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AUGUST

# Patent-Business Strategy Workshop

## Workshop Instructor:

Hasit Seth, BSc, LLM (Gold Medal), LLM IP(Franklin Pierce). He has 12+ years of IP experience across law firms, startups and MNCs in India and US. Co-author of "Software Patents Worldwide".

Organizers: IPFACE (MSME, Government of India) & coofluence

Filing a patent is but one event in a patent's life. You will learn about applying best strategies in:

Inventing, Prosecution, Creating Portfolios, Litigation, Licensing and Monetization.

*For:* Inventors, Patent professionals, IP-Patent managers, Startup CEOs/COOs, Research and Engineering managers and anyone paying for a patent filing.

@ **Venture Center**, Innovation Park, 100 Dr.Homi Bhabha Road, (Pashan Rd), Pune.  
[www.venturecenter.co.in](http://www.venturecenter.co.in) 9am – 4.30pm.

**Fee: 2000 (2,500 after 20/8), Lunch and material included. For registration call:**

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coofluence<sup>tm</sup>

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## Workshop Outline:

09AM: Registrations  
10: Inventing Strategies  
11: Filing Strategies  
12: Portfolio Strategies  
01PM: Lunch  
02: Litigation Strategies  
03: Licensing Strategies  
04: Monetization Strategies  
05: Q&A, Wrap-up.

## Key Outcomes:

1. Better Decisions in the patent life-cycle by aligning with other business strategies.
2. Tools & Methods
3. Best practices and trends in patent-business strategies
4. Free 3 month access to cofluence's eLearning course on patent-business strategy.
5. Workshop problems & case-studies for each segment.