

# IP Game Plan<sup>TM</sup>

Driving growth and profitability through IP

# IP Game Plan™

If you are interested in learning how to use intellectual property (IP) strategically, the IP Game Plan™ will help get you started. It provides the basics you need to understand how IP fits into your business and how to manage it better.

You'll learn skills to help you make astute decisions about how to capture, use and manage your IP to grow your business.

## IP Game Plan™ stages



**Pre-workshop**, we'll call you to:

- Find out about your business
- Understand how IP fits into your business



**eLearning** tools and resources are used to communicate:

- key information about IP rights
- why they are important
- a series of scenarios, exercises, and stories to bring IP concepts to life.



The two-hour **workshop** covers:

- what your business does and what your goals are
- what IP rights are relevant to your business
- how to develop an IP strategy that is aligned with your business strategy
- how to develop an IP roadmap, including action items and milestones.



Following the workshop, we will prepare and send you a summary of outcomes and an action plan for next steps. We will also circle back to:

- see how strategy is being implemented, and
- address any issues or concerns that have arisen, including any changes in your business that mean a strategy or plan needs to be revised.

## Who leads the programme?

Our programme is led by AJ Park Principals Grace Thomas-Edmond. Based on what you've told us about your business, we pair members of our commercial and strategy team with appropriate technical experts to deliver the workshop part of the programme.



Grace Thomas-Edmond | Principal, AJ Park

Grace works with AJ Park's patent attorneys and other teams to provide IA strategy, and other intellectual property and commercial advice, to clients ranging from start-ups to government agencies.

Described as 'a great role model for young women in the legal profession' by NZ Lawyers Rising Stars, Grace has also been recognised in the 2021 edition of Managing IP's Rising Stars and named on the NZ Lawyer's 2020 Rising Stars list.

## Who should participate?

The programme is designed for individuals, start-ups and SMEs but is equally useful for larger organisations wanting to better understand the role IP plays in their organisation.

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You may qualify for government subsidies to cover part of the cost of this programme.

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# Thank you

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