



Exploring the Future of IP Management Software

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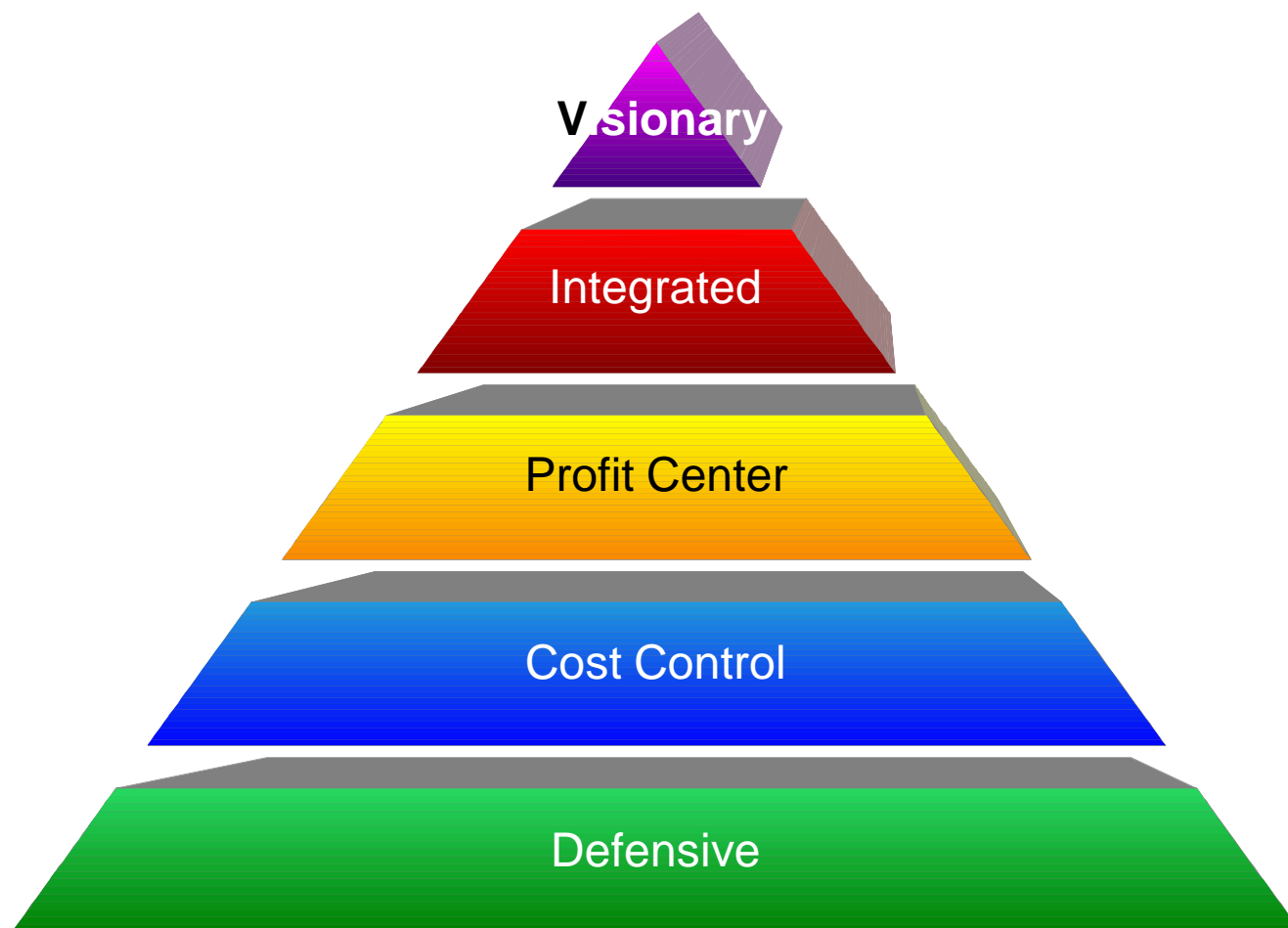


The ICM Gathering

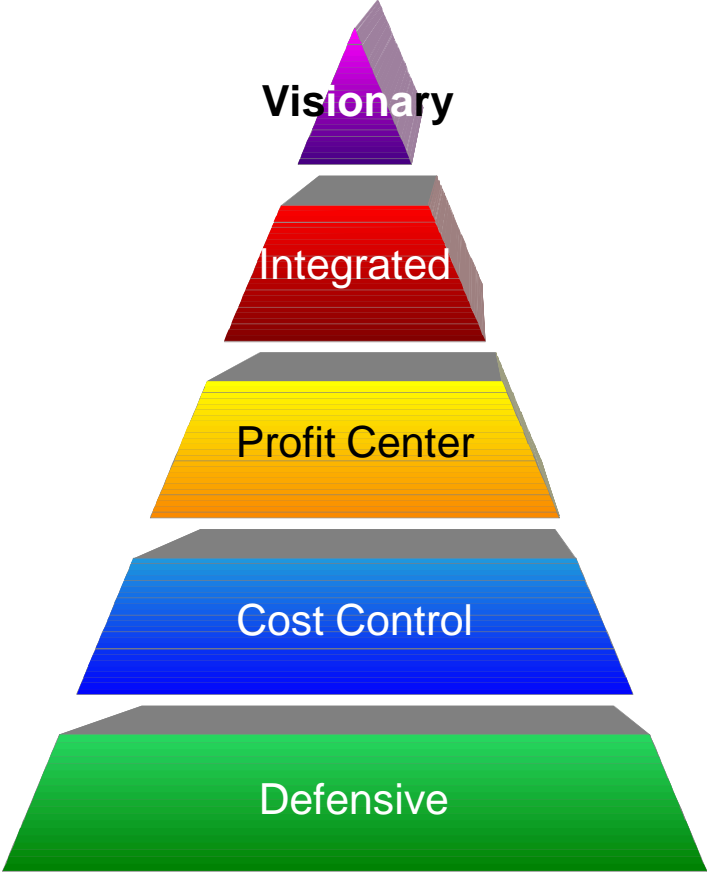
The ICM Gathering is an informal group of company intangibles managers who meet three times yearly to share ideas about how to extract more value from their company's intellectual capital



A useful framework



A useful framework (Cont'd)

	What companies want To accomplish	Potential products & services
 <p>Visionary</p>	<p>Stake a claim on the future Encourage disruptive technologies Embed IAM into culture</p>	
<p>Integrated</p>	<p>Extract strategic value Integrate IP across company Become more sophisticated in value extraction</p>	
<p>Profit Center</p>	<p>Extract value from IP Focus on IP with tactical (not strategic) value</p>	
<p>Cost Control</p>	<p>Reduce portfolio costs Refine and focus IP</p>	
<p>Defensive</p>	<p>Generate patents Ensure protection Develop processes Ensure design freedom</p>	

Characteristics of Successful Products in the Future

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		Before	Now
Time	Customer View	<u>When</u> I can provide it	Anytime
	Supplier View		
Place	Customer View	<u>Where</u> I can provide it	Anyplace
	Supplier View		
Mass		Value/Mass = X	Value/Mass < X

About the Future

- **The future is knowable (at least to a degree)**
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- **You can make your desired future happen !**

The Future is Knowable (to a degree)



It is difficult to predict the exact path that one particle of smoke will take

It is, however, possible to predict the outside envelope of the entire column of smoke

Factors Potentially Affecting the Future of the IPM ⁸ Software Industry

- **The Rate of Patent Filings**
- **Changes in national policies re intellectual property**
- **Public understanding of the importance of IP to society**
- **Importance of IP to the “C” Suite**
- **Markets for IP**
- **Improvements in hardware and software capabilities**

An Envelope of the Future for IPM Software

Factors	Most Likely Negative	Most Probable	Most Likely Positive
Rate of Patent Filings	Will decrease to 2%	Will continue at current rate of 5%	Will increase to 7%
Changes in national policy re IP	Some changes with moderate negative impact on IPM SW	Minor changes, no Impact on IPM Software	No significant change in national policies re IP
Importance of IP to "C" Suite	"C" Suite interest Continues to be minimal	Increased recognition Of IP's business importance	Surge of interest at Both "C" Suite and Board Levels

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You can make your desired future happen !

“Many people manage the consequences of events that have already taken place - they are dealing with the aftermath.

Great leaders manage what has not yet happened - the “beforemath”.

Stanley Davis, *Future Perfect*, 1987

Summary and Conclusions

The Future Is Knowable

You Can Make Your Desired Future Happen:

Manage the Beforemath!

See You In The Future!