



Hungarian Intellectual
Property Office



SEMELWEIS UNIVERSITY
OF BUDAPEST



UNIVERSITY OF DEBRECEN



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WIPO REGIONAL TTO MEETING

WIPO/TTOS/BUD/15/INF.1 PROV.
ORIGINAL: ENGLISH
DATE: JULY 3, 2015

WIPO Inter-Regional TTO Meeting “Working Together on Academic IP Commercialisation in the Region”

organised by
the World Intellectual Property Organization (WIPO)

in collaboration with
the Intellectual Property Office of Hungary

and
the Semmelweis University of Budapest

the University of Debrecen, and

the European Commission (EC) Joint Research Centre (JRC)

Budapest, September 14 and 15, 2015

PROVISIONAL PROGRAM

prepared by International Bureau of WIPO

Monday, September 14, 2015

8.30 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Welcome Addresses by:

The Representative of the Intellectual Property Office of Hungary

The Representative of the Semmelweis University of Budapest

The Representative of the University of Debrecen

The Representative of the European Commission (EC) Joint Research Centre (JRC)

Ms. Olga Spasic, Head, Innovation Structures Section, SMEs and Entrepreneurship Support Division, World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.30 **Topic 1: WIPO Services and Initiatives for Countries in Transition and Developed Countries: *What's New?***

Speaker: Ms. Virág Halgand, Consultant,
Department for Transition and Developed
Countries (TDC), World Intellectual
Property Organization (WIPO), Geneva

10.30 – 11.15 **Topic 2: IP Commercialisation Options**

Speakers: Ms. Olga Spasic
Representative of ISIS Innovation,
University of Oxford
Local Speaker

THEME I: IP MARKETING

11.15 – 12.00 **Topic 3: Diagnostic Phase: Analysis of the Existing Portfolio of Best Practices to Assess the Transferability of Assets**

(a) Best practices
(b) Introduction to the use of predictive indicators
(c) Structuration of realistic and solid proposals by market applications

Speaker: Dr. Frédéric Caillaud, Scientific Director,
National Institute of Industrial Property
(INPI), Courbevoie, France

12.00 – 12.45 **Topic 4: Tech Transfer (TT) Management Key Factors of Success**

(a) Preparing yourself and your organisation for a TT

- (b) Project manager ideal profile and tasks
- (c) Main pitfalls and tricks to speed-up the TT process

Speakers: Dr. Frédéric Caillaud
Representative of Oxford ISIS
Regional Participant Speaker

13.00 – 14.00 Lunch Break

14.00 – 14.45 **Topic 5: Identification of the Potential Buyers/Partners**

- (a) Traditional methods
- (b) Positioning the technology in its worldwide environment and identifying the best potential partners by using landscaping
- (c) Tools and citations trees
- (d) Gap analysis

Speaker: Dr. Frédéric Caillaud

14.45 – 15.30 **Topic 6: Preparing the Contact with the Potential Buyers**

- (a) Risk issues to be managed and tactical solutions
- (b) Factors influencing the selection of the Business Model to valorise/monetise the IP assets (licensing, ULR, sale, partnership, CNS, joint venture, litigation, etc.)
- (c) Defining your expectations
- (d) Best practices and key factors to define a fair value of the IP assets at this stage

Speaker: Dr. Frédéric Caillaud

15.30 – 15.45 Coffee Break

15.45 – 16.30 **Topic 7: Managing a Successful Relationship with the Potential Buyer**

- (a) First contact is critical
- (b) Key factors that must be taken into account by the two parties
- (c) Practical recommendations

Speaker: Dr. Frédéric Caillaud

16.30 – 17.00 **Topic 8: From Proof of Concept to Prototype funding – Experience of ISIS Innovation- University of Oxford**

Speaker: Representative of ISIS Innovation –
University of Oxford

17.00 – 17.30 Discussion

17.30 End of Session

18.30 – 19.30 Cocktail

Tuesday, September 15, 2015

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| | THEME II: | IP VALUATION IN THE COMMERCIALISATION PHASE OF THE RESEARCH RESULTS AND SERVICES |
| 9.30 – 10.30 | Topic 9: | Capturing the Value of Technology through IPR Strategy |
| | Speaker: | Professor John Orcutt, Professor of Law, University of New Hampshire School of Law, New Hampshire, United States of America |
| 10.30 – 11.15 | Topic 10: | Valuation of Background IP and Scientific Know-how in the Context of Research Collaborations |
| | Speaker: | Professor John Orcutt |
| 11.15 – 11.30 | Coffee Break | |
| 11.30 – 12.30 | Topic 11: | Constructing the “Price” of the Technology in IP Licensing Negotiations |
| | Speaker: | Mrs. Olga Spasic Local Speaker |
| 12.30 – 14.00 | Lunch Break | |
| 14.00 – 15.00 | Topic 12: | IP Valuation in Constructing a Start-up |
| | Speaker: | Professor John Orcutt |
| | THEME III: | PRACTICAL EXERCISE ON IP MARKETING AND VALUATION |
| 15.00 – 18.00 | Topic 13: | IP Marketing and Valuation Exercise |
| | | Participants are requested to develop an IP marketing and valuation strategy, report and necessary preparations for IP commercialisation of the real technology developed in one of the national universities. This exercise will be an application of knowledge acquired, with the assistance of all invited speakers that will act as coaches. |
| 18.00 – 18.30 | Discussion | |
| 18.30 | Closing Ceremony | |

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SEMELWEIS UNIVERSITY OF
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UNIVERSITY OF DEBRECEN



DANUBE INNOVATION PARTNERSHIP SUMMER SCHOOL

“Working Together on Academic IP Commercialisation in the Region”

Organised by

the European Commission (EC) Joint Research Centre (JRC)

and

the World Intellectual Property Organization (WIPO)

in collaboration with

the Intellectual Property Office of Hungary,

the National Research, Development and Innovation Office,

the Semmelweis University of Budapest,

and

the University of Debrecen

Budapest, September 16 to 18, 2015

PROVISIONAL PROGRAM

Wednesday, September 16, 2015

8.30 – 9.30 Registration

9.30 – 10.00 Opening Ceremony

Addresses by:

The European Commission (EC) Joint Research Centre (JRC),

The Representative of the Intellectual Property Office of Hungary

The Representative of the National Research, Development and Innovation Office

The Representative of the World Intellectual Property Organization

THEME IV: IP LICENSING

10.00 – 10.30 **Topic 14: Licensing as One of the Most Frequently Used IP Commercialisation Options in R&D Context**

Speaker: TBD

10.30 – 13.00 **Topic 15: Key Terms of Licensing Agreement**

(a) Subject Matter

Speaker: TBD

(b) Scope of Rights

Speaker: TBD

(c) Financial Terms

Speaker: TBD

(d) How to Prepare for and Negotiate a Licensing Agreement

Speaker: TBD

(e) Competition Law and Licensing

Speaker: TBD

13.00 – 14.00 Lunch Break

THEME V: SIMULATION OF LICENSING NEGOTIATION

14.00 – 15.00 **Topic 16: Preparation for Licensing Negotiation**
Coaches: All Speakers

15.00 – 15.30 **Topic 17: Licensing negotiation – I Round of Negotiation**

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| | | Coaches: | All Speakers |
| 15.30 – 15.45 | Coffee Break | | |
| 15.45 – 16.15 | Topic 17: | Internal Consultations in Teams of Negotiation Parties | |
| 16.15 – 16.45 | Topic 17: | Second Round of Negotiations | |
| 16.45 – 17.00 | Topic 17: | Final Round of Negotiations | |
| 17.00 – 17.30 | Topic 18: | Reporting on Negotiated Deals | |
| | | Mediators: | All Speakers |
| 17.30 – 18.00 | Topic 19: | Discussion on Achieved Results in Negotiations and Lessons Learned | |
| | | Mediators: | All Speakers |
| 18.00 | End of Session | | |
| 18.30 – 19.30 | Cocktail | | |

Thursday, September 17, 2015

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| | THEME VI: | IP COMMERCIALISATION CHALLENGES FOR STARTUPS | |
| 9.00 – 10.30 | Topic 20: | Round Table Discussion: When Start-up is the best IP Commercialisation Option | |
| | | (a) Conditions to be met (b) Fund Raising (c) Existing EU Support Funds | |
| | | Speakers: | Member of “TTO Circle” Regional Participants |
| 10.30 – 10.45 | Coffee Break | | |
| 10.45 – 11.45 | Topic 21: | Video Conference: New Start-up Models and Trends | |
| | | Speaker: | National University of Singapore |
| 11.45 – 12.30 | Topic 22: | Discussion on Best Practices Related to Start-ups | |
| | | Mediators: | JRC |
| 12.30 – 14.00 | Lunch Break | | |
| 14.00 – 15.00 | Topic 23: | Equity Dilution and Creation of Value for Start-up | |

Speaker: European Speaker

THEME VI: PRACTICAL EXERCISE ON STARTUP EQUITY DILUTION

15.00 – 17.30 **Topic 24: Start-up Equity Dilution Exercise – Case Study**

Participants are requested to develop a report and necessary preparations for the start-up equity dilution exercise based on a real case from one of the national universities. This exercise will be an application of knowledge acquired, with the assistance of all invited speakers that will act as coaches.

17.30 – 18.00 Discussion

18.00 Closing Ceremony

Friday, September 18, 2015

THEME VII: ALTERNATIVE DISPUTE RESOLUTION (ADR) IN R&D AND TECHNOLOGY TRANSFER ARRANGEMENTS

9.30 – 10.30 **Topic 25: Introduction and Potential Benefits of Resolving Disputes outside the Courts: Key Features of Mediation**

Speakers: Mr. Adam Rattray, Arbitration and Mediation Center, World Intellectual Property Organization (WIPO), Geneva
Mr. Mladen Vukmir, Partner, Vukmir & Associates, Zagreb, Croatia

10.30 – 11.30 **Topic 26: Key Features of Arbitration**

Speaker: Mr. Adam Rattray

11.30 – 11.45 Coffee Break

11.45 – 12.30 **Topic 27: Round Table Discussion: Arbitration and Mediation in R&D Context – Benefits and Challenges in the Region**

Moderators: Mr. Adam Rattray
Mr. Mladen Vukmir

12.30 – 14.00 Lunch Break

THEME VIII: PRACTICAL EXERCISE ON ALTERNATIVE DISPUTE RESOLUTION (ADR) IN R&D AND TECHNOLOGY TRANSFER ARRANGEMENTS

14.00 – 17.00 **Topic 28: Simulation of ADR Process Based on Hypothetical Case**

Coaches: Mr. Adam Rattray

Mr. Mladen Vukmir

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| 17.00 – 17.30 | Discussion |
| 17.30 | Closing Ceremony |
| 19.00 | Closing Ceremony Dinner |

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