



**European Academy**  
for Taxes, Economics & Law

For Higher Education and Research Institutions  
**Protection of Your Research Results by Smart  
IP Management**

30<sup>th</sup> – 31<sup>st</sup> January 2014, Berlin

With Experts from:

- **University College Dublin (UCD), Ireland**
- **NTNU – Norwegian University of Science and Technology**
- **LMU Muenchen, Germany**
- **BASF SE, Germany**
- **Uppsala University Innovation, Sweden**
- **University of Vienna, Austria**

# FOR HIGHER EDUCATION AND RESEARCH INSTITUTIONS

## Protection of Your Research Results by Smart IP Management

### EXPLOIT THE COMMERCIAL POTENTIAL OF YOUR INTELLECTUAL PROPERTY

Intellectual Property (IP) exists in various forms – patents, know-how, copyrights, design rights or trademarks, to only name a few. Created through research and innovation by Higher Education Institutions (HEI) as well as Research Institutions, it needs to be protected to ensure full exploitation of its commercial potential. Thus, a commercial assessment of the IP and its potential is an essential step. But commercialisation also bears many risks which need to be identified and analysed beforehand. When it comes to transferring IP rights through licensing further pitfalls are waiting along this process: exclusivity, payments and warranties are only some of the issues to consider.

### WHO IS THE OWNER OF INTELLECTUAL PROPERTY?

One question that is crucial when it comes to IP is ownership. How do the status and ownership of IP change when entering into collaboration with third parties such as the industry? The use and exploitation of IP need to be clearly negotiated and agreed on. On the other hand, open access to IP might be another possibility to handle IP.

Patent and IP Managers have to manage all different aspects of IP, they need to get all stakeholders within their institution in line and have to negotiate with external partners. Improve your IP management skills and exchange with colleagues from other institutions and countries at our Advanced Seminar!

### Who is this advanced seminar for?

**IP Managers, Patent Managers, Technology Transfer Managers, Contract Managers, Licensing Managers, Business Development Managers and other members of staff from departments such as:**

- Research and Development
- Technology Transfer
- Innovation
- Valorisation
- Intellectual Property
- Legal Services
- Patents and Licensing

### From:

- Universities and Higher Education Institutes
- Universities' Technology Transfer Companies
- Research and Technology Institutes
- Innovation Centers and Councils

### As well as:

- National and regional ministries and agencies responsible for R&D&I
- Intellectual Property and Patent Agencies
- Business Development Agencies
- Industry and private companies, Spin-off companies

**Lawyers and consultants specialised in Intellectual Property, license agreements and R&D cooperation.**





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## WHAT WILL YOU LEARN AT THIS SEMINAR?

- Which is the most promising way to pursue when commercialising IP?
- How to successfully develop an IP strategy and your IP portfolio
- What needs to be taken into account in regards to licensing?
- What is the industry's perspective on cooperation with universities and research entities?
- Which are practical tools for assessing the value of your IP?
- Which contractual documents are helpful when collaborating to ensure the right use of IP?
- How to communicate with researchers involved most effectively
- Which risks are to expect when commercialising IP and how to address them?

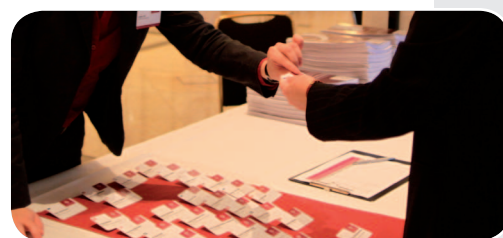
## Your Benefits

- Learn how to protect your most valuable assets
- Estimate the value of your IP and chose the best way to exploit it
- Commercialise your IP – Ensure your institution's competitiveness and become more independent from external funding
- Benefit from lessons learned and first-hand practical experiences from different countries and institutions
- Discuss and network with our experts and your colleagues from all across Europe

*“Very high content quality and professional organisation”*

Barbara Angelini, Technology Transfer, Italian National Research Council (CNR)

*“Extremely useful for my daily work”*



# PROGRAMME DAY 1

## Protection of Your Research Results by Smart IP Management

8.30-9.00

Registration and Hand-out of Seminar Material

9.00-9.05

Opening Remarks from the European Academy for Taxes, Economics & Law

9.05-9.30

### Welcome Note from the Chair and Round of Introductions

**Gerald Pettersson, Patent Advisor, Uppsala University Innovation, Sweden**

9.30-10.15

### Assessing the Value and Potential of Intellectual Property

- The evaluation phase – Iteration of technical & business perspectives
- IP protection – What are the possibilities and obstacles?
- Business intentions – Researcher or budding business person?
- Strategy – Commercialisation, IP protection, cost/risk versus gain, and technical development
- Other options?

**Gerald Pettersson, Patent Advisor, Uppsala University Innovation, Sweden**

10.15-10.30

Discussion Round

10.30-11.00

Coffee Break and Networking Opportunity

11.00-11.45

### Optimise Your IP Strategy and Create a Strong IP Portfolio

- Defining an institutional IP strategy
- Selecting technologies for the portfolio
- Best practices in IP portfolio management
- Critically evaluating your IP portfolio

**Dr Ingrid Kelly, Technology Transfer Manager, European Patent Attorney, Research Services and Career Development, University of Vienna, Austria**

11.45-12.00

Discussion Round

12.00-13.15

Lunch Break and Networking Opportunity

13.15-14.00

### Crucial Point: Ownership of Intellectual Property

- Basic principles of IP ownership
- Joint ownership
- Ownership of IP resulting from sponsored research
- Access to background IP

**Dr Ingrid Kelly, Technology Transfer Manager, European Patent Attorney, Research Services and Career Development, University of Vienna, Austria**

14.00-14.15

Discussion Round

14.15-14.45

Coffee Break and Networking Opportunity



### GERALD PETERSSON

**Patent Advisor, Uppsala University Innovation, Sweden**

Since 2008, Gerald Pettersson has been Patent Advisor at Uppsala University Innovation which is the commercialisation support unit at Uppsala University. His tasks include supporting researchers at Uppsala University with patent advice. Gerald Pettersson also is Patent Advisor at Forskarpatent i Uppsala AB, a subsidiary of the holding company of Uppsala University, where he supports small research-based companies with Freedom-To-Operate analysis, Due Diligence and second opinions. He has also worked as Patent Attorney at several IP law firms in Sweden.



### DR INGRID KELLY

**Technology Transfer Manager, European Patent Attorney, Research Services and Career Development, University of Vienna, Austria**

Dr Ingrid Kelly is Technology Transfer Manager at the University of Vienna in Austria. She is responsible for managing the University's IP portfolio, marketing technologies to industry, and providing support for researchers involved in commercial collaborations. Prior to starting the position at University of Vienna, she worked as an independent IP Advisor in the pharmaceutical and biotechnology sector. Before that, Ingrid Kelly worked as a European Patent Attorney at Novartis AG in Switzerland in diverse groups within the patent department.



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14.45-15.45

### **Serious IP Situations – Which Risks to Expect?**

- Risk analysis – Action or no action?
- Due Diligence – What to expect?
- Freedom-to-operate
- Infringement/Litigation/Liability – Who will bear the cross?

**Gerald Pettersson, Patent Advisor, Uppsala University  
Innovation, Sweden**

15.45-16.00

Discussion Round

16.00-16.45

### **Successful IP Management in Practice**

- German Service Inventors Act
- IP Management in Bavaria
- Inventions at the LMU
- Communication and awareness: How to get researchers on board?
- Case study
- Outlook

**Dr Andrea Friedrich, Senior IP Counsel, Technology  
Transfer Office, LMU Muenchen, Germany**

16.45-17.00

Discussion Round

17.00

End of Day One

17.00

**Get-Together Reception**



### **DR ANDREA FRIEDRICH** **Senior IP Counsel, Technology Transfer Office, LMU Muenchen, Germany**

Starting in October 2000, Dr Andrea Friedrich established the patents & licenses division of the Technology Transfer Office of the LMU. She is responsible for inventions of the LMU departments of chemistry and pharmacy as well as the institutes of the medical faculty. Her daily work comprises mentoring of inventors, patent database research and reports, patenting and licensing of inventions, cooperation with patent marketing agencies, reviewing and negotiating of IP in industrial cooperation contracts, material transfer agreements (MTAs) and non disclosure agreements (NDAs) and patent seminars. Thus, Andrea Friedrich is experienced in a broad range of practical and theoretical issues of intellectual property management. Prior to her position at LMU, she was a postdoc at the Max-Planck-Institute for Marine Microbiology in Bremen.

European Knowledge Network

## PROGRAMME DAY 2

# Protection of Your Research Results by Smart IP Management

9.00-9.15

### Welcome Note from the Chair

**Dr Ciaran O'Beirne, Manager Technology Transfer, University College Dublin (UCD), Ireland**

9.15-10.15

### Transfer of IP Rights and Licensing of IP – Key Challenges and Solutions

- Assignment of IP
- IP rights – Different types of IP rights in different types of agreements
  - MTAs
  - Research collaborative agreements
  - License agreements
- Exclusive versus non-exclusive
- Field restrictions
- Management of 'know-how'
- Different payment structures
- Rights to improvements
- Warranties
- Maintenance of patented technology that is subject of licence
- Auditing of license deals
- Dispute resolution
- Termination in the event of non-performance

**Dr Ciaran O'Beirne, Manager Technology Transfer, University College Dublin (UCD), Ireland**

10.15-10.30

Discussion Round

10.30-11.00

Coffee Break and Networking Opportunity

11.00-11.45

### How do Research Results Become a Commercial Success? – The Lifespan of the Idea from Disclosure to Investment

- How to invest in the right ideas? – Some fundamental criteria to pick the winner projects from a TTO point of view
- The Entrepreneurs: The TTO's role at the beginning and to the end
- A case study: a University Spinoff Company
  - The entrepreneurs and the TTO's role
  - IPR Strategies
  - Dialogue with investors
  - Use of professionals

**Kristin Jørstad, Head of IPR Management, Technology Transfer, NTNU – Norwegian University of Science and Technology**

11.45-12.00

Discussion Round



**DR CIARAN O'BEIRNE**  
**Manager Technology Transfer, University College Dublin (UCD), Ireland**

Dr Ciaran O'Beirne is the Manager, Technology Transfer in University College Dublin (UCD), Ireland's largest university and ranked in the top 1% of worldwide higher education institutes. In this role, he heads the team responsible for identifying, protecting and commercialising intellectual property (IP) arising from UCD research projects either through licensing and/or new venture creation. He also plays a lead role in business development activities and in negotiating IP terms in various agreements between UCD and industry partners. His career has included working as a Research Scientist in Abbott Laboratories in the US, as the Assistant Director for Product Evaluations with the American Dental Association and as a Pharmaceutical Assessor with the Irish Medicines Board.



**KRISTIN JØRSTAD**  
**Head of IPR Management, Technology Transfer, NTNU – Norwegian University of Science and Technology**

Since 2005, Kristin Jørstad has been Head of IPR Management and Member of the Management Team at NTNU Technology Transfer AS at the the Norwegian University of Science and Technology. She was also involved in the foundation of the NTNU Technology Transfer Office. Prior to her position at NTNU, Kristin Jørstad worked as Attorney at Law at Pretor Advokat AS from 1999 to 2004 and was Head of the Department of Labour Law. She also serves as a board member in a number of companies and is a registered Technology Transfer Professional (RTTP).



12.00-12.45

### **Industry in R&D-Projects with Research Organisations – White Knight or Darth Vader?**

- R&D-cooperation or contract research?
- Ownership of IP-rights
- Remuneration for IP-rights
- Confidentiality
- Publication
- Liability

**René Schäfer, Senior Counsel, Global Intellectual Property, BASF SE, Germany**

12.45-13.00

Discussion Round

13.00-14.30

Lunch Break and Networking Opportunity

14.30

End of Seminar and Hand-out of Certificates



### **RENÉ SCHÄFER**

**Senior Counsel, Department Global Intellectual Property, BASF SE, Germany**

Since 1999, René Schäfer has been working for BASF SE. He is Senior Counsel in the Department for Global Intellectual Property and mainly responsible for trade mark matters of various business units as well as for research contracts for several research units. Previously, he was working for a cosmetic company in Germany and France and was dealing with intellectual property matters worldwide. From 1992 until 1996, René Schäfer was responsible for licensing, trademarks and remuneration of employee-investors at a chemical and pharmaceutical company. Prior to that, he taught civil law and constitutional law to civil servants and public officers at the Hessian University of Applied Sciences.

*“Excellent speakers and convincing methodology”*

# ORGANISATIONAL MATTERS

## Protection of Your Research Results by Smart IP Management

### Date of Event

30<sup>th</sup> – 31<sup>st</sup> January 2014

### Booking Number

S-676

### Event Language

The event language will be English.

### Event Price

**Early booking contingent until the 18<sup>th</sup> of October 2013:**

**1189,- Euro, excl. German VAT (19%)**

Normal price from the 19<sup>th</sup> of October 2013:

1389,- Euro, excl. German VAT (19%)

### The above price covers the following:

- Admission to the seminar
- Hand-out documents
- Seminar certificate, if seminar fully attended
- Soft drinks and coffee/tea on both event days
- Lunch on both event days

Upon request you can receive a **digital version** of the seminar documents after the event for **60,- Euro excl. German VAT (19%)** in addition to the seminar.



### BOOKING

Fax: +49 (0)30 802080-250

E-mail: [booking@euroacad.eu](mailto:booking@euroacad.eu)

Phone: +49 (0)30 802080-230

For online booking please visit our website: [www.euroacad.eu](http://www.euroacad.eu)

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(Programme is subject to alterations)

### Event Location

Mercure Hotel Berlin City

Invalidenstrasse 38

10115 Berlin, Germany

Phone: +49 (0)30 308 260

Fax: +49 (0)30 308 26100

E-mail: [h5341@accor.com](mailto:h5341@accor.com)

Internet: [www.mercure.com](http://www.mercure.com)

Please contact the hotel directly and refer to the "European Academy for Taxes, Economics & Law" if you wish to benefit from a limited room availability-contingent. Of course you can always look for an alternative hotel accommodation.





**NOTE**

Please note, you can register as many delegates as you wish (except, the seminar is fully booked). You only need to copy this formular for as many persons you wish.



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**BOOKING**

BOOKING NUMBER: S-676 (DMW)

30<sup>th</sup> - 31<sup>st</sup> JANUARY 2014

Herewith we register the following persons for the Seminar: "Protection of Your Research Results by Smart IP Management"

**Delegate 1**
 Ms.  Mr.

First name \_\_\_\_\_ Last name \_\_\_\_\_ Phone \_\_\_\_\_  
 Department \_\_\_\_\_ Fax \_\_\_\_\_  
 Job position \_\_\_\_\_ E-mail \_\_\_\_\_  
 Your organisation \_\_\_\_\_  
 I hereby order the digital version of the seminar documents in addition to the seminar. (Fee required)  
 Street \_\_\_\_\_  
 Postcode / City \_\_\_\_\_  
 Country \_\_\_\_\_

**Delegate 2**
 Ms.  Mr.

First name \_\_\_\_\_ Last name \_\_\_\_\_ Phone \_\_\_\_\_  
 Department \_\_\_\_\_ Fax \_\_\_\_\_  
 Job position \_\_\_\_\_ E-mail \_\_\_\_\_  
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**Delegate 3**
 Ms.  Mr.

First name \_\_\_\_\_ Last name \_\_\_\_\_ Phone \_\_\_\_\_  
 Department \_\_\_\_\_ Fax \_\_\_\_\_  
 Job position \_\_\_\_\_ E-mail \_\_\_\_\_  
 Your organisation \_\_\_\_\_  
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 Country \_\_\_\_\_

**Invoice organisation**

To the attention of \_\_\_\_\_  
 Street \_\_\_\_\_ Phone \_\_\_\_\_  
 Postcode / City \_\_\_\_\_ Fax \_\_\_\_\_  
 Country \_\_\_\_\_ E-mail \_\_\_\_\_

In case of registration of more than one delegate - do you prefer:  single invoice?  collective invoice?

With my signature I confirm my registration and accept the General Terms and Conditions as legally binding.

I herewith agree to receive further information from the European Academy for Taxes, Economics & Law

**NOTE**

Only Valid with Signature and Stamp

Place, Date

Authorised Signature and Stamp



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## 1. Area of Application

The following terms and conditions settle the contractual relationship between conference participants and the European Academy for Taxes, Economics & Law Brauner Klinenberg GmbH [referred to as "European Academy for Taxes, Economics & Law" in the following]. Differing terms and conditions, as well as, other settlements and/or regulations have no validity.

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- two (2) weeks to 30 days prior to commencement of the course: 50% of course fee net, subject to current German VAT, payable immediately,
- non-attendance or cancellation less than two (2) weeks prior to commencement of the course: 100% of course fee net, subject to current Germany VAT, payable immediately

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