

fall meeting 2009

thursday 29 and friday 30 october

Challenges and opportunities in technology transfer

Krakow, Poland



association of european science and technology transfer professionals



introduction

ASTP is pleased to invite you to its fall meeting in the beautiful and historical city of Krakow on the 28th and 29th of October 2009.

The theme for this year's fall meeting "**Challenges and opportunities in technology transfer**" reflects in many ways the location. Krakow combines tradition with modern development and challenges from the past have been turned into opportunities for the future.

As always we strive to build our programme around topics which can inspire and assist us in our daily lives as technology transfer professionals. Our three tracks will deal with **technology transfer skills, partners in our daily business** and **evergreens in technology transfer** where we have identified issues of particular interest to the community.

A particular focus at this seminar will be given to the "people" issue: how to build a personal network, how to manage the very entrepreneurial researcher who engages in many ventures, professionally and privately, finding the right people for spin-outs and, how to deal with difficult people. These sessions deal with aspects of technology transfer which are not always contained in university policies but which nevertheless represent an important part of our jobs.

Experts will be dealing with patenting and IPR issues from different angles. The latest in the patent law will be presented as well as issues surrounding enforcement of patent rights in case of infringement. Ways in which export regulations can put an end to the perfect commercialisation process will be presented to us, perhaps not an issue that many of us think about very often.

We will deal with licensing issues from many angles such as project management, dirty little tricks in negotiations and how to extend the royalty streams beyond the usual patent term.

Our two keynote speakers, Piotr Moncarz, corporate vice president of Exponent and consulting professor at Stanford university together with Robert Marshall, former director of Cambridge Enterprise, will bring together the economic realities of company location and the more people-related (but not less complicated!) people issues.

The fall meeting programme itself combined with a unique opportunity to get a taster for Krakow's richness in history, culture and technology development should make this an event not to be missed. Join us to engage, network and exchange experiences within the largest group of knowledge and technology transfer professionals in Europe with a special focus on the emerging Eastern European science, technology and economic environment.

On behalf of the board and secretariat of ASTP, we look forward to seeing you there!

Do zobaczenia!

Karen Laigaard
president

Jörn Erselius
vice-president programming

thursday 29th of october

registration desk open from 8.15 am

opening plenary 9.00 – 10.30

Karen Laigaard, president ASTP, **opening**

Jan Kazior, pro-rector for research and science of Krakow university of technology, **welcome**

Piotr Moncarz, corporate vice president of Exponent and consulting professor, Stanford University

East-Central Europe possesses an enormous underutilized intellectual base needed to be integrated into the world economy based on knowledge.

The challenge of coping with ever shorter innovation cycles exists in all countries with the aspiration for knowledge based economy. The speaker will discuss this challenge, its impact on today's economical crisis, and the way forward. The technology transfer experience of the Silicon Valley, the EU, the East-Central European countries, and the post Soviet Union countries will be the base for the discussion.

break 10.30 – 11.00

first parallel 11.00 – 12.30

I: introductory track on basic technology transfer skills
moderator Laurent Mieville

1. information management / database

Laurence Blazianu, chief business officer Kenta Biotech Ltd, Switzerland

Laura Ruotsalainen, information analyst info services VTT, Finland

To evaluate a new invention disclosure, a patent search and a market search are essential. How is this done in an efficient manner and which tools are the best tools at our disposal? In an interactive session, two experienced professionals will share their techniques with us to collect the most relevant information of selected real life cases.

II: partners in our daily business
moderator Paul Van Dun

1. the "valley of death"

Catherine Quinn, head of grants management the Wellcome Trust, United Kingdom

Jean Michel Gauthier, head of scientific affairs department Inserm Transfert, France

It is a constantly reoccurring problem! The technology we want to market is not ripe enough for industry. How can we bridge the innovation gap/valley of death? We need to proactively validate the technology, but how do we find potential partners, other universities and applied research institutes, or maybe even charity institutions? What can we do within the university context and where do we need industry experience?

III: evergreens in tech transfer
moderator Jörn Erselius

1. the other regulations

Bruno Lambrecht, legal counsel KU Leuven R&D, Belgium

Gert Demmink, managing director Eagle Compliance Company, the Netherlands

When commercialising research results, some of the most unexpected barriers can come from anti-competition regulation and export regulations that we are not very familiar with. Though only remotely known to most practitioners, such regulations may have serious implications for commercialisation projects. What are the most important consequences of these regulations on our activities, how do we secure the road to commercialisation for a specific case? Can we use such rules to our advantage?

I: introductory track on basic technology transfer skills

moderator Kevin Cullen

2. how to build and manage a personal network

Martin Hinoul, business development manager Leuven Region, Belgium

Even in times of internet and globalisation the most important asset in technology transfer is a well-functioning network: technology transfer remains a peoples business. But how to build up and maintain a good network? Will LinkedIn, Plaxo and Facebook do the job, or is there more to it? In what way can you optimize the effectiveness of your network? Lessons from a speaker who has spent his entire life networking in the high tech sector across the world.

II: partners in our daily business

moderator Anders Haugland

2. finding management for start ups / spin offs

Francis DeBlauwe, spin off manager DeBlauwe Management, Belgium

Matti Airas, ceo MOS4 ltd, Finland

We have a great technology and a great inventor who is enthusiastic about starting his own company. But this does not necessarily mean that we have a great entrepreneur with great management skills and thus a great spin off opportunity.

The success of most university spin offs largely depends on the management skills of the founder team. How can a scientific founder team be complemented with management expertise? Where can it be found?

Experienced entrepreneurs will discuss the challenge of finding the right people for start-ups.

III: evergreens in tech transfer

moderator Laurent Mieville

2. latest developments in patent law

Eleni Kossonakou, lawyer patent law, European Patent Office, Germany

David Parker, partner co-head intellectual property and technology, Fulbright & Jaworski llp, USA

Patents are the basis for many technology transfer activities and licensing. Thus we need to obtain the best possible patent protection for our inventions. However, this also means that we need to keep up with the latest developments in patent law, such as the written description requirement, ... but also new fee structures at the patent offices. Experts in European and US patent law will bring us up to date.

I: introductory track on basic technology transfer skills

moderator Anders Haugland

3. patents and more

Jeremy Philpott, unit manager innovation support European Patent Academy, Germany

There is more to intellectual property (IP) strategy than just owning or licensing patents. Utility models, trade marks, domain names, designs, copyrights, trade secrets and confidential information can all complement a patent portfolio. Knowledge of the other IP rights can inform help us make the right business decisions, and ensure that the right blend of IP fits a given project. But would you know which IP rights to use?

II: partners in our daily business

moderator Paul Van Dun

3. "privatising" tech transfer

Jens Damsgaard, director Science Ventures Denmark A/S, Denmark

Tom Hockaday, managing director, ISIS Innovation Ltd, United Kingdom

Some universities have set up separate wholly-owned or partly-owned tech transfer companies. Are these offices better equipped to service both researchers and companies than traditional tto's based within the university management structure? Which challenges does this form for "privatisation" set-up present vis-a-vis customers and stakeholders? Two different private tech transfer companies servicing two very different universities will tell you why and how it works for them.

III: evergreens in tech transfer

moderator Jörn Erselius

3. enforcing your IP

Bernard Hertel, former managing director Max Planck Innovation, Germany

David Parker, partner co-head intellectual property and technology, Fulbright & Jaworski llp, USA

Universities spend a lot of money on patenting. But do they also have the funds to enforce their patent rights in case of infringement? What are the latest trends in patent law and which are the costs involved in mediation, arbitration and litigation? A US attorney and an experienced tt officer will team up to provide a broad coverage of the issue including a specific case from Max Planck Society where patent enforcement was the basis for their most profitable license to date.

moderator Karen Laigaard

Robert Marshall, negotiation and conflict resolution, United Kingdom

how to deal with difficult people

Some of us have to deal with them almost every day, others only meet them once in a while. But they are there - the difficult people - who are able to turn a perfectly nice job into a real nightmare! They come in many disguises: they can be close colleagues, researchers with great inventions, potential partners in industry perhaps you are difficult yourself!? Our plenary speaker has many years of experience in negotiation and conflict resolution and he will give us some real-life examples and tips of how to deal with the difficult people.



I: introductory track on basic technology transfer skills

moderator Laurent Mieville

4. project management managing the technology life cycle as a project from disclosure to compliance

Lesley Millar, director office of technology management university of Illinois, USA

Alexandra Richardson, business development and marketing Clayton Biotechnologies, Inc. USA
Evaluating an invention and filing e.g. a technology disclosure is only the beginning of a technology transfer project. Defining the market, identifying and evaluating risk factors, outlining business proposals and managing compliance with a licensee after a license has been concluded are other important elements. What needs to be considered at each stage of a project's life and which resources can be used?

II: partners in our daily business

moderator Kevin Cullen

4. private practice of scientists

Arne Astrup, head of department of human nutrition university of Copenhagen, Denmark

Tom Hockaday, managing director ISIS innovation ltd, United Kingdom

In addition to being great scientists and inventors "our" researchers are also very attractive to industry as consultants. How can "private" consultancy be separated from university duties? Who controls researches time? Can possible conflicts of interest be solved by offering the consultancy through the university? Some universities have established "consultancy offices". Will this be a future trend? This will present both the views of the entrepreneurial researcher and the transfer director.

III: evergreens in tech transfer

moderator Jörn Erselius

4. extending the royalty stream

Alexa von Uexkuell, partner at Vossius & partner, Germany

Florian Beilhack, lawyer Max Planck Innovation, Germany

Often in license agreements royalty payments are dependent on an underlying patent and its term. However, on the one hand in specific cases the term can be extended e.g. in the pharmaceutical field by applying for a 'spc' (supplementary protection certificate). Also, specific know-how can be licensed and can form the basis for royalty payments for respective products. We will look at possibilities to extend the term of royalty payments from a patent law and contractual perspective.

lunch 12.30 – 13.30

I: introductory track on basic technology transfer skills

moderator Anders Haugland

5. negotiating a license agreement

Robert MacWright, Frommer Lawrence & Haug llp, USA

You have been lucky and found an industry partner who is interested in your university's technology. Now the fun part starts and you have to negotiate a license agreement. However, you realise that again and again you are facing the same topics in your negotiations. What needs to be addressed in all negotiations? And what little tricks will help you to achieve a satisfactory result?!

II: partners in our daily business

moderator Paul Van Dun

5. working with trainees/students

Lesley Millar, director office of technology management university of Illinois, USA

Tor Aase Johannessen, academic director CEMS programme associate professor Norwegian school of economics and business administration, Norway

Technology transfer is becoming more and more complex. Patent- and licensing officers can hardly cope with their daily work. On the other hand technology transfer budgets are limited. Some offices have established trainee programmes or work with (MBA and other graduate-) students. These programmes can be of significant mutual benefit to tto's and trainees/students, providing low cost resources to the technology transfer office and access to a career path for the students.

III: evergreens in tech transfer

moderator Kevin Cullen

5. inspiring tt story

Alexandra Richardson, business development and marketing Clayton Biotechnologies, Inc. USA

Andy Sierakowski, director office of industry & innovation university of Western Australia and chairman KCA, Australia

We all like to hear success stories and once hope we will be able to tell one ourselves. But there is also a lot to learn from these examples.

Here we will discuss two real life cases illustrating the importance of combining (and maintaining !) excellent technology, great management team and knowledgeable investors in ict and life sciences.

break 14.45 – 15.00

screwing up for success

moderator Karen Laigaard

A debate with **Andy Sierakowski**, **Karen Laigaard** & **Robert MacWright**

It has happened to all of us. We think we have made a huge mistake – be it in patent prosecution or licensing – and suddenly it turns out that it was the wisest "decision" we could possibly make. Let's face it: success in technology transfer is often unpredictable and requires a good portion of luck!

closure 16.00



social programme

wednesday 28 october 2009 social programme

The afternoon preceding the fall meeting, ASTP offers an optional social programme with a visit to the Krakow science park. The science park manages the Krakow Special Economic Zone and the Technology Park itself. The company's mission – furthering regional development – is conducted by attracting investment to Małopolska and promoting innovative entrepreneurship, establishing of cooperation networks between businesses, territorial authorities, the academic world, and business support organisations. We continue the social programme with a guided tour through the historical city of Krakow.



welcome cocktail

We are pleased to invite all delegates to join us for our welcome cocktail at 6 pm. This event is generously offered to us by the Malopolska Regional Government. We hope you will join us at this welcome cocktail where you can network informally after the social programme on wednesday afternoon. You can either join us directly after the social programme or upon your arrival to Krakow. The cocktail will take place in the Claus Copernicus room at the Technical University of Krakow.



thursday, 29 october 2009 joint dinner

Our traditional conference dinner will be organised on thursday evening. The dinner will be held in the Wieliczneska salt mines, near Krakow. These salt mines are included on the UNESCO's World Heritage List and its location, 135 meters below the surface is definitely one to be experienced. This informal gathering will provide plenty of time for conversation and exchange of experiences amongst participants and speakers.

our conference partners



general information

date (wednesday 28,) thursday 29 & friday 30 october 2009

conference venue Park Inn Krakow Hotel, Monte Cassino 2, 30-337 Krakow, Poland
tel +48 12 375-55-88, fax +48 12 375-40-01

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 only takes place after receipt of the registration fee.

registration fee The registration-fee for participation of the ASTP conference is € 795,- for ASTP members and € 1095,- for non ASTP members. A special early bird fee is valid till the **1st of september 2009** (€ 695,- for members and € 995,- for non-members). Please visit our website www.astp.net for all other discounts (CEE countries, students, group discounts). All fees mentioned are 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.**

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 don't have 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,-, excl. 19% VAT will be included.

cancellation In case you are unable to attend the conference, a substitute delegate is welcome to take your place, if he/she carries a letter of authorisation from the original participant. If you cancel **before the 1st of october 2009** 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, we kindly ask you to apply for the membership via our webshop <http://webshop.astp.net>. As soon as your membership has been approved by the board, you will receive a confirmation letter for the membership. Signing up for the conference can already be done in the meantime.

accommodation We have arranged discounts at several hotels in Krakow. We kindly refer to 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.

ms Harmke Schutte
koninginnegracht 22
2514 AB the Hague
the Netherlands
tel: +31 70 392 63 74
fax: +31 70 392 63 75
harmke.schutte@astp.net
www.astp.net

