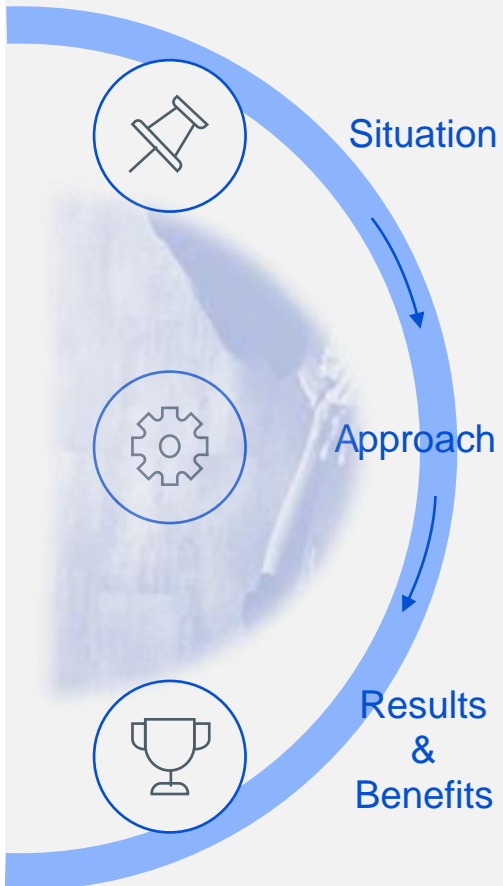


“Future patent management” to strongly position Intellectual Property

Denne Meyer supported tesa SE in developing the way forward towards future-proof IP management



- tesa SE is a multinational group that creates adhesive solutions; a high degree of innovation and the use of superior technologies are key elements of the philosophy behind the tesa brand and tesa’s success
 - After years in the R&D unit’s organization, the IP department recently became part of the Legal unit
 - An assessment addressing cost reductions took place; the size of the IP department and the IP portfolio were adjusted
 - tesa wanted to get unbiased recommendations on how strategically beneficial IP services and economically viable IP efforts can be achieved
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- Denne Meyer applied its IP performance assessment, employing the two major modules:
 - IP audit: Interview-based assessment covering > 80 questions clustered in 6 sectors and 3 dimensions
 - X-assessment: Comparison of internal (IP department) and external (cross-functional) business units’ perception
 - Additionally, an interview-based process deep dive was developed to capture the status quo of the IP processes performed by the team and identify opportunities for improvement
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- Overall, tesa’s Team Patents was found to be operating on solid footing, with their work generally highly appreciated by the business partners, which strengthened the team’s confidence
 - A comprehensive process map allowed for a prioritization of processes in need of review or redesign
 - tesa received a roadmap listing and weighing 52 measures whose implementation will improve the team’s performance, service to other units and team satisfaction
 - Board-level buy-in for increased future visibility was secured by winning tesa’s CEO as the IP sponsor

The client provided feedback and consent to be named

"Dennemeyer consultants have demonstrated impressive professional skills (technical knowledge, market expertise and also soft skills).

The insights and findings out of the project were, by far, better than expected and definitely not a one-size-fits-all solution."

– Ingeborg Graefe, Head of IP, tesa SE

"I was surprised how quickly the Dennemeyer consultants were able to appreciate the complexity of our Intellectual Property management. Starting from the current status, they focused on what I considered to be the right, most important issues and looked ahead.

Together with the team, a viable future path was defined in an increasingly fast-changing environment. A few months after the end of the project, the team is still very satisfied with the course of the project and its result. The feedback from our top management was also consistently positive."

– Aron Dag Schermaul, General Counsel, tesa Group

