INNOGRAPHY®
A CPA GLOBAL COMPANY

INSIGHTS Ⓘ 2017

APRIL 24-26, 2017 | AGENDA

INSIGHTS ⓘ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
7:00AM	REGISTRATION OPENS		3rd Floor, JW Marriott	
7:00AM-8:30AM	BREAKFAST		Salon F & G	
8:30AM-9:30AM	**GENERAL SESSION:** The Future of IP	**John Martin -** CEO, Innography **Simon Webster -** CEO, CPA Global **Tyron Stading -** Founder and President, Innography	Lone Star E	Innography CEO John Martin opens up the Insights Conference with an in-depth look at the future of IP management across the entire lifecycle. CPA Global CEO Simon Webster joins us to share a vision of the seamless integration of data and processes within CPA Global's IP Platform. Innography Founder Tyron Stading will bring the product view to the vision and then delve into the tangible benefits behind the vision for all Innography customers. **LIfecycle stage:** Outside
9:30AM-10:45AM	**Where It All Begins:** Idea Management Using IdeaScout	**Tyron Stading -** Founder and President, Innography	Salon H	From ideas to filing of patent applications, companies spend massive amounts of time and money, but often have little insight into or control of the idea pipeline. Drawing upon years of research, Innography's newest product, IdeaScout, impacts idea pipeline management and corporate workflows so companies can achieve hard ROI metrics for their businesses, especially with new legislation with trade secret protection. **Key Takeaways:** • The role of trade secrets in today's environment • Best practices to simplify idea capture • Intelligently enhance and speed the research process to submission • Reduce duplication and latency on idea submissions **LIfecycle stage:** Outside
9:30AM-10:45AM	**A&B Workshop:** Innography 101 With Lab	**Craig Agrella -** Support Team Lead & Client Success Consultant, Innography **Keith Smith -** Education Manager, Innography	Room 303 & 304	If you're new to Innography, chances are that you're a bit overwhelmed by the breadth and depth of your new toolbox. If that's the case, this workshop is for you: Craig Agrella and Keith Smith will cover the basics of Innography's Advanced Analysis and help you build a solid foundation of the fundamentals of IP Analysis. This course is very hands-on — we'll spend time on both the "hows" and "whys"— ensuring you leave this session with the ability to immediately add value to your organization. **Part 1 Key Takeaways:** • Walk through of the basic Innography workflow • Learn keyword and semantic search basics • Overview of creating and managing a project **Part 2 Key Takeaways:** • Learn analysis variations • Dive into Reporting and PatentIQ™ • Introduction to AnswerGuide™ **LIfecycle stage:** All

MONDAY

INSIGHTS ⓘ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION

10:45AM-11:00AM — MORNING BREAK

11:00AM-12:00PM — **Journey to Stronger IP Maturity** — Dr. William England - Technology Director, Sealed Air Corporation — Salon H

Learn about the journey that packaging market leader Sealed Air Corporation has been on to improve the IP education, tools and processes using Innography's various services and education. The improvements are leading to more creative output and efficiencies in the overall innovation process.

In this workshop you will learn about Sealed Air Corporation, the structure of the company, vision, mission and the Sealed Air journey to improve the overall IP Maturity through the services, surveys and applications provided by Innography. The second part of the workshop will be an engaging team discussion and activity that will help you to create a simple roadmap for your own organization.

Key Takeaways:
- Understanding your organization and IP Maturity
- Improving IP Maturity in your organization utilizing Innography
- Roadmap 2020 development for IP Maturity Improvement

Lifecycle stage: Portfolio Management, Portfolio Optimization

11:00AM-12:00PM — **How to Win Over and Influence Colleagues** — Lindsey Hanson - Client Success Consultant, Innography — Room 303 & 304

This session will cover how to overcome resistance and objections, so that you can make a meaningful impact on your company's IP attitude and strategy. We'll focus on specific actionable items you can take to influence business units, and make sure your IP vision is achieved. We'll also break down a recent client example to show how Innography can help support your business through planning, execution, and partnership.

Key Takeaways:
- Learn the importance of IP strategy at each stage of the IP lifecycle
- See how those strategies can help deliver impactful business outcomes
- Understand how Innography can support your business through a recent client example

Lifecycle stage: All

12:00PM-1:00PM — LUNCH — Salon F & G

MONDAY

INSIGHTS ⊙ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
1:00PM-2:00PM	**Zero to Innography:** How Ascend Performance Materials Changed the Business Using Innography	**Cihan Uzunpinar -** Technology Leader, Functional Fibers, Ascend Performance Materials **Bradley Sparks -** Sr. Product Development Scientist, Ascend Performance Materials	Salon H	Understanding that an IP tool like Innography could support its IP initiatives by enabling discoveries, maintaining the company's portfolio, and protecting the company against potential litigation, Ascend Performance Materials started using Innography in late 2015 with five Advanced Analysis users. However with initial requests mainly focused on "freedom to operate" and "patentability" studies, not everyone at the company was on board. Several months later, the Ascend team joined the Insights 2016 conference and learned how to use Innography to more broadly uncover intelligence for current and future R&D efforts. Since then, the number of requests from Ascend has dramatically increased, and Innography's platform is now integral in their innovation process. **Key Takeaways:** • Learn how to change the IP culture in a company with Innography • Get an overview of the fundamental tools for an R&D team • Discover how to build a technology landscape **Lifecycle stage:** Research & Development, Ideas & Invention Strategy
1:00PM-2:00PM	**Patent Valuation, Review and Considerations**	**Lindsey Hanson -** Client Success Consultant, Innography	Room 303 & 304	Join us for an informative discussion and Q&A around the evolving patent valuation process. This session will discuss the complexities of filing and valuation in different jurisdictions and consider the nuances related to employer inventor relationships. We'll review today's challenges with patent examination, and how it affects business outcomes and decisions. You'll learn which Innography data and analytics software to apply to define a value model that can be used for competitive analysis and internal portfolio management. **Key Takeaways:** • Understanding of the complexities of filing and valuation in different jurisdictions • Overview of today's challenges with patent examination • Learn how to apply Innography data and analytics to define a value model **Lifecycle stage:** Filing, Prosecution, Licensing & Monetization, Portfolio Management
2:00PM-3:00PM	**Sharing with Stakeholders:** What, When, Why, Where & How	**Stephen Hite -** Client Success Consultant, Innography	Room 303 & 304	This hands-on workshop will guide you on how to share the right IP information — in the right way — with your executives. We will walk through tactics for when and why to use PatentIQ®, PatentScout® Publish and basic .CSV tools to inform your internal and external clients. **Key Takeaways:** • Create dynamic dashboards to communicate IP value • Empower colleagues to dive further into your data sets • Advanced Analysis and Excel, a powerful combination **Lifecycle stage:** Portfolio Management

MONDAY

INSIGHTS ⓘ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
2:00PM-3:00PM	**Building a Competitive Portfolio Strategy Utilizing IP Landscapes & Visualizations**	**Kevin Hess -** Patent Analyst, Patent Technics **Jennifer Gallagher -** Senior Sales Engineer, Innography	Salon H	Identifying component technologies behind the market trends is important to making portfolio-level decisions about intellectual property, and critical when it comes to patent monetization or acquisition. An IP landscape provides a construct for organizing and presenting this strategic information, especially when aligned with a relevant technical taxonomy. This session will explore how to develop an IP landscape around a current topic of interest in the semiconductor market by using Innography's keyword search, semantic search, PatentScape tool, and more. Conclusions are made from the landscape with respect to portfolio development, including the identification of the key players, opportunities for acquisition of quality patents, and uncovering possible future defensive actions. **Key Takeaways:** • Understanding competitive intelligence in the IP world • Building IP landscapes using competitor portfolios • Portfolio development through a full understanding of the landscape **Lifecycle stage:** Portfolio Management, Portfolio Optimization

3:00PM-3:15PM	**AFTERNOON BREAK**			

| 3:15PM-4:15PM | **Intersection of Valuation and IP Analytics** | **Mitchell Rosenfeld -** Director, Houlihan Lokey | Salon H | IP valuations are an inexact science with great uncertainty due to the unpredictability of validity and infringement. With this uncertainty, how can an IP professional provide real-world, strategic advice to the C-suite? Valuations deeply grounded in IP analytics in addition to sound valuation practices.

In recent years, decisions from the US Court of Appeals for the Federal Circuit and Supreme Court have led to dramatic changes in the calculation of patent damages. The days of the "25% rule" are long gone. Smallest saleable part, apportionment and royalty stacking are the new normal.

Thus, more than any time in the past, not all patents are created equal. More importantly, the determination of value from a patent analytics perspective is no longer binary, i.e., dictated by validity and infringement. We must now determine the market importance of patents: "why does the patent matter?" In order to generate premium value, a patent must apply to fundamental features, drive consumer demand, and/or provide significant advantages in terms of cost savings, quality, and efficiency, to the implementer. This session covers how to apply patent analytics to the patent valuation process. This is crucial for "real world" patent valuations, i.e., valuations used for strategic decisions making rather than valuations for financial reporting (e.g., US GAAP or IFRS).

Key Takeaways:
• Fundamentals of patent valuation
• How patent analytics informs and drives patent valuation
• How to use Innography to drive the above analysis

Lifecycle stage: Licensing & Monetization, Litigation, Threat Management, Portfolio Optimization |

MONDAY

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
3:15PM-4:15PM	PortfolioIQ: A General Discussion	Wayne Williamson - Sr. Customer Success Consultant & Operations Administrator, Innography **Stephen Hite** - Client Success Consultant, Innography	Room 303 & 304	PortfolioIQ enables the complete integration between your private internal information and Advanced Analysis' normalized patent data for one complete story. By being able to see the big picture, you can answer more sophisticated IP questions across the IP lifecycle. This session will give you a good introduction to this powerful tool. **Key Takeaways:** • Get a demo of how PortfolioIQ works within Advanced Analysis • Learn the different configuration options available to you • See examples of use cases we've seen **Lifecycle stage:** Full Lifecycle
4:15PM-5:00PM	Knowledge is Negotiation Power: An M&A & Licensing Workflow	Jennifer Gallagher - Senior Sales Engineer, Innography	Salon H	Some say that you never get the license agreement your technology deserves—you get the agreement you negotiate. But before you even get to the negotiation table, you need to understand what you have in your portfolio. This session introduces the workflows available to you to help you understand what your portfolio has and lacks, so that you can maximize your negotiating potential. **Key Takeaways:** • Better understand what's in your portfolio • Find out what you should consider buying • Learn how to find potential licensees to your chosen technology **Lifecycle stage:** Portfolio Management, Licensing & Monetization, Portfolio Optimization
4:15PM-5:00PM	The "Go, No-Go" Decision: Optimizing Your Approach	Daniel Surwit - Sales Engineer, Innography	Room 303 & 304	For most of Innography's R&D and Product Development-focused users, patent searching and data analysis is just a fraction of what the job entails. How then — does one in this position — optimally search for and make strategic decisions around patents, for which there are over 100M published records worldwide? Join Sales Engineer, Daniel Surwit, to learn a conceptual framework that will help ensure that you are being both thorough and efficient in your patent searches and analysis. **Key Takeaways:** • Determining optimal patent search strategies • Data filtering and visualizations for the product development-focused • Building efficiency into product development decisions **Lifecycle stage:** Ideas & Invention Strategy, R&D

5:00PM-6:00PM	POOLSIDE WELCOME RECEPTION	Capital Terrace, 3rd Floor, JW Marriott

MONDAY

INSIGHTS ⊙ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
7:00AM	REGISTRATION OPENS		3rd Floor, JW Marriott	
7:00AM-8:30AM	BREAKFAST		Salon F & G	
8:30AM-9:30AM	KEYNOTE PANEL: Patent Strategy Under a New Administration	**Moderator: Ken Seddon -** CEO, LOT Network **Panelists: Daryl Wooldridge -** Executive Director, JPMorgan Chase **Diane Lettelleir -** Senior Managing Counsel, J.C. Penney Corporation, Inc.	Lone Star E	The ushering in of a new Presidential administration presents some interesting changes and challenges for companies' patent portfolio strategies. Hear from a panel of IP experts at leading firms about potential influential staff changes and policy coming down the line, and how to prepare your company in this new environment. **Key Takeaways:** • What to expect in the patent world in the next four years • Strategies to mitigate patent-related risks • Predictions on how the new administration is likely to affect patent portfolios **LIfecycle stage:** Ideas & Invention Strategy
9:30AM-10:30AM	Using Innography's Large Dataset Analytics Features to Gain Technical and Competitive Insight	**Shayne Phillips -** IP Competitive Intelligence Manager, Halliburton Energy Services, Inc.	Salon H	This session will delve into the data-gathering, analysis, and final work-product steps of a real-world IP landscape, consisting of thousands of patent records. We will discuss tips and tricks on query development and record prioritization, plus walk through many of the data analysis features available in the Innography Advanced Analysis platform. Presentation insights depending upon the audience of your work will also be highlighted along the way. **Key Takeaways:** • Learn to build extremely comprehensive yet succinct datasets and gain insights in the process • How to use Advanced Analysis features to analyze and comprehend trends in the data • Tips for final work product (presentation) depending upon your audience **LIfecycle stage:** R&D, Licensing & Monetization, Threat Management, Portfolio Optimization

TUESDAY

INSIGHTS ⓘ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
9:30AM-10:30AM	**Strategic IP Alignment:** Using Data to Inform IP Strategies	Michael Reed - Partner, Patent Attorney, Cesari & Reed, LLP	Room 303 & 304	There can be a discontinuity between any given invention disclosure and the goals of the business. Presumably, a review committee or someone "in the know" may determine whether a particular disclosure is worth pursuing on behalf of the company. The alignment of the IP and the business goals of a company may not be examined as part of that decision-making process. Further, the inventors and those tasked with procuring IP on behalf of a company may have limited insight into the business goals of the company. This session will explore how to use data analytics to determine claim strategies that can enhance the likelihood of IP procurement, as well as some limits of data analytics to align claims with business goals. We'll also look at some powerful Innography features that you can use to expose your competitors' IP, and may even provide some insight into the business direction of the competitor. Finally, we will propose a process that can help your company enhance its communications with outside counsel to improve alignment of your IP strategies with your business strategies. **Key Takeaways:** • How data analytics can inform claim strategies to enhance the likelihood IP procurement • Using data analytics to provide insight into what a companies' competitors find important • Learn ways to communicate with outside counsel to improve alignment of your IP/business strategies **LIfecycle stage:** Drafting, Filing, Prosecution, Portfolio Management, Licensing & Monetization, Threat Management, Portfolio Optimization
10:30AM-10:45AM	**MORNING BREAK**			
10:45AM-12:00PM	**Landscaping Topics as Big as a Galaxy**	Kevin Hudson - Practice Manager, CPA Global	Room 303 & 304	Sometimes the topics we're asked to landscape seem as big and complex as the Milky Way. Innography is a great resource for dealing with large data set analysis and complex topics. Coupled with some guidelines from the experts, a task like that can be transformed into a manageable job that produces an insightful landscape for your audience. In this session we'll use our recent Technology Intelligence Report on Commercial Manned Spaceflight as a model for learning ways to break down complex subjects and plan a report that delivers what your audience needs; and how to use Innography Advanced Analysis to effectively uncover insights out of large data sets. **Key Takeaways:** • Methods to decide how to break down the topic and structure the landscape • Considerations for designing the right deliverables for your audience • Techniques for adding precision to searches involving broad topics • Guidelines for selecting how to filter results without losing the information that makes a difference **Lifecycle stage:** Ideas & Invention Strategy, Research & Development

TUESDAY

INSIGHTS ⬤ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
10:45AM-12:00PM	Man vs. Machine: The Quest for the Ultimate IP Intelligence	Emma Roubtsov - Director, Sales Engineering, Innography	Salon H	It's safe to say that, for those of us who work in IP intelligence, technology and machines play a daily role in our lives. With that in mind, shouldn't we understand out how we can best leverage them to help us manage and make sense of Big Data? Especially as their roles in the future will only grow? Join us to explore some exciting possibilities, and their implications: Will machines ever draft patents? What if your outside counsel attorney was a machine? What changes can we expect, and how can we prepare for them? Will machines eventually take over? **Key Takeaways:** • Near and long-term predictions for machines and IP from Emma Roubtsov • How machines can be effective in augmenting, not replacing, your work • Understand why finding the right technological partners is the number 1 thing to do in IP right now **Lifecycle stage:** Outside
12:00PM-1:15PM	LUNCH		Salon F & G	
12:15PM-1:15PM	WORKING LUNCH Advanced Innography: Behind the Algorithms	Tyron Stading - Founder & President, Innography	Lone Star E	Dying to know what's "under the hood" of Innography? Grab your lunch in Salon F&G and bring it to Lone Star E. Join our founder, Tyron Stading, as he demonstrates the technology and discusses the algorithms that make Innography unique in the marketplace. You will leave this session with new ideas that apply to your daily workflows and help you get the most from Innography. **Key Takeaways:** • How normalization yields better data for informed business decisions • How citation mining can increase performance **Lifecycle stage:** Outside
1:15PM-2:15PM	IP & Value Chain Analysis of Autonomous Passenger Vehicles	Monty Wright - VP, IP Assets, GE Ventures Licensing	Salon H	This presentation will cover tools and techniques for analyzing the patent IP of the nascent "driverless car" market in the context of its evolving value chain. We will examine how the patents are evolving over time and across geographies, and what that evolution might suggest for development of a plausible licensing program. **Key Takeaways:** • How to use value chains as an analytic framework • Implementing IP analysis tools to assist in connecting patents to know-how areas in the value chain • Using advanced IP analytic techniques to identify relevant portfolios for licensing program development **Lifecycle stage:** Portfolio Management, Licensing & Monetization, Threat Management, Portfolio Optimization

TUESDAY

INSIGHTS ◉ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
1:15PM-2:15PM	Analyzing M&A Transactions Through Patent Ownership	Ken Kumayama - Associate, Skadden, Arps, Slate, Meagher & Flom LLP	Room 303 & 304	While sales of patents have dropped in 2016, the M&A and patent acquisition activity in China, in particular, has remained strong. In this Session, we will view the evolution of several Asian companies through the lens of their patent portfolios. In the process, we will walk through some basic aspects of chain of title analysis and competitive intelligence and discuss key considerations in patent sale transactions. We will also explore market trends in Asia and differing mentalities among the Chinese, Japanese and South Korean markets generally regarding patent purchases and IP monetization. **Key Takeaways:** • Due Diligence Basics – Chain of Title and Ownership • Competitive Intelligence – Deducing Business Strategies • M&A and Patent Purchases in Asia **Lifecycle stage:** Licensing & Monetization, Threat Management, Mergers & Acquisitions, Due Diligence
2:15PM-3:15PM	How Small Companies Can Win Big with Innography	Steve Postle - Vice President, Technology, IGM Resins Inc.	Lone Star E	Small corporations are often both cash- and resource-limited. Yet, without a vibrant IP portfolio, they are unlikely to grow, assert and defend themselves against goliath organizations with huge patent portfolios, or maximize their EBITDA multiplier when the time comes to sell. In this workshop, we'll discuss how small organizations can create and manage IP cost-effectively. Then we'll explore how to apply these learnings to your organizations, large and small, through Innography's Advanced Analysis platform. **Key Takeaways:** • Discover how to extract the maximum value from your IP cost-effectively • Explore new ideas for licensing with slender resources • Learn where Advanced Analysis and PatentScout® can add value at every step of the IP process **Lifecycle stage:** Full Lifecycle
2:15PM-3:15PM	Best Practices From Ones In The Know	Aroon Pandya - Client Success Support Manager, Innography	Room 303 & 304	This workshop will empower you with all the shortcuts and insider tips you need to help yourself succeed. Part informational, part live one-on-one Q&A with Innography specialists, this workshop will have you feeling like a savvy Innography user. **Key Takeaways:** • Quick references available to you (and how to use them) • Best search practices, tools, and shortcuts • How to optimize and filter your projects for best results **Lifecycle stage:** Outside

3:15PM-3:30PM	AFTERNOON BREAK

TUESDAY

INSIGHTS ◉ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
3:30PM-4:30PM	**Panel Discussion:** Patent Strategies for New Entrants in Old Spaces and Old Entrants in New Spaces	**Moderator:** **Efrat Kasznik -** President, Foresight Valuation Group/ Lecturer, Stanford Graduate School of Business **Panelists:** **Joe Kucera -** Sr. IP Strategy Manger, Pure Storage, Inc. **Eric Wingrove -** Intellectual Property Counsel, CA Technologies **Michael Dergosits -** Partner, Dergosits & Noah LLP	Salon H	Join us for a panel discussion around the patent strategy of a newcomer entering a market space dominated by decades-old incumbents with their big IP portfolios. **Lifecycle stage:** Innovation, Portfolio Management
3:30PM-4:30PM	**Do More, Faster:** Practical How-To Tips	**Thom Kobayashi -** Sales Engineer, Innography	Room 303 & 304	Innography can be used in all kinds of circumstances to produce a lot of informative context around your business question with minimal time and effort. For instance, the ability to immediately, or very quickly, present a patent or portfolio to others in an understandable way can be powerful in a lot of business settings. This how-to session will arm you with an array of techniques and shortcuts—from the tried and true to the brand spanking new—to keep in your back pocket, offering ongoing value whenever you need it. **Key Takeaways:** • On-the-fly analysis tips • Quota searching: Demystify your keyword search strings • How semantics power-up your project space **Lifecycle stage:** Ideas & Invention Strategy, R&D, Licensing, Portfolio Management, Prosecution
4:30PM-5:30PM	**GENERAL SESSION:** The Innography Technology Roadmap	**Carlisha Robinson -** Sr. Director of Product Management, CPA Global	Lone Star E	An exclusive update from CPA Global's Senior Director of Product Management, Carlisha Robinson, on what's coming next for Innography. **Key Takeaways:** • New features and capabilities that will be coming within the next 6-12 months across the Innography suite of products • Plans for bringing Innography capabilities across the entire CPA Global product suite • Recap of all the customer idea submissions and your last chance to vote for the winner **Lifecycle stage:** Outside
6:30PM-12:00AM	**SUPPER CLUB AND RECEPTION:** 800 CONGRESS AVE.			Join us for a night of awards, dinner, drinks and live entertainment! Cocktail attire and dancing shoes are suggested.

TUESDAY

INSIGHTS ⊕ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
8:00AM-**9:00**AM	**BREAKFAST**		Salon F	
9:00AM-**10:00**AM	**Use Case Lab:** Risks and Opportunities	Keith Smith - Education Manager, Innography	Room 308	How do you know what's at stake when you commit to a technology space? Because you've done due diligence to understand all the risks and opportunities that exist within that space. Using the new Risks and Opportunities Use Case as a guide, we'll show you how you can use a variety of Advanced Analysis tools and capabilities to build a technology space, identify the landmines and white space opportunities within that space, and then report that information to key decision makers. Key Takeaways: • How to construct a technology space within Advanced Analysis • How to identify opportunities within a technology space • How to improve your due diligence efforts by finding potential landmines early **LIfecycle stage:** Ideas & Invention Strategy, Research & Development, Licensing & Monetization
9:00AM-**10:00**AM	**Going Deep:** Advanced Features You'll Wish You Were Already Using	Chris Huffines - Senior Client Success Consultant	Room 311	There are many features in Advanced Analysis, many of which interact in subtle and informative ways. This session will teach you the tricks used by Innography's Client Success team to dig into these useful features, and get the most out of Advanced Analysis. Key Takeaways: • How to determine technology trends using Text Clusters • How to generate white space analyses using Labels in Custom 4D • Using Company analyses and other tools to determine competitor strategies • How to hunt heavy litigators using the Litigation Database **LIfecycle stage:** Full Lifecycle
10:00AM-**11:30**AM	**PortfolioIQ Deep Dive**	Wayne Williamson - Sr. Customer Success Consultant & Operations Administrator Stephen Hite - Client Success Consultant, Innography	Room 308	You've already experienced the awesome power of PortfolioIQ. Now it's time to see what it can really do. This session will go deep into the technical depths of PortfolioIQ, how the system matches against assets in Advanced Analysis, and how it is leveraged in the system, all so that you can understand how to make it work for you. Key Takeaways: • How your internal data is aligned with Innography's patent data • Understanding of the complex IP questions can be answered with PortfolioIQ • How blending data from multiple sources can yield better business intelligence **LIfecycle stage:** Research & Development, Portfolio Management, Licensing & Monetization, Threat Management, Portfolio Optimization

WEDNESDAY

INSIGHTS ⊕ 2017 | AGENDA

TIME	SESSION TITLE	SPEAKERS	ROOM	SESSION DESCRIPTION
10:00AM-11:30AM	Tools to Take You From Ideation to Patent Creation	Chris Huffines - Senior Client Success Consultant, Innography	Room 311	Fresh out the box, Innography's newest product, IdeaScoutTM, joins Advanced Analysis, Innography Explorer, PatentScout®, and PatentScout® Publish as powerful catalysts to the ideation, disclosure, and application drafting processes. Join an invention session, then follow an idea from conception to drafting, where these tools will be used and explained as they apply to invention and application. **Key Takeaways:** • See how IdeaScout is revolutionizing the innovation process • Use Advanced Analysis to determine white space for ideation • Using PatentScout and Publish for limiting prior art exposure for inventors **LIfecycle stage:** Ideas & Invention Strategy
11:30AM-11:45AM	**LUNCH:** GRAB AND GO		Salon F	
11:45AM-1:00PM	Invalidation Use Case Lab	Keith Smith - Education Manager, Innography	Room 308	Invalidating a threatening patent, either because of its position in the market or a lawsuit, can be as strategically important as maintaining one's own portfolio. Unfortunately, it can also be considerably more challenging. In this hands-on session, we'll use explore the new Invalidation Use Case and use a variety of Advanced Analysis tools and capabilities to identify potential prior art and then methods to provide that information to key decision makers. **Key Takeaways:** • How to search for similar art through the patent database • Best strategies for eliminating irrelevant results • How to provide this information to decision makers or others for action **LIfecycle stage:** Prosecution, Licensing & Monetization, Threat Management
11:45AM-1:00PM	Paint Your Own Technology Landscape	Craig Agrella - Support Team Lead & Client Success Consultant, Innography	Room 311	Join us for a team-based, hands-on workshop on how to create your own technology landscape, using patent analytics. Starting with an example technology area, attendees will be guided through the landscaping process. Note that this workshop will be heavy participation, but it will also reap heavy rewards. **Key Takeaways:** • Landscaping techniques using Advanced Analysis and innovation frameworks • Customized technology landscape visual and patent search framework • A tool to map patent activity and communicate current and potential R&D areas **LIfecycle stage:** Ideas & Invention Strategy, Research & Development

1:00PM	**CLOSE OF INSIGHTS 2017**

WEDNESDAY