

CONFERENCE PROGRAM

The Association of European Science & Technology Transfer Professionals

# BEST PRACTICES IN TRANSFER OF SCIENCE AND TECHNOLOGY

THIRD ANNUAL CONFERENCE

*Thursday 30 May 2002 &  
Friday 31 May 2002*

RENAISSANCE HOTEL  
PRAGUE, CZECH REPUBLIC



## INTRODUCTION

The Association of European Science and Technology Transfer Professionals brings together professionals and promotes the exchange of ideas in the field of technology transfer from science-based initiatives. Since our founding two years ago, we have proudly welcomed more than 200 members (75% from academe, 25% from business), coverings almost 30 countries!

We are delighted to welcome you to our Third Annual Conference, with prominent speakers from both Europe and the USA. We are pleased that so many experts, whether from the science base, industry, legal, financial or intermediary roles, will be present to enrich discussions, on the daily conduct of technology transfer.

New survey data on technology transfer will be presented, with its insights into its impact on regional and national economies and on policy making. To enhance the complex process of assembling and analysing these refractory facts and figures, ASTP has started to co-operate with the OECD, which had initiated a study on this topic earlier in 2002.

The conference will close with a plenary session on Global Partnerships for Universities. Our newest Board member, Johan Van Helleputte, aided by speakers from across the Atlantic, will present interesting models for IP strategies in an open forum discussion.



This year we selected the beautiful city of Prague, situated in the heart of Europe, expressing our wish to grow along the lines of the extension of the European Union.

Another reason for choosing Prague is, its impressive architecture from centuries and its ambitions in the field of Technology Transfer.

ASTP will bring together old friends from universities, research companies and acquaint itself with new ones. But most importantly, we will deepen the insights and needs of our fascinating profession which has shown such a growing importance over the last few years.

The conference will be hosted in the prestigious Renaissance Hotel, situated in the very centre of Prague. We are looking forward to meeting you there!

# THURSDAY, 30 MAY

Registration Desk open from 08.30

PLENARY: 09.00 – 10.30

## OPENING & WELCOME

- 09.00 **David Owen**, President of ASTP, *Opening*  
09.05 **Bénédicte Callan**, Administrator Division of Science and Technology Policy & Biotechnology Unit OECD & **David Owen**, President of ASTP, *Different approaches to surveys on technology transfer*  
09.45 **Janet Scholz**, president AUTM, *Technology transfer in the USA and Canada*  
10.15 Forum Discussion

10.30 – 11.00 BREAK

PARALLEL 11.00 – 12.45

## LISENCING

### VALUATION

*Life Science:* **Ron Johnson**, Chief Financial Officer, Biogenetic Ventures, USA  
*ICT:* **Philip Deville**, Chief Executive Officer of CD Technicom, Belgium  
- *risk adjusted DCF*  
- *comparing similar technologies*  
- *capturing value at different stages*

### MARKETING

**Antonio Martinez**, Managing Director, Inno AG, Germany  
- *business models*  
- *approaches to identify industrial partners*  
- *criteria to select industrial partners*  
- *technology brokers, are they useful ?*  
**Jens Damsgaard**, Business Development Manager, Risø National Laboratory, Denmark  
*Marketing strategies organised at national level: the Danish approach*  
- *pro's and con's*  
- *electronic brokerage*

12.45 – 13.45 LUNCH

PARALLEL: 13.45 – 15.00

### LEGAL ISSUES

**Karen Hersey**, Senior Counsel for Intellectual Property, Massachusetts Institute of Technology, and past-president of AUTM, USA  
*Scope of license, access to improvements, sublicensing, royalties and other considerations, ownership and management of IPR, representation, warranties and liabilities, diligence, termination and assignment*

### ENHANCING THE VALUE OF A PORTFOLIO

**Jim Roberts**, VP & Global Director Technology Acquisition, Electronics, Engineering and Information Technologies, BTG International Inc  
- *enhancing real and perceived value of portfolios*  
- *enhancing patent and technology portfolios*  
- *for-cost and no-cost portfolio enhancement*  
- *maximizing the return on investment*  
- *case studies*

15.00 – 15.15 BREAK

PARALLEL: 15.15 – 16.30

### CASE STUDIES AND MODEL CLAUSES

**Morag Macdonald**, Partner and head of International IP Group Bird & Bird, United Kingdom  
*Pitfalls in license agreements, tips for drafts and clauses*

### CONFLICT OF INTEREST

**Nick Winterton**, Executive Director of the Medical Research Council, United Kingdom

16.30 – 16.45 BREAK

16.45 – 18.00 GENERAL ASSEMBLY (ASTP members only)

18.00 – 19.30 Cocktail

19.45 Social Program (Optional)



## FRIDAY 31 MAY

PLENARY: 09.00 – 10.00

### THE ROLE OF THE UNIVERSITY IN THE INNOVATION PROCESS

**Koenraad Debackere**, Managing Director Research & Development, Catholic University Leuven, Belgium

10.00 – 10.30 BREAK  
PLENARY: 10.30 – 12.00

### UNIVERSITY START UPS

#### UNIVERSITY VERSUS VC APPROACHES

**Gabor Lamm**, Managing Director EMBLEM Technology Transfer GmbH, Germany

**Jeremy Reffin**, Director Apax Partners Ltd, United Kingdom

*Assessing the start-up idea*

- *technology and IPR assessment*
- *case studies of successes and failures*

*Raising money*

- *sources (angels, FFF, VC, own funds, government grants, warrants, convertibles)*
- *term sheet pitfalls during and after raising money*

12.00 – 13.00 LUNCH  
PARALLEL: 13.00 – 14.30

#### BASIC PRINCIPLES

**Simon Barnes**, Lecturer Entrepreneurship, Imperial College Management School, United Kingdom & Investment Advisor, GIMV, Belgium

- *business plan*
- *management*
- *founders, institute and VC*
- *transfer or license IPR*
- *equity or royalty*
- *cap tables*

#### SHAREHOLDER AGREEMENTS:

##### TERMS & CONDITIONS

**Jeff Skinner**, Commercial Director UCLv, United Kingdom

**Robert Zegelaar**, Senior Principle Atlas Venture, United Kingdom

- *anti-dilution protection*
- *floatation preference*
- *liquidation preference*
- *exit preference*
- *board seats*

14.30 – 14.45 BREAK  
PLENARY: 14.45 - 16.30

### NEW MODELS FOR GLOBAL PARTNERSHIPS IN RESEARCH & DEVELOPMENT

**Johan Van Helleputte**, Vice President ASTP and Vice President Strategic Development IMEC, Belgium

- *why partnering ?*
- *how to partner ?*

Forum discussion with **Janet Scholz** and **Karen Hersey**

16.30 RECEPTION & CLOSURE

*Bridging the gap between science and industry...*



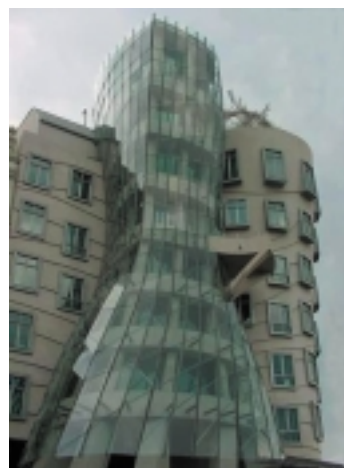


## SOCIAL PROGRAM

**Wednesday, 29th of May 2002**  
**Visit to the Charles University and**  
**guided walk through the Old Town of Prague**

### **Visit to Charles University**

On Wednesday afternoon we will start our social program with a visit to the Charles University of Prague. Here the Chemistry Department, with the late Nobel-price winner Prof. J. Heyrovsky, is now finding new ways of Technology Transfer and university / industry co-operations. During a one - hour presentation we will learn the difficulties, challenges and opportunities our Eastern European colleagues meet when discovering new paths of Technology Transfer, to create a more innovative economy.



*Challenging innovation in Prague*



*Celebrating Prague Spring*

### **Guided Tour**

The visit to the University will be followed by a guided tour through Prague, where we will encounter its magnificent architecture and culture. Following the footsteps of Albert Einstein, we will walk through the New Town (going all the way back to the 14th century) to the Old Town centre, famous for its beautiful Gothic, Baroque and Jugendstil buildings, the Goethe Institute and many other highlights of the innovative period of the Fin de Siècle. You will be surrounded by the cheerful sounds of the famous music festival “Prague Spring”. The optional tour starts at the Charles University of Prague at 14.00 PM.

**Thursday, 30th of May 2002**  
**Joint dinner**

On Thursday evening we invite you to join us for a dinner in the Old Town centre of Prague. While enjoying the famous Czech hospitality there will be plenty of opportunity for conversation and exchange of experiences.



*Informal exchange of experiences*

## GENERAL INFORMATION

<i>Date</i>	(Wednesday 29 May,) Thursday 30 May & Friday 31 May 2002
<i>Conference Venue</i>	Renaissance Prague Hotel, V Celnici 7, 111 21 Praha 1, Czech Republic
<i>Language</i>	English
<i>Registration</i>	All participants who wish to attend the conference must register in advance. Please note that formal registration only takes place after receipt of the registration fee. Participants are requested to complete the enclosed Registration Form and return it to Science Alliance. Each participant should use a separate form. A letter of confirmation will be sent to you upon receipt of the registration form. The capacity of the conference will be limited to a maximum of 120 persons. Registrations will be handled in the order of receipt.
<i>Registration Fee</i>	The registration fee for participation in the conference is € 1095 for Non ASTP members and € 795 for ASTP members (excl. 19 % VAT). The registration fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. The fee must be paid in advance to participate.
<i>ASTP Membership</i>	If you would like to register for this conference as an ASTP member and are currently not a member, we kindly ask you to return the ASTP Membership Application Form attached. As soon as ASTP has accepted your membership, you will receive an invoice with the correct amount. The ASTP Membership fee will be invoiced separately.
<i>Payment</i>	All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted.
<i>Cancellation</i>	In case you are unable to attend, a substitute delegate is welcome at no extra charge if he/she carries a letter of authorization from the original participant. Should you cancel before May 10th 2002, an administration fee of € 95 will be charged. Please note that no refunds are possible after May 10th 2002.
<i>Accommodation</i>	Since the conference takes place during the famous Prague Spring, an international music festival, we advise you to take care of hotel reservations in time. Information on hotel reservation-services is available at the backside of the registration form.
<i>Insurance</i>	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.
<i>Organisation</i>	The conference is a joint production of ASTP and Science Alliance. Science Alliance is responsible for all logistics of the conference.
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