

Financing economic development through Intellectual Property assets

Seminar

Politecnico di Torino
28th MAY 2009



**POLITECNICO
DI TORINO**



ICM Research
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Seminar background

Innovation is the basis for competition in a global knowledge-based economy and intellectual property is the vehicle through which innovation is protected and monetized.

In the midst of a global financial meltdown, companies must increase strategic IP management efforts to strengthen companies' competitiveness, profitability and future growth.

Firms and institutions are more and more aware of the strategic and financial value of IP assets. Like any other valuable asset, Intellectual Property should play an important role in the corporate fund raising processes. At present, this is not yet a common practice, because of a lack of management awareness, limited know-how on IP business management and related financial practices, as well as for limited experience of specific business and credit policies. Nevertheless, there is a growing interest in this class of assets as a relevant source of funding and collateral security, due to their increasing market value.

The seminar “*Financing the economic development with the Intellectual Property assets*” is organized by the IP Finance Institute, the first European research and competence centre focused on IP Economics & Finance. A non-profit organization, founded by the Innovation Studies Group of the Politecnico di Torino and ICM Research, the intangible equity research unit of ICM Advisors, a leading international advisory firm specialized in intangible asset valuation and IP-based financing.

The seminar is designed to develop the awareness and the understanding of IP Economics & Finance in order to foster cooperation among different stakeholders.

The topics covered in the seminar are:

- **Innovation policy and business challenges.**
- **Markets for technology and IP asset quality.**
- **Intellectual Property and Intangible asset potential to generate revenue, increase profits and enhance shareholders' value.**
- **Financial solutions based on Intellectual Property value.**

Leaders of IP strategy, international scholars and senior executives will gather together to discuss these business and policy issues that will be of crucial importance for future business and economic prosperity.

The seminar is addressed to executives and professionals from financial institutions, SMEs, large industrial corporations, patent offices, universities, professional communities, public administrations and international organizations.

For more information or to register for this conference, please contact the IP Finance Institute:

Tel. +39 011 0903344 - Tel. +39 011 5089390

info@ipfinance-institute.com

Financing economic development through Intellectual Property assets

Politecnico di Torino, May 28th, 2009

Sala Consiglio di Facoltà

Corso Duca degli Abruzzi, 24b – 10129 Torino

h. 9.00 – 13.00

h. 8.30 Registration

h.9.00 Introduction & Greetings

- **Financing innovation: strategies and programs of the Politecnico di Torino**
Francesco Profumo, Rector of the Politecnico di Torino
Sergio Rossetto, Dean of the IV School of Engineering, Management and Industrial Engineering

h. 9.15 Financing economic development through Intellectual Property assets

Chair: Maurizio Sobrero, Full Professor, Università di Bologna

- **IP asset-based financing - IP Finance Institute mission, objectives and research program**
Pier Angelo Biga, Managing Partner of ICM Advisors and Director of the IP Finance Institute
- **The Intangible Economy - Innovation policy and proposals to increase IPR awareness in the US business and financial communities**
Kenan Patrick Jarboe, President of Athena Alliance, USA
- **Venture Capital Contracting and Investment Performance**
Douglas Cumming, Associate Professor, York University, Canada
- **The financial link between superior intangible asset management and enterprise value: business and risk management issues**
Nir Kossovsky, President Steel Re & IAFS - Intangible Asset Finance Society, USA
- **The markets for technology**
Mario Calderini, Full Professor of Innovation Management, Politecnico di Torino and Director of the IP Finance Institute

h. 11.00 Coffee Break

h.11.30 Economic development: IP role, activities and IP Finance programs

Chair: Guido Bolatto, Secretary General of Turin Chamber of Commerce and Executive Member of the IP Finance Institute

- **Emerging paradigms: aerospace**
Nazario Cauceglia, Chief Technology Officer, Alenia Aeronautica - Finmeccanica Group
- **Emerging paradigms: cleantech**
Paola Maggiorotti, IP Professional, Direzione Strategie e Sviluppo - Eni S.p.A
- **Emerging paradigms: biotech**
Maurizio Franco Mariani, M.D. PhD.DABT - Global Head Research and Development - Advanced Accelerator Applications
- **Intangible asset financial disclosure**
Paolo Pietro Biancone, Associate Professor of Business Administration. Faculty of Economics, University of Torino
- **Due diligence of IP assets**
Luigi Boggio, Senior Partner, Studio Torta – IP Consultants

h. 12.30 Closing remarks

Speakers

Francesco Profumo – Rettore of Politecnico di Torino

Francesco Profumo graduated in Electrical Engineering from the Politecnico di Torino, Italy, in 1977. Since 1978 to 1984, he worked as Senior Engineer for the R&D Ansaldo Group in Genova (Italy). In 1984 he joined the Department of Electrical Engineering of the Politecnico di Torino, where he is Professor of Electrical Machines and Drives. Since September 2003, Prof. Profumo was the Dean of the Engineering Faculty at the Politecnico di Torino and since October 2005 he is the Rector of the Politecnico di Torino.

He was Visiting Professor in USA, Japan, Czech Republic, Argentina and he is an active member of many Steering Committees of International Conferences (IEEE-ias, IEEEPEESC, IEEE_IECON, Jiee-pcc, Iee-eds, EPE). He has been also the Coordinator or partner of several Projects in the frame of the European Commission activities.

He is the author of more than 230 publications on international journals and conferences proceedings.

Pier Angelo Biga - Managing Director ICM Advisors/ICM Research and co-Director of IP Finance Institute

Pier Angelo Biga is Managing Partner for ICM Advisors, an international business advisory and research firm specialized in Valuation, Valorization and Financing of the Intangible Assets and Intellectual Property.

Biga has more than 35 years' experience in leading edge global advisory firms and industrial corporations. He worked with senior executives concerned about improving their business strategy, product/service innovation, M&A and intangible assets valuation and leverage. His specialties include business & marketing strategy, business and intangible assets valuation, management of intangible-intensive businesses, customer portfolio management, multichannel strategies and digital business models.

Biga has managed consulting engagements that have realized significant revenue enhancements, cost reductions and business restructuring in leading domestic and international companies in consumer goods & services, banking and financial services, automotive services, telecommunications industries in over 10 countries.

Previous positions have included: Executive Director and member of Directors Committee for Banca Nazionale Lavoro Group, Senior Vice President for ATKearney Europe, Senior Executive for AT&T Europe, Partner for Nolan & Norton Company, South-Europe Director for Digital Equipment Corporation, Associate Scientist at CERN.

He has authored a wide array of articles that appeared in industry, business and technology publications. Mr. Biga has led several senior executives/entrepreneurs development programs in leading corporate universities and management schools.

Kenan Patrick Jarboe – President Athena Alliance

Kenan Patrick Jarboe is the President of Athena Alliance, a non-profit research organisation dedicated to identifying, understanding, analyzing, and educating on the information, intangibles, and innovation (I-Cubed) economy. He also edits the blog "The Intangible Economy".

He served in a number of senior staff positions for the United States Senate, and has been Chief Economist for the Senate Democratic Policy Committee.

He is the author of numerous publications on economic competitiveness, corporate strategy, international trade and technology policy.

Douglas Cumming – York University

Douglas Cumming is an Associate Professor of Finance and Entrepreneurship and the Ontario Research Chair at the Schulich School of Business, York University. He is a research associate with the Paolo Baffi Center for Central Banking and financial Regulation (Bocconi University), Groupe d'Economie Mondiale at Sciences Po (Paris), Capital Markets CRC (Sydney), Venture Capital Experts (New York), Cambridge University ESRC Center for Business Research, Center for Financial Studies (Frankfurt), Amsterdam Center for Research in International Finance, and the University of Calgary Van Horne Institute.

His research is primarily focused on law and finance, market surveillance, hedge funds, venture capital, private equity and IPOs. His recent publications have appeared in numerous journals. He is the co-author of the new book *Venture Capital and Private Equity Contracting: An International Perspective*. His work has been reviewed in numerous media outlets, including *Canadian Business*, the *National Post*, and *The New Yorker*.

Nir Kossovsky – Chief Executive, Steel City Re and Executive Secretary, Intangible Asset Finance Society

Nir Kossovsky has spent the past 30 years creating, managing, monetizing and mitigating risks associated with intangible assets. Prior to founding Steel City Re, a risk and reputation management company, he was CEO of Technology Option Capital, LLC, a provider of financial and risk reduction strategies for intangible asset financial management. Previously, he was founder and CEO of the reconstituted Johnson & Higgins, a provider of finance and investment advisory, risk management and insurance and consulting services. He was founder and CEO of Patent & License Exchange, Inc., an international intellectual property financial systems firm that helped transforming intellectual property rights into financial instruments.

Kossovsky, the author of nearly 200 articles and several books including the forthcoming, MISSION: INTANGIBLE – Assuring Reputation Resilience in a Volatile Market, is also the Executive Secretary of the Intangible Asset Finance Society.

Mario Calderini – Professor of Innovation Management and co-Director of IP Finance Institute

Mario Calderini was born in Milano, on May 23rd 1966. He holds a PhD in Economics from the University of Manchester and a MSc in Engineering from Politecnico di Torino. He is Full Professor of Strategy and Innovation Management at Politecnico di Torino. Calderini's main research interest is in the Economics and Management of Innovation. His numerous publications in international journals cover several topics: technology and innovation policies, empirical studies on the determinants of innovative activity, technology and knowledge transfer, the strategic management of intellectual property rights and finance for innovation. During his years as a Research Fellow, Calderini was a permanent visiting student at the Centre for Research in Innovation and Competition (CRIC, University of Manchester), where he was nominated honorary research fellow and associate member.

He is Deputy Director of the Doctoral School of Politecnico di Torino, member of Politecnico di Torino's Patent Commission, scientific coordinator of the Summer School in "Management of Innovation" of the Alta Scuola Politecnica and a member of the managing board of the PhD in Economics and Management of Technology (Politecnico di Torino and University of Bergamo) and of the PhD in Economics of Institutions and Creativity (University of Turin).

Besides his academic activities, he holds several positions in important national and international organizations in charge of research and innovation public policies. He is the President of Finpiemonte, the Regional Development Agency and Financial Holding Company of Piemonte Region in charge of industrial and development policies as well as research and innovation ones, managing a yearly budget of about 500 ml Euro. He sits in the Board of Directors of the "Italian National Agency for Innovation", he is the head of the "Public Policies for Science and Innovation" unit of the COTEC Foundation for Innovation, chaired by the President of the Italian Republic, Giorgio Napolitano and a member of the Expert Group established by the Ministry of Economic Development in order to monitor the use of structural funds for research and innovation in Italy. Finally, he is a member of the informal OECD Working Group on "SMEs and Global Financial Crisis" and a member of the Expert Group of the United Nations Conference for Trade and Development in the review process of the United Nations' World Investment Report.

Maurizio Sobrero, Full Professor Bologna University

Maurizio Sobrero is Full Professor of Technology and Innovation Management at the School of Engineering and coordinator of the Doctorate in Business Administration at the Department of Management of the University of Bologna.

In previous experience, he has also been Research Fellow at the MIT Industrial Performance Center, Fullbright Doctoral Fellow at the Agency for the Monetary and Financial Studies "Luigi Einaudi". Moreover he has been Visiting Professor at the Paul H. Nitze School of Advanced International Studies, Johns Hopkins University and Lingnan College, Zhong Shan University, GuangZhou, China.

He's deeply experienced in economy and technological innovation management, with particular attention to the relationship between ownership structure and R&D investments and between R%D investments and firm market value. About these topics he has published 5 books and numerous articles on national and international journals.

He's member of the editorial board of the European Management Review and life member of the Production and Operations Management Society because of the Honorable Mention in the William Abernathy Award, Best Paper in Management of Technology. He is also member of the Experts Committee for Technological Innovation and Research of the Emilia Romagna Region.

Promoters

IP Finance Institute (Intellectual Property Finance Institute)

Who we are

The Intellectual Property Finance Institute is the first European research and competence centre focused on IP Economics & Finance.

The Institute is a non-profit organization which promotes and develops know-how transfer, research initiatives and projects about the IP as an economic asset and its use in IP-based financing solutions.

The Institute has been founded by the Innovation Studies Group of the Politecnico di Torino, a leading international technology university, and ICM Research, the intangible equity research unit of ICM Advisors, a leading international advisory and research firm, specialized in intangible asset valuation and IP-based financing.

The Institute also provides knowledge and expertise to increase the awareness and the understanding of Intellectual Property Economics and foster cooperation between stakeholders, such as: financial institutions, SMEs, large industrial corporations, patent offices, universities, professional communities, public administrations and international organizations.

What we do

Firms and Institutions are more and more aware of IP asset strategic and financial value. Like any other valuable asset, IP should play an important role in the corporate fund raising process. At present, this is not yet a common practice, because of a lack of management awareness, limited know-how on IP business management and related financial practices, as well as limited experience of specific business and credit policies. Nevertheless, there is a growing interest in this class of assets as a source of funding and collateral security, due to their increasing market value.

In this scenario, the Intellectual Property Finance Institute has three main objectives:

- To support a widespread adoption and implementation of best management & financial practices of intangible and intellectual property assets in order to create economic and competitive value for companies, financial institutions, public organizations and professional communities.
- To support the development of financial solutions based on intellectual property value in terms of financial and technical methodologies, instruments and best practices.
- To increase the intellectual property value of firms through initiatives such as single asset monetization (patent, trademark, know-how, design,...) and innovative financial services (IP-backed financial services).

Our body of knowledge and expertise

The Institute merges multidisciplinary skills of experts and researchers from academic, financial, industrial and IP professional world. The current body of knowledge and expertise includes: research reports, case studies, best practices, valuation methodologies, risk management, IP asset analysis by industry and clusters, IP-based financing instrument structures, presentations, IP intelligence databases.

Contact info

Intellectual Property Finance Institute

C.so Trento 21 - 10129, Torino - Italy

Tel: +39 011 5089390

Tel/Fax: +39 011 5643344

info@ipfinance-institute.com



**POLITECNICO
DI TORINO**

Politecnico di Torino is ranked in the top 100 world universities in Engineering. Worldwide recognized as a high-quality centre for training and research, it has been able to reconcile tradition and innovation, by being deeply locally rooted to act as a service for the region and at the same time by establishing itself as a University where students and talents from all over the world come to work and study.

www.polito.it



The Innovation Studies is a research group working in the area of The Economics of Science and Innovation at the Politecnico di Torino.

The Innovation Studies areas of current investigation range from Policy of Research and Innovation, to Economics of Patent and Intellectual Property Rights, Corporate Governance, Financing of Innovation, Technology Transfer from Science to Industry and the Management of Innovation within firms.

The group is composed by several junior and senior researchers, plus PhD students and visiting fellows.

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ICM Advisors is an international independent business advisory and research firm specialized in Valuation, Management and Financing of the Intangible Assets and the Intellectual Property.

ICM mission is to generate:

- competitive advantage through effective Performance Management of Marketing (brands, customer relationships, ect.) and Technology intangible assets (patent, know-how, ect.);
- additional revenues through marketing and licensing of new or unexploited Intellectual Property (patents, know-how, copyrights, franchises, trademarks, industrial design);
- monetization opportunities through IP-backed financing solutions (IP-loans, lease-back, securitization, IP-Holding, equity positions and options).

The firm combines the expertise in intangible asset valuation, business strategy, marketing and technology into an integrated approach to support the management in exploiting the hidden value of their business.

A dedicated unit of Intangible Equity Research and Competitive Intelligence - **ICM Research** - conducts the institutional and the commissioned research and maintains an extensive knowledge base of practices, experiences and public/private information sources.

With the support of significant R&D investments, the firm know-how has been structured in a proprietary Intangible Asset Performance Management System including methods, processes and tools such as: Brand Equity Score©, Technology Equity Score©, Design Equity Score© and Brand Intelligence System©.

www.icmadvisors.com

www.icm-research.com

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with the Intellectual Property assets”
Seminar**

Politecnico di Torino, 28th MAY 2009

Registration Form

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Field of activity		
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Intellectual Property Finance Institute
C.so Trento 21
10129, Torino - Italy
Tel/Fax: +39 011 0903344
Tel/Fax: +39 011 5089390
info@ipfinance-institute.com