



### Managing Risks through IP Innovation Management Training

**Presenter: James Hastings, Of Counsel, Rothwell Figg**

In this on-demand webinar recorded live on October 4, 2023, James discussed managing risks through IP innovation management training, defining innovation, management, and intellectual property, and explaining how they can be combined to help organizations identify and manage risks in their intellectual property portfolio. He emphasized the importance of mitigating risks and optimizing value for intangible assets, the skills gap in innovation management practices, and the risks of IP litigation. James also highlighted the importance of creating a holistic approach to promote innovation across the company, the role of IP innovation management in ensuring excellence in process and quality management, and the benefits of applying Lean Six Sigma methodology for process improvement. He also discussed the scope of IP innovation management under the standard, the benefits of process mapping, and the need for training and implementation to ensure successful IP innovation management. Lastly, James discussed the importance of IP risk management within the framework of IP Innovation Management standard.

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### Full On-demand Recording

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#### Chapters

- 00:00** - Intro About the Speaker James Hastings | Of Counsel | Rothwell Figg
- 02:40** - Agenda: Why What How
- 06:46** - Why (Challenge) | Definition, facts, & figures
- 07:03** - IP Innovation Management
- 17:44** - Benefits of IP Innovation Management
- 19:47** - What (Opportunity) | ISO-56005
- 22:49** - Principles of IP Innovation Management
- 26:41** - Scope of IP Innovation Management
- 32:04** - How (Getting There) | Training & Implementation
- 34:27** - Business, Innovation & IP Strategy Alignment
- 39:44** - Spotlight: IP Risk Management
- 46:26** - ISO 56005: IP Innovation Management Next Steps
- 53:08** - Q&A and Closing





**James Hastings** is an intellectual property attorney and consultant with more than twenty years of experience representing healthcare, technology, and consumer goods clients. James is a certified Legal Lean Sigma® practitioner and uses the lean six sigma method for IP portfolio management and client advisory services. The Lean Method helps innovative companies deliver value through efficiencies and reducing waste in IP portfolio and risk management processes. James is the editor of the online publication Healthcare Marketing Law and is a presenter at the Third Digital Health Symposium at United Nations General Assembly 78. His commentary on intellectual property and brand protection has been featured in law.com, Bloomberg BNA, and other leading national media outlets.

