

**annual conference 2013**  
thursday, 23 may and friday, 24 may

**best practices  
in transfer of science and technology**

**Vienna, Austria**





# introduction

Dear colleagues,

Welcome ladies and gentlemen to Vienna, Austria -- the site of ASTP's 14<sup>th</sup> Annual Conference.

We are very pleased to be in Vienna this year and want to express our gratitude to our Austrian Conference Partners -- AWS and NCP/IP -- for their strong support. Vienna is an interesting location as no other city in the world fits so effortlessly between the opulent past and the dynamic present. Its history dates back to the first post-Christian century when the Romans established the military camp Vindobona. Today's cityscape is characterised by the abundance of baroque buildings created mostly under the rule of Empress Maria Theresia and Emperor Franz Joseph who were largely responsible for the monumental architecture around the Ringstrasse.

Vienna owes much of its international fame to the many celebrated composers like Strauss, Mozart, Beethoven or Haydn, who lived and worked here. After being ranked the world's most liveable metropolis, Vienna has also been included in the first global ranking of "smart cities" with the world's best innovation, technology and sustainability. A perfect place for ASTP to be!

Based upon the heritage from the inspiring series of great ASTP Annual Conferences in the past and the feedback we have received, we managed to put together a program that we are really proud of. This year, we added a bit more operational content and interaction to the plenary sessions in order to foster discussions of the whole plenum.

The successful conference add-on -- the TT Primer -- introduced last year is again included in this program. We also introduce a stronger collaboration with the European Patent Office (EPO), in particular the training center of the EPO, which is situated in Vienna, to provide even more opportunities for our members.

To further enhance the value of our conference to the entire European KT/TT community and especially to the national networks, we will organise an N3 workshop on Wednesday afternoon in collaboration with ProTon Europe. This will be hosted by our local partner, the AWS.

Since ASTP is also a partner of the FP7 project ENTENTE, there will be sessions related to this initiative. They will be marked with the ENTENTE logo.



Our goal is to fill this conference with helpful learning experiences and networking opportunities for you without forgetting that Vienna is an important centre of culture. Why not stay the weekend, experience the flair of Vienna in a traditional 'Kaffeehaus', go to a concert or visit a museum? You don't need Freud to analyse this!

Schließen Sie sich uns im schönen Wien an!  
Join us in beautiful Vienna!

Anders Haugland  
president

Sara Matt-Leubner  
vice president, programming

## thursday, 23 may

registration desk opens from 8.15 am

opening plenary, 9.00 – 10.30

**Anders Haugland**, ASTP President, **opening**

### Vienna's innovation landscape

**Edeltraud Stiftinger**, CEO, Austria Wirtschaftsservice GmbH(AWS), Austria t.b.c.

### A moment of inspiration....

**Andreas Gall**, Chief Technology Officer and Co-CEO, Red Bull Media House GmbH, Austria

break 10.30 – 11.00

second plenary, 11.00 – 12.00

moderator: Marc Le Gal

### Where are we standing? Sharing experiences from different types of TTOs

**Gabriel Clerc**, Head of TTO, Swiss Federal Institute of Technology in Lausanne (EPFL), Switzerland

**Anders Haugland**, Managing Director, TTO Bergen (BTO), Norway and President ASTP

The technology transfer profession has undergone major changes over the last decade. To face the demands of these changes, let us identify TTOs confronting similar challenges as the ones we are tested against, or even better, TTOs which already passed the test. Some TTO managers will give their point of view on where they are standing and what interesting experiences they are ready to share with other TTOs. This is a good chance to organise some global experience sharing amongst us.

third plenary, 12.00 – 13.00

moderator: Jeff Skinner

### Hot topics in 2012/2013 – benchmark decisions, new initiatives in and around Technology Transfer

**Paul Van Dun**, General Manager, KU Leuven, Belgium

**Trevor Cook**, Partner, Bird & Bird, United Kingdom

**Heinz Goddar**, Senior Partner, Boehmert & Boehmert, Germany

Our world tends to be our university -- and unless we're constantly scanning the horizon we can easily miss larger trends, laws and initiatives that will shape our future. In this session we invite three individuals whose perspective is more strategic -- by virtue of their position or their role in advising many TTOs. They describe new initiatives that they've seen and like, trends that are impacting TT and practices that are past their 'sell by' date.

lunch 13.00 – 14.15

RTTP is taking off. Well over 150 TT colleagues have now applied and wherever we go we find others expectantly accumulating CE points in anticipation of the day when they will, too, be able to apply. This lunchtime session is for all those who are already 'Recognised' and for those who wish to be. We will say a few words on our aspirations for the RTTP community, the application process – and happily answer any questions you will have. The session is hosted by the Chair of ATTP, Kevin Cullen, with other members of the ATTP Council.

I. moderator: Vincent Lamande

### EPO Services and Products

#### 1. Patent searching products and services from the EPO

**Nigel Clarke**, Head of Online Products and User Support, European Patent Office (EPO), Austria

The European Patent Office in Vienna provides a variety of tools which help TTO managers in their daily lives. This brief tour of products of most use to TTOs, based on specific examples, will explain the concepts behind the tools, the data and how to search. We will also take a look at educational opportunities for professional users and trainers to refine their skills for taking value out of patent databases.

#### 2. Patent valuation

**Johannes Schaaf**, Promotion of Patent Information, European Patent Office (EPO), Austria

Patents are crucial players in business, licensing, and investment negotiations. So it is becoming increasingly important to understand the value of your own patents, and those of your competitors. In this presentation, EPO's expert on patent valuation, will describe some of the basic principles when it comes to (e)valuating patents, and will demonstrate the free IP score software, created for companies and organisations to analyse their patent portfolio.

II. moderator: Maria Tavares

### A push to tech transfer flow and improved alignment between public and private sectors, innovative policies, strategies and institutions

#### 1. The role of a cluster in stimulating technology transfer

**Philippe Lattes**, Deputy Director Space sector, Research and European projects, Aerospace Valley, France

#### 2. The story of a strong link between public and private health sectors

**Joaquim Cunha**, Executive Director, Health Cluster Portugal, Portugal

Public-to-Private knowledge flow has proven to be a continuously challenging subject. The need to fasten knowledge to market speed and increase chances of commercialisation has led to the creation of different regional institutions. This bridges the gap between the public and private worlds.

In this session we will learn how two different countries responded to such innovation challenges and learned from their failures and successes.

III. moderator: Jon Calvert

### Brainstorm, build value and help create a strong IP portfolio in your TTO

#### 1. Increase the value of your IP portfolio before licensing... know what the industry wants

**Thomas Moga**, Partner, Shook, Hardy & Bacon LLC, United States

#### 2. Maximizing the value of your TTO IP portfolio

**Sumit Luthra**, IP Manager, TTO Bergen (BTO), Norway

#### 3. Creating the perfect IP brainstorming environment

**Kate Wilson**, Partner, James & Wells Intellectual Property, New Zealand

How many times have you, as a TTO professional, participated in the process of idea creation? Do you sometimes wonder that if your office could have been included from an earlier point, a stronger IP position could be achieved?

In this session we will learn a methodology on how to build a successful multidisciplinary brainstorming session where people are motivated, good ideas are extracted and directly plugged to the business side so that the most value can be extracted.

break 15.30 – 16.00

I. moderator: Sara Matt-Leubner

### Start-ups

#### What is a Social Enterprise? Discuss!

**Jeff Skinner**, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, United Kingdom

Everything a university does should reflect its social mission. This extends to its spin-outs (and even licenses) but the need to create ventures that are sustainable, scalable and 'investable' blurs the distinction between social enterprises and those set up to maximise profits.

In this session we will use the example of a Cambridge University 'cleantech' spin-out ('eight19') to discuss whether the distinction is real and, if so, whether social enterprises can ever be viable.

II. moderator: Karen Laigaard

### The TTO – does size matter? – challenges and opportunities

#### 1. The small and successful TTO

**Tanya Glavicic-Théberge**, Director TTO, École de Technologie Supérieure (ÉTS) – member of the University of Quebec, Canada

#### 2. The "dream" TTO

**Jane Muir**, Associate Director, Office of Technology Licensing - University of Florida, United States and President-elect, AUTM

Most TTOs start out quite small with limited resources. Some stay this way for years and others grow at a steady (and sometimes fast) pace. What do we actually mean by 'small' and 'large' TTOs?

In this session we will look at the challenges, opportunities and complexities for both small and larger offices. How do we get the best out of whichever size we are dealing with?

III. moderator: Heather Thompson

### How strong is your IP on the market and in court?

#### 1. The Broker

**John Pryor**, Senior Vice President, ICAP Patent Brokerage - Europe, United Kingdom

#### 2. The Intermediate

**Jean-Charles Hourcade**, Director General, France Brevets, France

#### 3. The Litigator

**Michael Lennon**, Senior Partner, Chair & Director, Kenyon & Kenyon, United States

In the world of Innovation and knowledge flow, there are many players that ensure value creation along the life of an idea/IP. Unfortunately, communication between them is not always present. Many times, life after licensing is not so well taken care of in a public institution that we lose track of the real value of our IP in the market.

In this session, we will learn from those players who may not be end users of our technologies but play a decisive role on its value chain. From their perspective, we will learn which key points we could improve in our practice that could lead to a more successful business.

general assembly (ASTP members only) 17.30 – 18.30

conference dinner 19.15



## The rise of Social Networks: LinkedIn

**Neal Schaffer**, President, Principal Social Media Strategy Consultant, Windmills Marketing and author of the book *Maximizing LinkedIn*, United States

If you ever wondered what to use your LinkedIn account for, this is the session for you! Neal Schaffer will disclose how to use social media in our profession to further both business and career goals.

break 10.30 – 11.00

I. moderator: Koen Verhoef

## Licensing

### 1. How to prepare a technology for attracting licensees?

**Pascale Redig**, Sourcing Manager, Global Pharma R&D, Janssen Pharmaceutica, Belgium

### 2. Killer arguments in licensing deals

**Lou Berneman**, Fund Advisor, HealthCare Royalty Partners, United States

Industry licensing executives and their transactional counterparts in not-for-profit research institutions have become increasingly adept at structuring license and related commercialisation agreements. Licensing professionals have learned to value, prize and craft agreements appropriate for the technology sector stage of development and risks.

In the first part of this session, we will discuss how to prepare technology for a license deal. In the second talk, we will focus on 10 deal terms that experience has shown are downstream value killers. Afterwards, we will discuss contract structure and language to avoid their negative impact.

II. moderator: Anja Zimmermann

## The Smart Entrepreneur – successful spin-outs

**Bart Clarysse**, Chair in Entrepreneurship, Imperial College London Business School, United Kingdom  
**Johan Cardoen**, Managing Director, Flemish Institute of Biotechnology (VIB), Belgium

Some inventions or technologies can be best commercialised by creating a new company. But the process of developing a business plan, finding the right partners, making the right deals remain tricky that many spin-outs do not survive for long.

In this session, two experienced speakers will discuss dos and don'ts in creating spin-outs by using real life case studies as well as state of the art academic research from authors with hands-on experience in the field.

III. moderator: Spela Stres

## third parallel session, 11.00 – 12.00

### Do we need surveys and metrics at all?

**Spela Stres**, Head of TT and Innovation Centre, Jozef Stefan Institute, Slovenia and ASTP Vice President  
**Kevin Cullen**, CEO, NewSouth Innovations, University of New South Wales (UNSW), Australia  
**Jane Muir**, Associate Director, Office of Technology Licensing - University of Florida, United States and President-elect, AUTM

Are surveys a burden or a blessing? Always the same questionnaires, analysis that do not give us information on what should be done, researchers and industrialists that collaborate regardless of what surveys say, data that enable benchmarking against our peers, conclusions that influence policymaking, etc. Learn from experienced TT professionals and find out the true value of surveys.

I. moderator: Michel Morant

lunch 12.00 – 13.00

## How to use horizon 2020 for TT activities

### 1. Managing EU contracts for TT activities

**Marta Catarino**, Director TecMinho, University of Minho, Portugal and Board of Director, ProTon Europe

### 2. ENTENTE: an example of how the EU funding can support TT activities

**Karine Baudin**, Head of European and International Affairs, Inserm Transfert, France and Coordinator of the ENTENTE project

As it became more and more evident that research results do not only have to be created but also put into use, the EU started to fund not only the research activities but the commercialisation of research results as well. Horizon 2020 offers a variety of opportunities for the technology transfer community. In this session, we will discuss what's in it for us.

II. moderator: Karen Laigaard

## Unusual Technology Transfer

### 1. Open source software: How to deal with it

**Jérémie Fays**, Technology Transfer Officer – Engineering, Interface Entreprises – University of Liège, Belgium

### 2. Technology transfer in arts and humanities

**Christopher Arnot**, Consultancy Associate, Cambridge Enterprise Limited, University of Cambridge, United Kingdom

Traditional technology transfer activities do not work for all research areas. As soon as you enter the field of information technology, patents are often not an option. Particularly with open source software, license deals become a challenge. It seems to be even more difficult to “commercialise” research results in the area of arts and humanities. But it is possible. In this session, we will see how it can be done.

III. moderator: Sara Matt-Leubner

## fourth parallel session, 13.00 – 14.00

### Open innovation: DOs and DON'Ts Are universities and their Tech Transfer units open innovation losers?

**Stefan Lindegaard**, Founder, 15Inno, Denmark

Most universities are still working with the mentality that putting their inventions out to the public, setting the terms and waiting for the industry to beg for access will work. But can it work in a world of open access and lots of competition? Or do universities have to change their way of dealing with IPR?

Stefan Lindegaard will discuss if and how university TTOs can become a part of the open innovation landscape.

moderator: Anders Haugland



break 14.00 – 14.30

## TTO globe trotter: Technology Transfer around the globe

**Kevin Cullen**, CEO, NewSouth Innovations, University of New South Wales (UNSW), Australia

## Where are we standing - presentation of results

**Marc Le Gal**, Director, PRES Université de Lyon – Lyon Science Transfert, France and ASTP Vice President

final plenary, 14.30 – 16.00

closure 16.00



venue AWS office, Ungargasse 37, 1030 Vienna, Austria

## What's it all about? Introduction to the world of technology transfer

**Karen Laigaard**, Director TTO, University of Copenhagen, Denmark

Technology transfer is a complex, but incredibly rewarding profession. Our job is to take excellent research and find ways of putting it into use somehow. Sounds easy, but can get confusing. We have stakeholders to satisfy – researchers, university management, companies, economic development agencies, health services, policy makers, research funders, politicians... the list goes on. What are we trying to achieve and what are the measures of success?

This session will give you an introduction to the various aspects of technology transfer. It will transfer some of the key questions and give you a solid understanding of what success looks like for you in your job. Take the chance to learn from people who know what technology transfer is all about.

N3 meeting, 13.30 - 15.30

venue AWS office, Ungargasse 37, 1030 Vienna, Austria

Representatives and members of the European national networks are invited to this meeting to exchange experiences on various government policies and business models. Some of the topics to be discussed are: recent information on government policies and budget pressures and experiences in business model of national networks. The full and final programme will be published soon.



## social programme



### wednesday, 22 may

**guided tour**, starts 16.00

**meeting point** Staatsoper, Opernring 2, 1010 Vienna, Austria

Join us on a guided tour around the historical city of Vienna before the welcome reception.

**welcome cocktail**, 18.00

**venue** Palais Daun-Kinsky, Freyung 4, 1010 Vienna, Austria

After the tour, we will continue with the welcome reception, organised with the support of our Austrian conference partners. Also known as the welcome cocktail, you will get the chance to network with your peers before the conference starts during the reception.

The welcome cocktail is made possible in part by AWS.



### thursday, 23 may

**cocktail and conference dinner**, 19.15

**venue** Palais Niederoesterreich, Herrengasse 13, 1010 Vienna, Austria

We invite you to the conference dinner on Thursday evening at the Palais Niederoesterreich, the home of the so-called estates, the political representatives of upper classes, knights prelates and towns.

In this place with a very eventful history, you can further network after the first day of conference. Participation in this occasion guarantees you a memorable experience and a wonderful evening.

The conference dinner is made possible in part by DRI Capital.

## our conference partners



Wellspring Worldwide



Plougmann & Vingtoft  
Intellectual property consulting



# general information

**date** (wednesday, 22 may) thursday, 23; friday, 24 may 2013

**conference venue** Imperial Riding School Renaissance Vienna Hotel, Ungargasse 60, 1030 Vienna, Austria | Tel. +43 (0)1 711 750

**conference language** English

**online registration** All participants who wish to attend the conference must register in advance via the ASTP webshop. The capacity of the conference is limited. Registrations will be handled in order of receipt. Please note that formal registration takes place only after receipt of the registration fee.

**registration fee** The registration fee for participation in the ASTP conference is € 945 for ASTP members and € 1305 for non-ASTP members. A special early bird fee is valid until 1 April 2013 (€ 845 for members and € 1205 for non-ASTP members). All fees are exempted from VAT. Please visit our website for other special offers (Turkey & CEE countries, students and group discounts). The fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. To ensure participation, the fee must be paid in advance.

**Inteum company scholarship** If you wish to apply for the scholarship, Inteum invites you to fill out an application form and write a short motivation on how you should benefit from this scholarship. Please visit our website to download the form and gain more information about the conditions for application.

**payment** All payment must be made in euros and free of all bank and other charges. No personal or company cheques will be accepted. The online credit card payments will be handled by PaySquare and does not incur any extra charges. If you prefer to receive a hard copy of the invoice and do the payment by bank wire, an administrative fee of € 25 will be calculated.

**cancellation** In case you are unable to attend the conference, a substitute delegate is welcome to take your place without any extra costs, if he/she carries a letter of authorisation from the original participant. If you cancel before the 1 May 2013, an administration fee of € 95 will be charged. Please note that no refunds are possible after this date.

**ASTP membership** If you are currently not an ASTP member, you can apply for membership via our webshop and register for the conference at the same time as as ASTP member. You will receive a confirmation letter upon approval of membership.

**accommodation** We have arranged discounted rooms at the Imperial Riding School Renaissance Vienna Hotel (conference venue). It is advisable to book your hotel room as soon as possible!

**insurance** The conference organisers do not accept any liability for personal injuries or for loss of and/or damage to personal belongings of the conference participants, either during or as a result of the conference. Please check the validity of your insurance.

**contact** Please contact the conference management of ASTP for more information on registration and other logistical details.

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