

## TECHNOLOGY COMMERCIALISATION

### Connecting the dots between business and IP



DAY 1	
08:00	Registration / Coffee
08:45	Opening
09:00	Defining the right IP strategy
09:45	Q&A (10min)
10:00	IP management & Opportunity creation
10:45	Q&A (10min)
11:00	coffee break (20 min)
11:30	IP evaluation
12:15	Q&A (10min)
13:00	Lunch
14:00	Scrutinizing the invention & Patent filing tactics
15:00	Q&A (10min) & technical break (5min)
15:15	Licensing fundamentals
16:15	Q&A (10min)
16:30	coffee break (15 min)
16:45	Risk management in licensing agreements
17:30	Q&A (10min)
17:45	Wrap-up
18:00	Speed dating
18:30	Networking cocktail/buffet
20:00	End of day one

45 min

Defining the right IP strategy

**Key topics**

- i. What is the goal and how can it be reached?**  
Business goals and IP strategies to achieve them
- ii. Commercialization options and business cases**  
- intro to the basic commercialisation options and business cases  
- industry specific aspects
- iii. Interplay of different IP forms illustrated on a real case**

45 min

IP management & Opportunity creation

**Key topics**

- i. Overview: The 4 pillars of IP management**
- ii. Opportunity creation**  
- IP policies: inventor recognition and reward, ownership etc.  
- tools: invention disclosure forms (IDF), documentation, patent search etc.

45 min

IP evaluation

**Key topics**

- i. How and when to do IP evaluation**  
(stage gate process etc., incl. due diligence)
- ii. Legal perspective**
- iii. Technological perspective**
- iv. Market perspective**
- v. Evaluation tools: IPscore**

60 min

Scrutinizing the invention & Patent filing tactics

**Key topics**

- i. Intro** (patent systems: national, PCT, EP/UPP)
- ii. Patentability and filing tactics**  
- Defining the search space  
- Analysing prior art (incl. claim charts)
- iv. Aligning with strategic purpose**
- v. Adequate geographical coverage**
- vi. In-sourcing vs. out-sourcing**

45 min

Licensing fundamentals

**Key topics**

- i. Intro** (open innovation, cooperation, in/out-licensing)
- ii. Types of licenses and the role of know-how in licensing**
- iii. Why a company considers to give or take licenses**
- iv. Platforms for licensor and licensee matching**
- v. Case study**

45 min

Risk management in licensing agreements

**Key topics**

- i. Value creation by increasing the potential and reducing risks**
- ii. Structuring complex and cross-border licensing agreements**
- iii. Gaining technology access by pool- and cross-licensing**
- iv. Impact of competition law**  
- anti competition constraints for licensing agreements

Speed dating

<https://www.thebalance.com/speed-meeting-icebreaker-1918422>

(\*) distribution of hand-outs for the licensing game if not sent out upfront

DAY 2	
08:45	Specific license agreements
09:45	Q/As (10min)
10:00	Negotiation & post contract issues
10:45	Q/As (10min)
11:00	coffee break (20 min)
11:30	IP valuation
12:15	Q/A's (10min)
12:30	Lunch
13:30	Royalty rates
14:15	Q/A's (10min)
14:30	Intro (15') Group work (30') Mock negotiation based on case study (1,5h; e.g. Aerogen or Marinomed) Group work (15') Presentations and discussion (30')
17:30	Wrap-up
17:45	End of event

45 min	Specific license agreements (tailored to audience)	<p><b>Key topics</b></p> <p><b>i. Field specifics: Biotech/Pharma, ICT, Spin-offs/SMEs,...</b></p> <ul style="list-style-type: none"> <li>Biotech Pharma</li> <li>ICT</li> <li>Spin-offs / SMEs</li> </ul>
45 min	Negotiation & post contract issues	<p><b>Key topics</b></p> <p><b>i. Negotiation</b></p> <ul style="list-style-type: none"> <li>- ethics and tactics, win-win orientation</li> <li>- term sheets; do's and don't's of contract drafting</li> </ul> <p><b>ii. Post contract duties &amp; Renegotiation</b></p> <ul style="list-style-type: none"> <li>- best practices on licensee's and licensor's side</li> </ul>
60 min	IP valuation	<p><b>Key topics</b></p> <p><b>i. How and when to do monetary IP valuation</b></p> <p><b>ii. Valuation methods</b></p> <p><b>iii. Valuation costs</b></p>
45 min	Royalty rates	<p><b>Key topics</b></p> <p><b>i. Financial terms</b></p> <p><b>ii. Royalty rates - concept and comparison</b></p> <p><b>iii. Sharing profits and negotiating royalty rates</b></p> <ul style="list-style-type: none"> <li>- successful license cases</li> </ul>