#### Managing your patent portfolio in exceptional situations

# **Smart Crisis Response**

Checklist

Overview – download full presentation <u>here</u>

Webinar 23/24 April 2020

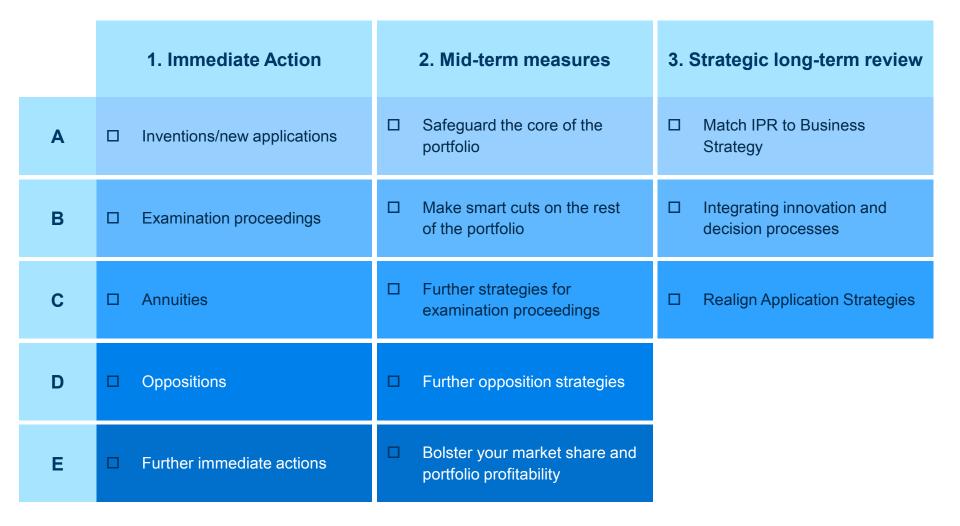
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# **Agenda**

- How to manage budget cuts and requests to delay costs in times of crisis may it be due to Covid-19 or some other reason?
- Which options you have with the Smart Crisis Response Checklist in the three different pillars
  - Immediate actions
  - Mid-term measures
  - **■** Strategic long-term review

Use this checklist to make **smart choices** and **navigate** the crisis appropriate to your **individual budget** requirements, **portfolio specifics** as well as **market** and **competitive environment**.

#### **Overview**



### **Summary**

- Be **aware** of the range of **all the options** you have for **immediate**, **mid-term** and **strategic long-term** actions.
- Align the measures with your company's **business strategy** and **competitive environment**.
- Combine this knowledge to apply selected measures to individual cases to build and safeguard a strong portfolio within your budget requirement.

Act wisely and use the crisis to grow stronger.

# Contact



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#### **Disclaimer**

The measures described herein are subject to the threat of partially irrevocable legal consequences.

It is recommended that qualified legal advice be obtained before implementing any of the measures described herein.