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IPBC[®] Europe
An **iam**event

27-28 MARCH 2019 | PARIS, FRANCE



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European leadership in the 4IR era

In the era of the fourth industrial revolution (4IR), European companies are faced with a number of exciting opportunities, but also significant IP challenges. Traditional ways of creating value from IP are becoming redundant, with old silos no longer sustainable and more integrated approaches to the management of assets essential.

These days, European IP executives must look beyond patents, trademarks, copyrights and designs to also ensure they are factoring trade secrets and even data rights into their approaches. Europe has a golden opportunity to lead the field in devising new IP strategies for the 4IR age, as well as defining the regulatory and policy environment within which this will occur.

At IAM's **IPBC Europe 2019** – taking place in Paris on 27 and 28 March – these issues and more will receive detailed consideration.

Designed by and for European IP owners, the programme for IPBC Europe 2019 will explore how IP managers inside the continent's businesses can devise and build sustainable value creation programmes in the rapidly changing world.

By attending, you will:

- Hear how global IP leaders are overcoming the key challenges presented by 4IR and get inside the innovative strategies they are implementing to ensure success
- Understand how the landscape is changing and how best to adapt in order to maximise the value of the IP you manage
- Gain insights into the growing role of data and how to effectively identify and manage IP risk within your company
- Meet, network and engage with thought leaders from a broad range of industries and different sized organisations including the world's most innovative IP-owning companies and leading experts

Standard price: €950 (ex VAT)

Special rate for SMEs

Representatives from IP-owning SMEs can attend from just €475 (ex VAT). To find out if you are eligible, please contact the IAM events team on +44 20 7939 4263 or via email at IPBC-Europe@IAM-events.com.

Group discounts available - contact our team at IPBC-Europe@IAM-events.com to learn more.

CPD credits

IPBC Europe has been submitted for approval for CPD hours. Subject to this approval, the projected **CPD credits awarded could be up to 9.5 hours.**

Details

- **When**
- Wednesday, March 27, 2019 - Thursday, March 28, 2019
7:30 am - 2:00 pm
Central Europe Time

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- **Where**

- Les Salons Hoche Paris
9 avenue Hoche
Paris 75008
France

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