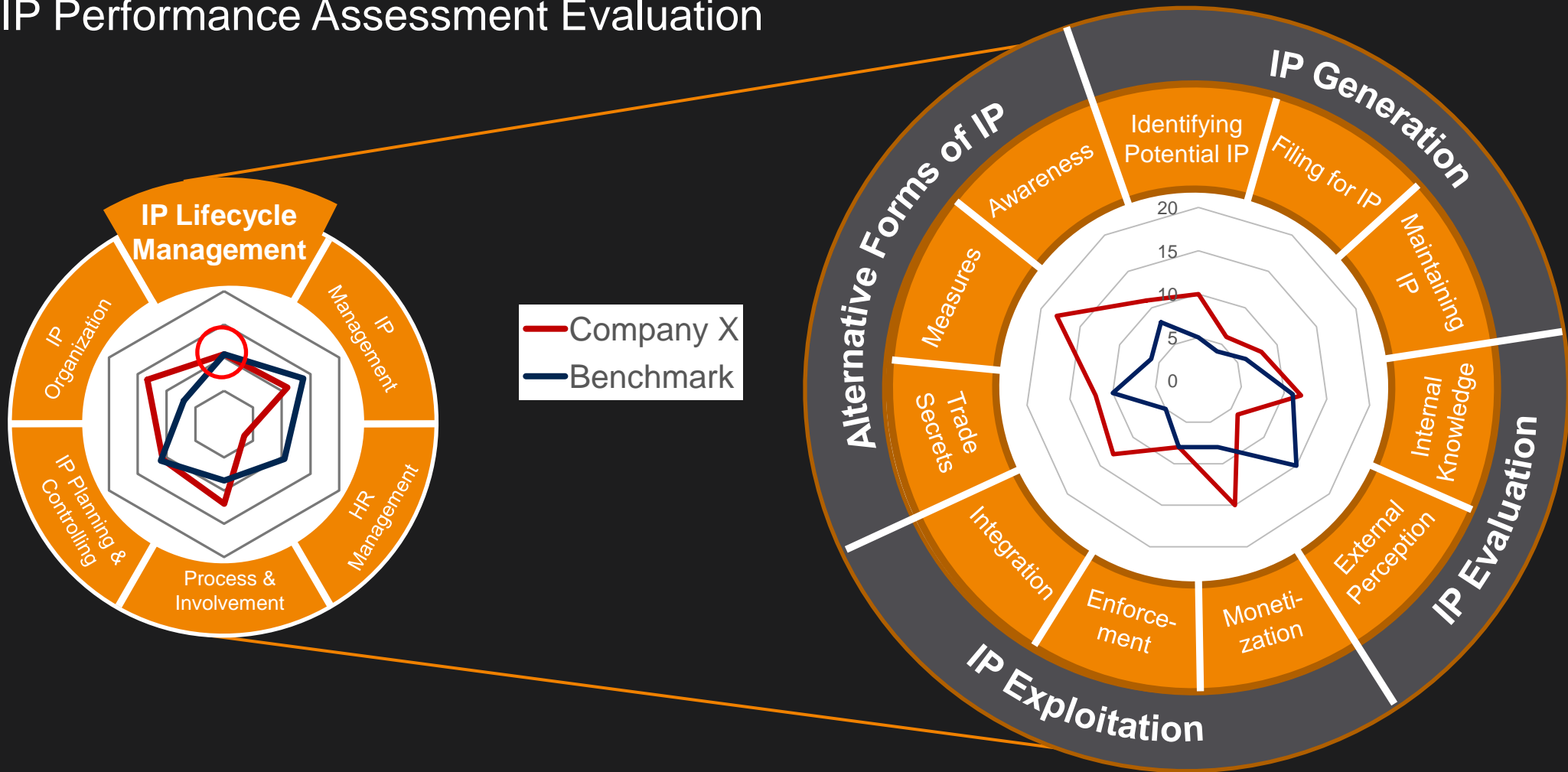
IP Assessment

- Holistic and standardized Evaluation of the IP function:
 - 360°-Feedback
 - Over 80 questions in 6 dimensions
- Benchmarks with IP organizations of diverse branches
- Support by experienced IP Specialists and Consultants

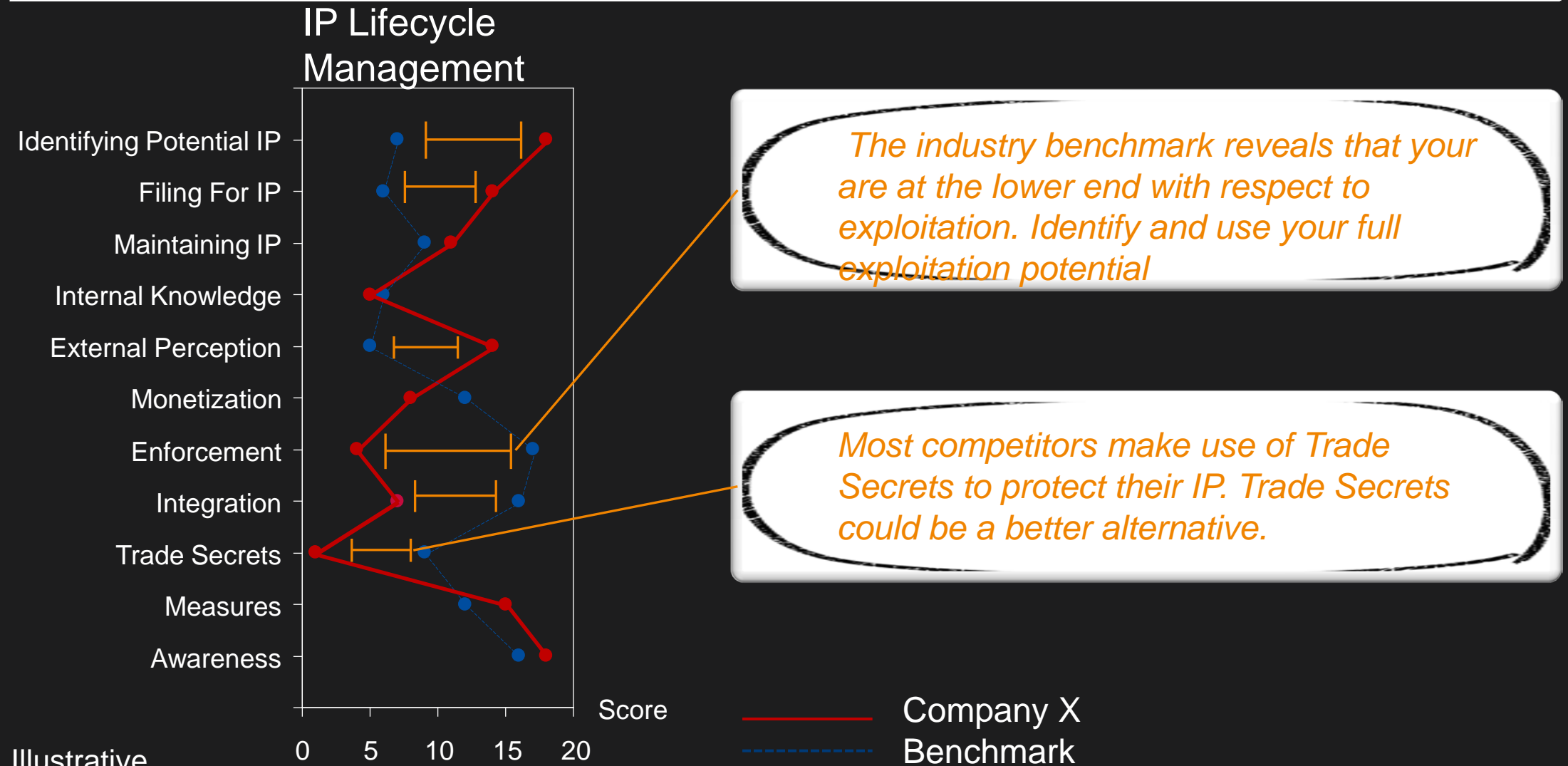


The radar chart on three levels provides ratings for each criteria which allows a detailed discussion of all key activity fields

IP Performance Assessment Evaluation



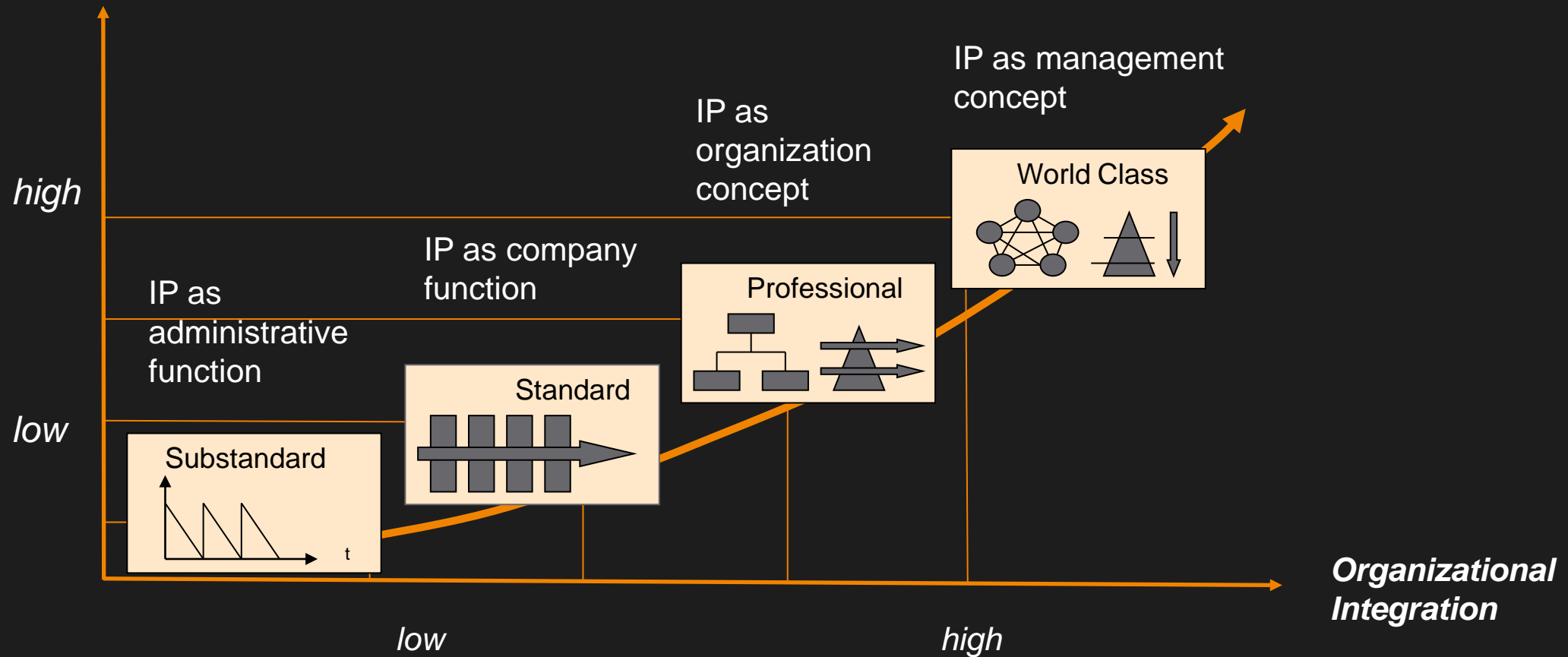
Deriving valuable insights by benchmarking your IP performance



Illustrative

The IP performance highly depends on the organizational integration of the IP function

IP performance



Dennemeyer Consulting – Ihr Partner auf dem Weg zur IP Exzellenz

Wir freuen uns auf Ihre Kontaktaufnahme



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