

Date: 4 May 2006 (Thursday)
Venue: NTU Lecture Theatre 9
Time: 3.45pm to 5.00pm

Topic: “Patent Analysis, Competitive Intelligence and Innovation Strategy”

Synopsis

The contents and analytical schemes of patent analysis, often equivalently used as patent mapping, have evolved into a new era. Due to the advancement of software and web search in analysing patent databases and non-patent literatures, the integration with competitive intelligence as well as the accumulation of court decisions and case statistics, patent analysis nowadays unveils more useful information to serve technology, business and legal purposes.

This seminar covers primarily two themes. Firstly, the development of patent analysis in the last decade and the use of some cases to address the findings and applications of various information sources in an integrated manner. Secondly, how innovation patterns, such as the continuous and discontinuous (radical and disruptive) innovations, have direct correlations to the patent portfolio and legal strategy.

It is concluded that while both the technology-leading nations and newly industrialised economies are pursuing the patent quantity and quality of their inventions, the innovations of business models, cooperation and competition networks, as well as the skills of dispute management, are equally as critical as technology innovation.

About the Speaker

Professor Liu Shang Jyh is currently a Professor and Director of the Graduate Institute of Technology Law, National Chiao Tung University (NCTU), Taiwan and a Visiting Professor at the Centre for Management of Science & Technology, NUS. Professor Liu has a Ph.D. in Industrial Engineering from the Texas A&M University, USA (1984) and a Law degree from the National Taiwan University (1992).

His academic expertise is in the areas of IP law and management, as well as industrial innovation and competitive strategy. He was a founder, Professor and Director of Management of Technology at NCTU. He has also established the most successful IP training programme in Taiwan since 1994 and trained more than 4,000 IP professionals who in turn have contributed significantly to the aggressive IP portfolios of Taiwanese companies. Professor Liu has given several IP seminars and workshops in NUS, the IP Academy and A*STAR since 1998 and is the first person to introduce patent mapping in Singapore.

Registration

Kindly confirm your attendance by e-mail to d-itto@ntu.edu.sg by **2 May 2006**.