

FALL SEMINAR

The Association of European Science & Technology Transfer Professionals

LOOKING BEYOND TRADITIONAL TECHNOLOGY TRANSFER

*Thursday 19 October &
Friday 20 October 2006*

HOTEL SOPHIA COUNTRY CLUB
SOPHIA ANTIPOLIS, NICE
FRANCE



INTRODUCTION

ASTP is pleased to invite you to its Fall Seminar in Sophia Antipolis, just north of Nice – a region renowned for its excellent science-base and density of technology-intensive businesses – as well as its beautiful surroundings and climate.

We have taken as a theme, 'Looking Beyond Traditional Technology Transfer' – a curious title, especially given that so many of us are still trying to get to understand and implement 'traditional' technology transfer! However, we believe the theme to be a good and timely one – since it is our observation that much of the technology that is transferred to industry does not follow the linear 'invent-patent-market-license' path. Rather it is taken up by industry partners in a more iterative way, often as a result of existing collaborations and joint ventures with businesses – sometimes even without the technology transfer manager being involved in the early stages. We should not work against these more complex mechanisms – rather recognise their power and work with them.

Our program also includes

- An 'introductory' track for newer entrants to the field. This is structured as a hands-on interactive team exercise, based on a Technology Transfer case study that takes participants through the process of evaluation, strategy formation, marketing and licensing negotiation.
- A track dealing with complex issues in technology transfer – drawing on cases provided and led by senior ASTP members.

We are pleased to welcome two plenary speakers – John Tyler, General Counsel at the Kauffman Foundation in the US and Frederic Caillaud, Licensing and Business Development Manager at L'Oréal and President of LES France. We are grateful to LES France for having fielded a number of speakers at our conference.

In addition to the formal program we have a full program designed to enable you to mix and exchange experiences and issues with each other.

On behalf of the Board, I do hope that you will be able to join us in Sophia Antipolis for an enjoyable and stimulating meeting.

Jeff Skinner
President

THURSDAY 19 OCTOBER

Registration desk open from 08.15

PLENARY: 09.00 – 10.30

OPENING & WELCOME

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| 09.00 | Jeff Skinner , President of ASTP, <i>Opening</i> |
| 09.05 | Jean-Pierre Mascarelli , Local counsellor, President of the committee for economy, tourism and clusters of local government, President Team Cote d'Azur, <i>Welcome</i> |
| 09.15 | Frederic Caillaud , Director Licensing and Business Development L'Oréal & President LES France, <i>Trends in Licensing in the Industry: Evolution or revolution?</i> |

10.30 – 11.00 BREAK

PARALLEL: 11.00 – 12.30

| LICENSING: PREPARING FOR THE BIG DEAL <i>Case Study I: Applications & Market</i> Moderator Jon Wulff Petersen | NON-TRADITIONAL TECH TRANSFER <i>Use your researcher more actively!</i> Moderator Anna Maria Nuutila | KEY LEARNING POINTS IN REAL LIFE TT <i>Inventors and ownership</i> Moderator Antonio Parada |
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| You receive a disclosure for an apparently promising invention. Your task (in teams) is to identify and report back on the best application for the technology and to assess market potential. | Inventors are sometimes very effective at taking the lead in commercialising their own inventions. They can be highly effective. We learn from an academic who did so and explore the advantages and pitfalls of mobilising and supporting inventors who take on this role. Søren Peter Olesen , Panum Institute, Copenhagen University, Denmark Thomas Baaken , Science-to-Business Marketing Research Centre, University of Applied Sciences, Munster, Germany | Establishing inventorship may seem straightforward but it often isn't – and TTO's can meet with resistance when they try to establish who contributed to an invention and who may part-own it. Yet it is essential to find out prior to licensing. Here we draw on the experiences of a TT manager and understand the position of industry when they inlicense IP. Koen Verhoef , Technology Transfer Manager VU University and Medical Centre, the Netherlands Alain Roman , Contracts and Licenses Director, L'Oréal R&D, France |

12.30 – 14.00 LUNCH

PARALLEL: 14.00 – 15.15

| LICENSING: PREPARING FOR THE BIG DEAL <i>Case study II: Assessing technologies</i> Moderator Jon Wulff Petersen | NON-TRADITIONAL TECH TRANSFER <i>Licensing bits and pieces</i> Moderator Paul van Dun | KEY LEARNING POINTS IN REAL LIFE TT <i>Applications and markets</i> Moderator Antonio Parada |
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| What are the criteria by which you assess the commercial potential and set the strategy for an invention? In this session we explore issues of market potential, timing, investment need, applications, markets, end users and 'monetisation' – all necessary steps when commercialising new technologies. | Some inventions are too small to market by themselves - for example antibodies and software. How can we use external parties to bundle and consolidate such fragmented IP, thereby achieving economies of scale and commercialising technologies that may otherwise be sub-critical? Is this 'bundling' best left to the private sector? Steven Potter , Chair Executive Board of the R&D Society, United Kingdom Jens Tampe , Key Account Manager Ascenion GmbH, Germany | TTO's receive more disclosures than they can possibly handle – on the basis of very little (and usually optimistic) information you have to assess – under pressure - which to pursue and which to reject. How are these decisions made in practice? Based on members concrete experience we show how to identify applications and make realistic market estimates. Karen Laigaard , Head Technology Transfer University of Copenhagen, Denmark Damian Marron , Vice President Corporate Development Nicox, France |

15.15 – 15.45 BREAK

PARALLEL: 15.45 – 17.00

| LICENSING: PREPARING FOR THE BIG DEAL <i>Case Study III: Commercialisation strategy</i> Moderator Jon Wulff Petersen | NON-TRADITIONAL TECH TRANSFER <i>Collaboration-led licensing</i> Moderator Antonio Parada | KEY LEARNING POINTS IN REAL LIFE TT <i>Valuation & deal structure</i> Moderator Anna Maria Nuutila |
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| We resume the case study – working in teams to propose a commercial strategy for the invention and to develop an implementation plan. | A major difficulty we have in TT is persuading potential licensees that a technology could be valuable to them. We tend to do this by providing more marketing and technical information. In this session we see an entirely different way of engaging with licensees – where applied research collaborations are used as a way of engaging with companies – who take licenses to the background, foreground (or both) once they recognise its value. Eli Keshavarz-Moore , Senior Lecturer of Biochemical Engineering University College London, United Kingdom Andre Clerix , IP Manager IMEC, Belgium | One of the perennial problems facing any TTO is valuing technologies and devising a deal structure that provides the right incentives and fair return to the parties. Based on members concrete experience we illustrate how these issues are resolved in practice. Jean-Charles Guibert , Director Technology Transfer and Commercialisation CEA, France Laurens Theunis , Independent Consultant, Belgium |

17.00 – 18.30 COCKTAIL

18.45 SOCIAL PROGRAM (OPTIONAL)

FRIDAY 20 OCTOBER

PLENARY: 09.00 – 10.30

PLENARY Moderator **Laurent Mieville**

John Tyler, General Counsel, Ewing Marion Kaufmann Foundation USA, *Universities you can do business with*

10.30 – 11.00 BREAK

PARALLEL : 11.00 – 12.30

| LICENSING: PREPARING FOR THE BIG DEAL <i>Case Study IV: Negotiation strategy</i> Moderator Jon Wulff Petersen | NON-TRADITIONAL TECH TRANSFER <i>Engaging in business oriented activities</i> Moderator Laurent Mieville | KEY LEARNING POINTS IN REAL LIFE TT <i>Negotiation & closure</i> Moderator Anna Maria Nuutila |
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| Having made contact with potential buyers, how do you see your negotiation & deal strategy? How do you actually make first contact with customers and get their attention? Which deal strategy do you choose, and how do you successfully negotiate it? We discuss different strategies and find one for our case – in preparation for an actual negotiation. | When thinking about commercialisation strategies we tend to think in terms of 'licensing' or 'spin-outs'. Both suffer the structural disadvantage of being quite arm's mechanisms that can inhibit transfer of know-how. Here we look at two more collaborative and effective ways of commercialisation – via joint ventures and high-technology platforms. Carsten Skamris , CEO Blade Test Centre A/S, Denmark Gerardo Turcatti , Director Biomolecular Screening Facility, École Polytechnique Fédérale Lausanne, Switzerland | TTO's often find it difficult to visualise the negotiation process and to move from the 'selling' phase to commitment, negotiation and closure. In this session we follow two difficult (but ultimately successful) negotiations, identifying critical issues and understanding the TTO's role in closing the deal. Simon Youlton , Senior Manager Cancer Research Technology Ltd, United Kingdom Jörn Erselius , Managing Director Garching Innovations, Germany |

12.30 – 14.00 LUNCH

PARALLEL: 14.00 – 15.15

| LICENSING: PREPARING FOR THE BIG DEAL <i>Case study V: Negotiating & closing the deal</i> Moderator Jon Wulff Petersen | NON-TRADITIONAL TECH TRANSFER <i>Market / problem driven innovation</i> Moderator Antonio Parada | KEY LEARNING POINTS IN REAL LIFE TT <i>Post deal management</i> Moderator Paul Van Dun |
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| A team of TTO people from university will be up against an experienced LES-negotiator from industry. | Universities face specific challenges when exploiting biomedical research and drug related inventions - technology transfer in this area has changed dramatically in the last few years. Together with an external investor, a centre for drug design and discovery is being created at the KU Leuven to pro-actively enhance technology transfer in this field. Patrick Chaltin , IP Officer KU Leuven, Belgium External Investor | Based on members concrete experience we show that we cannot relax because a deal has been closed. There is a lot of work in the implementation – ensuring that the licensee is commercialising the technology and paying those royalties. What do you do when your licensee loses interest? Chris De Jonghe , Licensing Manager VIB, Belgium Chris de Bruyne , Director Licensing & Business Development Galderma, France |

15.15 – 15.30 BREAK

PLENARY: 15.30-16.45

FINAL PLENARY Moderator **Jeff Skinner**

Teams involved in the first track – where they have taken a technology from disclosure to deal – describe which parts they found the most challenging and surprising. We discuss where TTO's can work alone, when it is more effective to work in teams and where TTO's need the most support and mentoring from their managers.

16.45 RECEPTION & CLOSURE

SOCIAL PROGRAM

Wednesday, 18 October 2006

Visit to Sophia Antipolis Science Park combined with guided tour through Nice

On Wednesday afternoon we invite you to join us for our social program with a visit to the Sophia Antipolis Science Park, Europe's leading international Science Park.

This "technopôle" is home to large and medium-sized companies as well as start-ups, research labs and academic institutions. In constant evolution, Sophia Antipolis is regarded as one of the world's most prestigious references for voluntary integrated economic development.

Directly after this excursion we will continue our social program with a guided tour through the city of Nice.

The program starts at 2 PM and ends at approximately 6 PM, after which a welcome cocktail will be organised.



Wednesday, 18 October 2006

Welcome cocktail

We are pleased to invite all delegates to join our welcome cocktail. All participants of the conference are warmly welcomed to have a first acquaintance with each other at the Sophia Country Club Grand Hotel Mercure from 6.30 PM onwards.



Thursday, 19 October 2006

Joint Dinner

On Thursday evening we will organise a joint dinner for all our delegates and speakers along the Côte d'Azur. While enjoying the renowned French cuisine, there will be plenty of time for conversation and exchange of experiences with each other.

This conference is sponsored by



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GENERAL INFORMATION

- Date* (Wednesday 18) Thursday 19 & Friday 20 October 2006
- Conference Venue* Sophia Country Club Grand Hôtel Mercure, 3550 route de Dolines – B.P.15 – 06901, Antibes Sophia Antipolis, France. Tel + 33 (0) 4 92 96 68 78
- Language* English
- Registration* 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 or register digitally at the ASTP-website www.astp.net (left button Events etc.). 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. Registrations will be handled in order of receipt.
- Registration Fee* The registration fee for participation in the ASTP conference is € 795 for ASTP members and € 1095 for non-ASTP members (these fees are all excl. 19 % 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.**
- ASTP Membership* 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 attached and completed *ASTP Membership Application Form* or apply for the membership via the website www.astp.net. As soon as your membership is accepted, you will receive an adapted invoice for the conference and a separate invoice for the ASTP membership fee.
- Payment* All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. Payments by Credit cards will have an additional charge of 5%.
- Cancellation* In case you are unable to attend the conference, a substitute delegate is welcome to take your place at no extra charge, if he / she carries a letter of authorisation from the original participant. Should you cancel before the 1st of October 2006 an administration fee of € 95 will be charged. **Please note that no refunds are possible after the 1st of October 2006.**
- Accommodation* We advise you to take care of hotel reservations in time! We arranged discounts for several hotels in the surroundings of the venue. Information on hotel reservationservices is available at the backside of the registration form.
- 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 Science Alliance for more information on registration and other logistical details.

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