

# IPRIA PUBLIC SEMINAR

GENEROUSLY HOSTED BY **Blake Dawson**

## *RESPONDING TO COMPETITIVE ATTACKS: THE STRATEGIC ROLE OF HUMAN ASSETS*

*Firms are often subject to competitive actions by rivals that threaten their competitive position. These competitive actions can take many forms including such things as price attacks, the introduction of new products or legal attacks. The failure to respond to these competitive actions can result in reduced firm performance and threaten firm survival. However, it is often unclear how firms should respond to or engage in competitive actions.*

*In this session Dr. Williamson will discuss new research on how and when the competitive actions of rivals influence firms' acquisition and utilization of specialized human assets. In particular he will share empirical findings on how rivals' use of legal attacks, in the form of patent infringement lawsuits, influence firm acquisition of internal patent attorneys. Drawing on this research Dr. Williamson will offer insights on how strategic management of human resources can shape how firms navigate their competitive environments.*



**Dr Ian O. Williamson** (Ph.D., University of North Carolina at Chapel Hill) is the Helen Macpherson Smith Chair of Leadership for Social Impact at the Melbourne Business School (Australia). He is also a Research Fellow of the Intellectual Property Research Institute of Australia (IPRIA) and an Associated Scholar of the University of Maryland

Robert H. Smith School of Business (USA) and the Lorange Institute of Business Zurich (Switzerland). His research focuses on the recruitment, development, retention and the creation of value by knowledge workers. He currently serves as the Director of the Asian Pacific Social Impact Leadership Centre.

**SPEAKER:**

Ian O Williamson  
Melbourne Business School  
The University of Melbourne

**DATE AND TIME:**

Thursday 3 June  
1:00pm - 2:00pm  
(Refreshments from 12:30pm)

**VENUE:**

Blake Dawson  
Level 26  
181 William Street  
MELBOURNE

**RSVP:**

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**PRICE:**

Free of charge

**CLOSING DATE:**

Monday 31 May 2010

**Continuing Professional Development**

If these educational activities are relevant to your immediate or long term needs in relation to your professional development and practice of the law, then you should claim one unit for each hour of attendance, refreshment breaks not included.

**Professional Standards Board**

The Professional Standards Board for Patent and Trade Marks Attorneys has advised that attendance at this seminar will enable Patent and Trade Marks Attorneys to claim 1 CPE point.

**Register online at: [www.ipria.org](http://www.ipria.org)**