THE ELECTRICAL & COMPUTER ENGINEERING PROGRAM PRESENTS

Intellectual Property from a Product Development Context

BOWMAN J. HEIDEN, Innovation Director, QSTP

Monday, December 7
9:30 – 11:00 p.m. Refreshments will be served
Lecture Hall 144 / 1st floor

In the knowledge economy the control of production is replaced by the control of knowledge as the key to competitive advantage. In product development this means that the control of the key intellectual assets that make up the product is increasingly more important than physical assets and production capabilities.

This seminar will discuss how to breakdown an innovation into its key intellectual building blocks and how to use IPR to control these key intellectual assets in today’s business world.

Mr. Heiden is Innovation Director at Qatar Science and Technology Park and Deputy Director of Center for Intellectual Property (CIP), which is an international development center headquartered in Sweden. At QSTP Mr. Heiden leads initiatives focused on technology-based business development, including technology transfer, incubation, entrepreneurship training, IP strategy and policy, and building institutions to construct an innovation infrastructure to support knowledge-based economic development. His education and professional expertise is in technology, management, and economics with a focus on knowledge-based business development and intellectual property strategy, where he has co-founded and developed interdisciplinary centers, incubators, master educations, global events and networks, and ventures. Mr. Heiden has experience working with innovation and business development activities in MNCs, SMEs, university innovation systems, and economic development agencies. Before turning to the field of knowledge-based business, Mr. Heiden played professional basketball in several European countries.

For more information contact:
Noha Ezzat
313E Texas A&M Engineering Building
tel. +974.423.0152 fax +974.423.0064
noha.ezzat@qatar.tamu.edu
ecen.qatar.tamu.edu