

Kennedy Information & BNA present:

Making Innovation Pay New Strategies for Unlocking Intellectual Property Value

Audio Conference -- Tuesday, November 18, 2003 2:00 P.M. EST



Are you letting millions in intellectual property value slip through your fingers?

- Are your IP assets out-of-sight and “out-of-mind”?
- Are you overlooking profits because of outdated patent licensing practices?

Learn how to leverage the power of your intellectual property...how to factor your organization’s IP value into your strategic planning...how it can increase your value proposition and more, in a timely, easily accessible Audio Conference titled:

Making Innovation Pay – New Strategies for Unlocking Intellectual Property Value

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You are invited to hear and question three leading experts in the financial management of patents and other IP assets for a 75-minute, interactive Audio Conference that will address these key issues.

This conference is ideally suited to licensing executives, IP lawyers, consultants, owners, valuation specialists, plus CFOs, CEOs, investment managers, analysts, product managers, researchers and engineers, investor relations execs – anyone in your company who plays a role in understanding, exploiting and communicating about IP.

And because it’s an audio conference, you enjoy such added benefits as –

- No travel costs
- No time out of office
- Multiple participants per location
- Opportunity for questions, and more!

The conference is sure to provide an excellent return on your modest investment!

[Register now](#) for just \$299 per location! For international participants, toll charges will apply. Visit www.ipvalue.kennedyinfo.com to register, or for more information Call 1-800-531-0007.

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