

INNOVATION SPEAKER SERIES:

Lessons *from the* **Leaders**

THE EVENT: The Center for Innovation, Excellence and Leadership ([IXL Center](#)), Boston Innovators and Arthur D. Little are pleased to announce our next speaker, **Joseph J. Cote, Jr.** Mr. Cote's presentation title is "**Using Intellectual Property for competitive advantage in tough economic times**". Please join us on **March 25th, 2009** from 6:00 to 7:00 PM at Room 565, at Hult International Business School, **1 Education Street, Cambridge, MA**. There will be an opportunity to network with other like-minded individuals at Lingo downstairs after the presentation.

THE TOPIC: Getting the most out of your assets in any environment is hard, in tough economic times like we have today, it is even harder. Intellectual Property is often overlooked as a source of immediate cash, business development opportunities, cost savings and competitive intelligence. This session will explore recent activities in Intellectual Property activity, the impact of current court's rulings, the increase in patent litigation during economic downturns, and more. Whether your organization has a patent estate of 100s to 1000s of patents to a startup with only a few, or maybe just one patent – this session will be of interest to you.

The Speaker: Joe has been working in the area of Business Strategy and Technology Commercialization for 20 years. He has managed profits centers, had P&L responsibility, supervised professional and legal staff, negotiated contracts and licenses, and created significant value for several organizations. He ran IP licensing operations for GTE Laboratories in Waltham, MA and Rockwell Scientific in Thousand Oaks, CA. In addition to running commercial operations for R&D centers, Joe was one of the co-founders of IPValue Management Inc., an IP commercialization consulting firm. He also worked for Arthur D. Little Enterprises (ADLE), as the Vice President of IP Commercialization and Marketing. Prior to entering the field of IP, Joe held various financial, management and consulting positions for companies such as KPMG (and its predecessor PMM), Siemens, AETNA Telecommunications Laboratories as well as a few startups. Joe is also a Vietnam Veteran, having served on the USS Rich DD-820 as the Operations Department head. Joe has an MS in Management Science from the Massachusetts Institute of Technology and a BS from the US Naval Academy. He is a frequent speaker on Intellectual Property, Business Strategy and Technology Commercialization, Corporate Venturing and Orphan Technologies.

Mark your calendars and plan to attend and meet a thought leader and practitioner of innovation. Please sign up [here](#). If you have any questions, please email Milagros Masini at milagros.masini@ixl-center.com.

SPONSORS: **Arthur D Little**



About the Center for Innovation, Excellence and Leadership



The Center for Innovation, Excellence and Leadership (IXL Center) has the mission (1) to develop and publish deep insights on the topic of innovation breakthroughs and innovation management, (2) to provide training for practitioners and managers to become high performing innovation managers and (3) to build a community of innovation thought leaders and practitioners. The IXL Center is located on the campus of the Hult International Business School in Cambridge, MA. The Center's advisors include leaders of Imaginatik, InnovationTools, Arthur D Little and Hult. IXL's adjunct faculty include innovation leaders from companies like Motorola, Osram Sylvania, Natura, Laga, GEN3 and Arthur D Little. For more information, please contact milagros.masini@ixl-center.com or call +1 857 212 3430.

About Hult International Business School



Hult International Business School, formerly the Arthur D. Little School of Management, is a NEASC and AMBA accredited business school. Established in 1964, Hult offers a unique one year MBA program to a diverse student body from over 50 countries. The school has four campus locations: Boston, Dubai, London and Shanghai. Hult is partner of EF Education First, the world's largest private education organization. For more information, please visit their website at www.hult.edu.