

# IP TRANSFORMATION

**FROM THE END OF THE HALLWAY  
TO THE CENTER OF THE  
BUSINESS**



# IP Transformation readiness check: What is in for you?

Are you still performing as a reactive support function? Are your business plays prompted by invention disclosures or freedom-to-operate (FTO) requests? Do you want to develop further from a reactive service entity toward an active enabler of innovation?

Find out for yourself:	yes	no
1. Draw a table with corporate strategy goals listed as columns and IP goals listed as rows. Check each of the table cells where you can indicate that an IP goal contributes to the corresponding corporate goal. Do you have at least one checkmark in each row?	<input type="checkbox"/>	<input type="checkbox"/>
2. Are IP team members excited about being directly involved in development projects?	<input type="checkbox"/>	<input type="checkbox"/>
3. Imagine meeting two BU managers in the lobby. Do they remember your name, your function and at least one professional topic you recently discussed?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you have enough colleagues on the team who are willing to take responsibility for new matters?	<input type="checkbox"/>	<input type="checkbox"/>
5. Does everybody in R&D know how to get in touch with the IP function?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you feel your IP department is well prepared to meet current and future challenges?	<input type="checkbox"/>	<input type="checkbox"/>

Have you checked at least one box with "No"? This does not imply that you must start a full-scale IP transformation as described in the case above. However, we recommend that you first discuss a holistic solution and then translate it into concrete, customized and, perhaps, individual actions. If you are considering taking a bigger step, your first move is to reach out to our specialist for a candid discussion.

[Book a virtual meeting with our expert](#)

During your 30-minute talk with our IP transformation expert, you will get some initial ideas on how to:

- Raise awareness of and attention for IP
- Boost IP's contribution to innovation and development at your organization
- Develop mindsets to activate previously more passive, reactive IP management
- Move toward future-proof IP management

