

Are you wasting your company's fortune in IP?

- Why what you're doing ensures failure
- Why non-IP people are crucial to IP success
- New strategies for connecting inventions to the market place
- The organizational change requirements that maximize your IP engine
- How to leverage your company's intellectual property for all it's worth

Thousands of companies waste millions of dollars a year by not capitalizing on their IP...is yours one of them?

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Reinventing INVENTION



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