

annual conference 2011

thursday 26 and friday 27 may

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

Stockholm, Sweden



association of european science and technology transfer professionals



introduction

Welcome to ASTP's 12th Annual Conference in Stockholm together with our local partner SNITTS.

The Nobel prize is given to those who have set new standards of excellence and personify innovation. No wonder this prize is Swedish in origin. The Swedes are also known for their entrepreneurial spirit and world famous companies such as Saab and AstraZeneca just to name a few. It is therefore fitting that we launch a new concept in Stockholm where companies will be given the opportunity to present their technology needs and collaboration models. There will be ample opportunity for the public research institutions to engage with these industry contacts and discuss potential collaboration opportunities and of course network. We hope you will all contribute to make this new concept a success and one to be repeated in the future.

Sweden is also known as one of the few countries in the world where the "Professor's Privilege" is still in use. We have therefore organised several very exciting sessions on IP ownership, the monopoly of TTOs and other slightly provocative topics. Audience participation always makes these sessions more interesting and enjoyable and we are sure that many of you

will have strong opinions on these topics.

TTOs have established themselves as professional partners not only for "their" inventors but for industry as well. This makes life easier in some situations and more challenging in others. Several sessions will deal with topics that may impact the future "workflow" in knowledge and technology transfer, such as patent funds, new VC models, IP in collaborations etc.

We look forward to you joining us for a fruitful conference in the land of ABBA, Pippi Longstocking, Ingmar Bergman and many other Swedish icons through the ages!

Vi önsker er alla varmt välkomna till Stockholm!

Karen Laigaard
president

Jörn Erselius
vice-president programming

thursday 26th of may

registration desk open from 8.15 am

opening plenary 9.00 – 10.30

Karen Laigaard, president ASTP, **opening**

Göran Felldin, marketing director Linköping university, Sweden. Cleantech has been one of the "hot topics" of the last decade and will continue to be an area of growth and innovation in the future. Around Linköping University, in Southern Sweden, a cleantech cluster has developed within which academia and industry have come together in new forms for cooperation and models for technology transfer. How does this work? This opening plenary will help us to understand how sustainable relationships can contribute to sustainable technologies.

break 10.30 – 11.00

first parallel 11.00 – 12.30

I: Introductory track

Moderator Anders Haugland

1. When to patent and when not

Koen Verhoef, manager TTO, Netherlands Cancer Institute, the Netherlands

Nicka Kirstejn, European patent attorney, partner, Plougmann & Vingtoft, Denmark

IP is often regarded to be equivalent with patents and the protection they can offer is well understood and appreciated. However, there are good examples on how to generate exclusivity that can lead to commercial value by utilising several other tools such as: Licensing of "Know How", cell lines, antibodies and software etc.

II: TT/KT in an ever changing environment

Moderator Karen Laigaard

1. Let the professors market their IP

Lesla Mitchell, vice president, advancing innovation, Ewin Marion Kauffmann Foundation, USA

Kevin Cullen, director research and enterprise, university of Glasgow, United Kingdom

Should university inventors be restricted to use their own university TTO? Or should they be free to choose themselves who they would like to engage to commercialise their inventions? In this session we will discuss whether university TTOs should be able to maintain an exclusive position on commercialising university inventions.

III: Case studies/interactive sessions

Moderator Sara Matt-Leubner

1. Famous court cases

Lars Stig Møller, head of department research service, university of Southern Denmark, Denmark
Andy Sierakowski, director office of industry & innovation, university of Western Australia and chairman KCA, Australia

Embarking on IP litigation to recover your IP rights is a serious matter and the result may not always be favourable. The costs of litigation are high even if all goes well. In this session we present several recent and globally significant IP litigation cases from Denmark and Australia.

I: Industry/partnering presentation

Moderator Jörn Erselius

2. Health Care**Shane Maloney**, business development director, AstraZeneca, Sweden**Martin Judge**, director Sourcing, Diabetes Research Unit Novo Nordisk, Denmark

The gap between academia and industry has been widening more and more over the last years. Many companies, especially in the life science field, reduce their efforts in early R&D, which makes marketing of “early inventions” even more difficult. However this leads to new opportunities. Industry is reaching out to academia to fill their development “pipelines”. “Open innovation” is one of the buzz-phrases in knowledge and technology transfer. Several companies will present their vision on future collaboration modals with academia, what they look like, what their technological needs are etc.

break 15.15 – 15.30

third parallel 15.30 - 16.45

I: Introductory track

Moderator Anders Haugland

3. Marketing of competence**Tarran Jones**, head of the MRC technology therapeutic antibody group, United Kingdom**Jean-Marie Le Goff**, technology transfer network coordinator, CERN DG-AS, Switzerland

The phrase “Technology Transfer” is increasingly morphed into “Knowledge Transfer”, mainly based on the increasing demand for demonstrating effort and value from publicly funded “knowledge generation” at research institutions. How can we market our non-IP assets such as Know How, facilities, competences etc.?

Two examples are: MRC on humanizing antibodies and HEP-TTN on “selling” competences in high energy physics to medical institutions.

II: TT/KT in an ever changing environment

Moderator Kevin Cullen

3. Starting up and getting out**Steven Tan**, director TTO, VU university Amsterdam, the Netherlands**Axel Polack**, general partner, TVM Capital, Germany

Universities have become “company creation machines”, with more and more emphasis on spin-outs and start-ups. However, this is an expensive activity with significant overhead associated with it. In this session we will hear about a new model based upon “project companies” rather than fully developed start-ups. Could this be the way of the future? And what about the ROI from company creations?, and the effort associated with negotiating equity only to see it marginalised? Our second speaker will tell us about the possibility of exit participation instead of taking equity, which might be much easier for all parties.

III: Case studies/interactive sessions

Moderator Jörn Erselius

3. Valuation and negotiation, part 1**Ulrich Pessara**, managing director, JSB Partners, Zug, Switzerland**Anja Zimmermann**, analyst, Ascenion, Germany

Discounted Cash Flow (DCF), Net Present Value (NPV), Gut Feeling (GF) – who has not heard about these valuation methods! There are believers and non-believers. Regardless to which group you belong, you will have to deal with them in many professional negotiations. In this interactive double session, you will learn some basic tools for valuating your technology and how you can use the results as a basis for your negotiations.

Two practitioners will provide you with the necessary background and guide you through a case study. It is your choice on which side of the table you want to sit and apply your new tools!

ASTP general assembly (members only) 16.50 – 17.30

cocktail 16.45 – 17.45

conference dinner 18.30

friday 27th of may

plenary 9.00 – 10.30

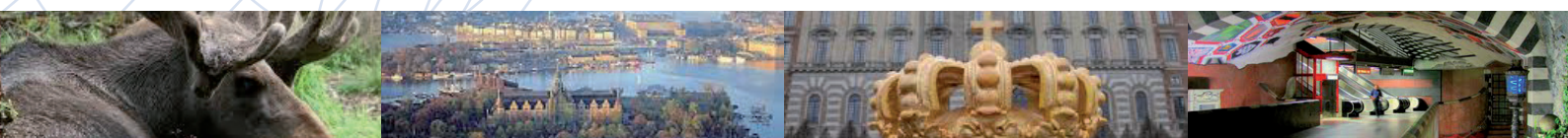
Moderator Anders Haugland

Kevin Cullen, director research and enterprise, university of Glasgow, United Kingdom **Update on ATTP and ASTP survey 2010**

You are part of a global TT profession - how is that profession developing and where do we go from here? What does career development look like for this profession and how do you best develop your career? Kevin Cullen will provide an update on ATTP the Alliance of Technology Transfer Professionals, the international professional body for Tech Transfer. This year we have run a survey designed to allow comparison of our TT data with other international data. Kevin Cullen will provide a brief summary of what the survey results are telling us.

Christoph Wecht, BGW management advisory group st. gallen & university of st. gallen, institute of technology management, Switzerland**How to create an atmosphere for innovation**

The key success factor for innovation may be innovation culture – however, what is it and how is it possible to change it? It is well known that many of the innovation champions are egocentric, impatient, unadaptable or chaotic. Are we looking for these kind of people? Are we supporting them? Do we provide the right environment for creative minds? In order to enhance the innovation potential of an organization we should think of alternative ways to encourage its staff.



I: Introductory track

moderator Koen Verhoef

4. Proof of concept

Jacques Darcy, head equity fund investments, European Investment Fund, Luxembourg

Jonas Ekstrand CEO, Karolinska early drug development activity / drug discovery unit, Actar, Sweden

Since the gap between what academia has to offer and what industry is prepared to take up in terms of technology licensing has widened in the past several years, proof-of-concept funds have become increasingly important in trying to bridge that gap. This session will provide both an economic basis for proof of concept funding, as well as practical examples from an early drug discovery center.

II: TT/KT in an ever changing environment

moderator Sara Matt-Leubner & Karen Laigaard

4. Experiences from the "private" TT sector part 1

Hugh Penfold, deputy director of TTO, Imperial Innovation, United Kingdom

Bruno Dalle Carbonare, CEO, the Business Development Company, Switzerland

Alan Aubrey, CEO, IP Group Plc, United Kingdom

TTOs which are part of universities are sometimes looking curiously to private TTOs, because those seem to have more financial resources and more freedom to operate. Is it really an advantage to be independent? How are private TTOs financed and how do they finance commercialisation efforts? What other factors influence the successes of independent TTO's and private sector partner organisations.

III: Case studies/interactive sessions

moderator Jörn Erselius

4. Valuation and negotiation, part 2

Ulrich Pessara, managing director, JSB partners, Switzerland

Anja Zimmermann, analyst, Ascenion, Germany

lunch 12.30 – 13.30

fifth parallel 13.30 – 14.45

I: Introductory track

Moderator Jörn Erselius

5. "Nothing sells like success!"

Anders Haugland, managing director, BTO, Norway

Jane Muir, associate director, office of technology licensing, director, UF Tech Connect, university of Florida, USA

TTO benefits society by making substantial contributions in innovation, regional development and job creation. However, these positive aspects are not well known outside the TT community. What steps can be taken to raise awareness of our impact on society? In this session we will discuss this and provide some examples, such as the Better World Project by AUTM.

II: TT/KT in an ever changing environment

Moderator Sara Matt-Leubner & Karen Laigaard

5. Government's role – helping or hindering part 2 and panel discussion

David Sweeney, director for research, innovation and skills, HEFCE, United Kingdom

The Higher Education Funding Council in the UK has been leading the 'Impact' agenda, arguing that the benefits of research feed through into real social and economic impacts. They have even developed an approach to measuring and demonstrating these which will count towards the assessment and funding of university research. Is this the future for us all?

Followed by a panel discussion with: **Hugh Penfold**, **Bruno Dalle Carbonare** and **Alan Aubrey**

III: Case studies/interactive sessions

Moderator Koen Verhoef

5. Be prepared!

Jeff Skinner executive director, institute of innovation and entrepreneurship, London Business School, United Kingdom

The best negotiators are very adept at looking at the deal from the perspective of the other parties and thus understanding their position. This is easily said but how easily put into practice? In this role play exercise you are given a role of (investor, TT, CEO or academic) and tasked to reach a deal. We then find out how easily and quickly you adapted to your role and ask whether it's valuable to do this before every major negotiation.

No Break

final plenary 14.50 – 16.00

Give away IP for free in collaborations moderator Anders Haugland

Kevin Cullen, director research and enterprise, university of Glasgow, United Kingdom

Henric Rhedin, division manager, Chalmers Industrial Technologies, Sweden

Kevin Cullen has raised provocative issues in the past and does so again. He now wants us to believe that it is not worth fighting for IP regulations in collaboration contracts! He wants TTO's to give away IP for free in return for research support because, honestly, how many blockbusters come out of industry collaborations anyway!? Luckily we have a sound, solid, Swede who will try to bring Kevin back into the fold. Not an easy task, Henric Rhedin may need some help from the audience, so let your voice be heard in this highly interactive session!

16.00 closure



ATTTP

alliance of technology transfer professionals



thursday 26 may 2011

joint dinner

Our traditional conference dinner will be organised on Thursday evening at Junibacken. An evening of magic in a unique location on Djurgården in Stockholm. Reawaken childhood memories and experience Swedish traditions. This will be an unforgettable experience that you don't want to miss! This informal gathering will provide plenty of time for conversation and exchange of experiences amongs participants and speakers.

win an iPad!

Join the global alliance of technology transfer professionals (ATTTP) and set together with colleagues all over the world the standard of professional acknowledgement.

Visit the ATTTP stand at the welcome cocktail on Wednesday evening or during the conference on Thursday to learn how to become a Registered Technology Transfer Professional (RTTP) and you can win an Ipad. The winner will be announced at the plenary session of Friday morning.

social programme

wednesday 25 may 2011

guided tour

ASTP offers an optional social programme with a guided walking tour through Stockholm. Experience the true essence of the "Venice of the North" from street level. The walking tour starts at 4 pm and takes about two hours and ends at the residence of the Governor of Stockholm County in the Tessin Palace (Tessinska Palatset). We are pleased to welcome all delegates to join the welcome cocktail at 6 pm.

welcome cocktail

We invite all delegates to join us at our welcome cocktail in the residence of the Governor of Stockholm County, the Tessin Palace (Tessinka Palatset). Address Slottsbacken 4 located in Gamla Stan, the old town of Stockholm. So come and get acquainted with new people and meet old friends at this beautiful location.



our conference partners



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general information

date (wednesday 25), thursday 26 & friday 27 may 2011

conference venue Clarion Hotel Stockholm, Ringvägen 98, P.O.box 20025, S-10460, Stockholm tel + 46 84 64 10 00, www.clarionstockholm.com

language English

online registration All participants who wish to attend the conference must register in advance. Delegates are requested to register online via our webshop <http://webshop.astp.net>. 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 of the ASTP conference is € 945,- for ASTP members and € 1305,- for non ASTP members. A special early bird fee is valid until the **1st of April 2011** (€ 845,- for members and € 1205,- for non-members). Please visit our website www.astp.net for all other discounts (CEE countries, students, group discounts).

All fees are exempt from VAT. The fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. The fee must be paid in advance to participate.

Inteum company scholarship If you would like to apply for the scholarship, Inteum asks you to fill out an application form and write a short motivation how you should benefit from this scholarship. Please visit our website www.astp.net to download the form and to gain more information about the conditions for application.

payment All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. The online credit card payments will be handled by Paypal and does not incur any extra charges. If you prefer to pay via the traditional way (by receiving a hard copy of the invoice and 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 1st of May 2011** an administration fee of € 95,- will be charged. **Please note that no refunds are possible after this date.**

ASTP membership If you would like to register for this conference as an ASTP member and are currently not a member yet, you can apply for membership via our webshop <http://webshop.astp.net> and register for the conference at the same time. You will receive a confirmation letter upon approval of membership.

accommodation We have arranged discounts at several hotels in Stockholm. Visit our website, www.astp.net for an overview of the selected hotels together with the discounts. 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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