

Innovation, Inspiration, and Insulation: Practical Legal Measures to Protect Technology

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The demand for new technologies is driving innovation worldwide, particularly in the fields of life sciences and biotechnology. Intellectual Property is the life blood of many life sciences and biotechnology companies. Protecting the IP is not trivial and IP protection can be a minefield.

To protect innovations and to secure the investments needed to bring innovations to market, innovators should take appropriate legal measures to protect their most valuable assets-- technologies, products, and market identity. How do companies cost-effectively protect their IP assets? What can be disclosed and when? What agreements should be in place to protect the technology? When should patents be prepared and filed? Companies must identify their current intellectual property assets and put in place effective procedures to capture all of the innovations resulting from research and development efforts. The value of IP may be maximized by (a) negotiating strategic relationships, and (b) identifying and monitoring trends in important technologies. Companies must also assure their freedom to operate and the right to sell their products without infringing on the patent rights of others.

This presentation is intended to provide: (1) an overview of IP protection and key concerns of business leaders and academic researchers as they transition technologies to market globally and exploit their IP assets , and (2) a business focused review of recent developments in Intellectual Property law.