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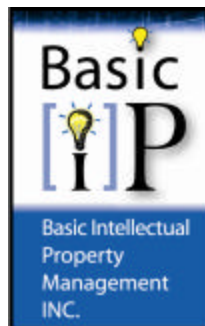
Speaker Bio: Bill Meade, Ph.D, President **Basic IP Management**

Bill is the President of Basic IP Intellectual Property Management, an IP consulting firm. As HP's LaserJet Intellectual Property Portfolio Manager, Bill gained extensive experience in managing the business side of patent litigation, and generating inventions aligned with business objectives. Bill conducted 200+ invention workshops for HP in the US and 6 other countries.

At Basic IP Managing, an IP consulting firm that helps clients do three things:

1. Manage inventing, including directed IP development, by mobilizing technical and business creativity.
2. Perform intellectual property competitive intelligence in support of licensing and litigation.
3. Develop IT solutions to support IP professionals.

Bill Meade has a Ph.D. in marketing from Michigan State University with minors in electrical engineering, econometrics, statistics, and evolutionary ecology. Bill is a frequent contributor to the rethink(IP) blog.



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