

## PROJECT STUDY

Strategic, R&D, and Intellectual Property indicators to determine innovativeness

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Your team

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## Strategic, R&D, and Intellectual Property indicators to determine innovativeness

Create hypotheses and find out IP management's impact on the business' innovativeness and vice versa



### Background

The importance of **Intellectual Property (IP)** for companies continues to grow, and with it comes an increased appreciation for, and sophistication of, IP management practices along the **whole innovation activities**.

Against the background of advancing innovation and creating sustained developments in stable ecosystems, we investigate what and how to measure IP organizations and their connection with research and development (R&D) and innovation to determine **IP management's impact on the business**.

Mirroring multi-dimensional information from corporations with e.g., patent and trademark data we will determine IP's importance in firms' strategic considerations.



### Project Study Objective

- You develop a **survey** for IP organization structures of innovative companies all around the world
- You identify **IP structure indicators** and **innovation levels**
- You build a **concept to measure performance / innovativeness** through the selection of appropriate rating metrics in IP, R&D, and innovation
- You conduct **data collection and analysis** to test the developed concept and capture relevant insights
- You synthesize the **findings** into a final **report / presentation**

## Strategic, R&D, and Intellectual Property indicators to determine innovativeness

Background, topic, requirements and benefits of the project study



### Your profile

- You are a group of **2 - 4 students** who are interested in how IP organizational structures contribute to innovative performance
- We are looking for **open minded, inquisitive, curious** people who are keen to apply their **analytic skills** to make sense of multidimensional questions
- You play as a **team**, and work together in a structured and reliable way
- You have good **English** language skills
- You are familiar with **PowerPoint** and **Excel**



### Your benefits

- Working in a **multidisciplinary, motivated and international team** of IP experts
- **2 experienced consultants** will act as your thought partners for the 3 - 6 months period of performance
- Collaboration can **start any time**, let's discuss
- Access to the fascinating world of Intellectual Property and innovation
- Chance to **continue the collaboration** in different set up



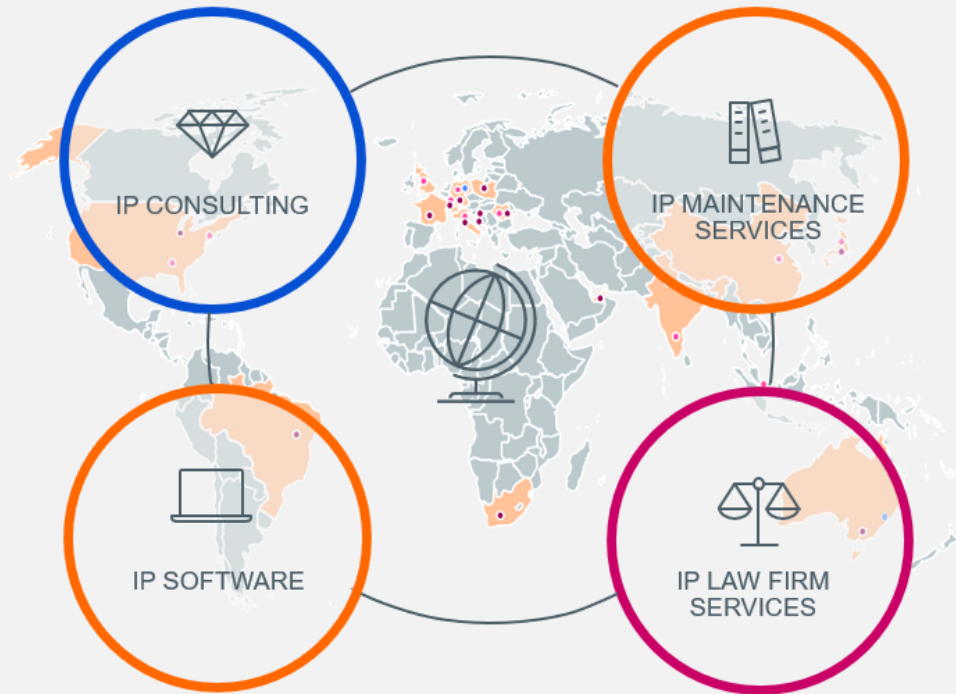
Questions? Arrange for an [online meeting](#) with Brigitte and / or Maria



Interested? We look forward to receiving your application. Please send to [bbaldi@dennemeyer.com](mailto:bbaldi@dennemeyer.com)

## Dennemeyer is a first-choice partner for Intellectual Property services worldwide

### Dennemeyer Consulting is supporting clients to excel in IP management



The **Dennemeyer IP Group** offers high-quality services for the protection and management of Intellectual Property rights.

Our story began more than 60 years ago in Luxembourg. What began as a patent law firm has evolved into an IP full-service provider globally, with legal, business and technology experts supporting the entire chain of IP management.

A series of innovations has transformed us into one of the world's foremost IP service providers. With 20+ offices and more than 1,000 employees worldwide, Dennemeyer manages over three million IP rights of around 8,000 customers.

Dennemeyer IP Consulting helps organizations all over the world to identify and exploit the maximum potential of their Intellectual Property assets. We:

- secure the clients' **innovations** and turn them into valuable and robust IP rights,
- identify and leverage IP **cost-saving potentials**,
- unleash IP's potential with individualized **monitoring concepts** and **portfolio analyses**,
- develop the client's IP department into a powerhouse with **tailored IP operations** based on **best practices**,
- identify and mitigate **IP risks**,
- align IP activities with business goals through a strong **IP strategy**, and
- perform a **monetary valuation** of a client's IP portfolio.

We **future-proof** our client's Intellectual Property and are their **thought partner** for solving any IP challenge.

# We are looking forward to our collaboration

Let's start the discussion, scope the project study details, and identify IP and innovation metrics



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