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# IP Strategy Series: Being An Effective IP Strategist

Martin Brandsma will moderate the panel, *IP Enforcement Strategies and Funding,* as part of the Intellectual Property Institute of Canada (IPIC)'s IP Strategy Series. Martin will lead a discussion on how to assess the strategic and commercial value of enforcing specific IP rights and how to choose the most effective enforcement pathways. The panel will also explore how enforcement outcomes can fit into a broader IP strategy to build stronger, more resilient value for clients' businesses.

Continue reading: https://ipic.ca/courses-events/ip-strategy-series-being-an-effective-ip-strategist-2026-11-03.htm