The background features a complex geometric pattern of overlapping triangles in various shades of blue, ranging from light to dark. The triangles are arranged in a way that creates a sense of depth and movement. The logo text is positioned in the upper left quadrant.

**ASTPPROTON**<sup>®</sup>  
KNOWLEDGE TRANSFER EUROPE

.....  
**STRENGTHENING  
THE CORE AND  
CREATING VALUE**

#ASTPProton17

31 MAY - 2 JUNE 2017 | BUDAPEST, HUNGARY

.....

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**ASTPPROTON**<sup>®</sup>  
KNOWLEDGE TRANSFER EUROPE

ASTP-PROTON IS THE PREMIER, PAN-EUROPEAN ASSOCIATION OF PROFESSIONALS INVOLVED IN KNOWLEDGE TRANSFER BETWEEN UNIVERSITIES, PUBLIC RESEARCH ORGANISATIONS AND INDUSTRY.

#ASTPPROTON17

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# THANK YOU

## SPONSORS



## SUPPORTERS



## EU PARTNERS



## INTRODUCTION

On behalf of the Board of ASTP-Proton, I would like to extend you a warm welcome to the 2017 Annual Conference here in Budapest. The challenges facing our association and industry are both deep and complex and we aim to explore and face-up to many of them during our time together.

We hope to address questions such as, how can we continuously improve our profession and maximise the impact of knowledge transfer on society? How can we strengthen the core of what we do and add value to our regional, national and European ecosystem? How can ASTP-Proton best perform its role as the premier knowledge transfer association in Europe?

Meeting in Hungary's capital city Budapest is significant for ASTP-Proton. Budapest is leading in R&D, is the financial centre in Central and Eastern Europe, and is the highest-ranked city in the region on Innovation Cities Top 100 index. We are proud to be here and to accept the city's support in this endeavour.

Networking; exchanging best practices; learning new processes and methodologies; meeting new people; sharing with our peers and major stakeholders from industry; investment; influencing policy-making - both public and private; our achievements and what the future will bring, are all part of the essential mix necessary for supporting and expanding our vibrant knowledge-transfer community.

Topics ranging from unitary patent, measuring the impact of knowledge transfer, to the role of entrepreneurs-in-residence and how to create value for a successful spin-off, are among the issues we will address during our time together. So, I invite you to explore the conference programme and smartphone App, and to find the most suitable learning opportunity relevant to your needs.

Alongside this positive learning environment, ASTP-Proton Conference offers unique networking opportunities. We recommend you participate in the Knowledge Stock Exchange, use the App to arrange private meetings, and for first-timers or new members, join us early on Thursday morning for an introduction to the Association.

Alongside networking at the welcome reception in Eötvös Loránd University, and the conference dinner at the Island of Óbuda Hajógyár on the Danube, you can also take the guided tour on Wednesday. A morning run along the Danube can also show you a different side of the city... and help get rid of the excess goulash, paprika and kolbász... not to mention the pálinka!

Finally, as out-going President I would like to thank everyone whose efforts have made, and continue to make, ASTP-Proton Europe's leading association for knowledge transfer. To the conference participants, contributors, speakers, organisers and especially our sponsors, I offer my heart-felt thanks for your support. And to Henric Rhedin, I would also like to extend to him a warm welcome and wish him every success as the new President.

**Marta Catarino**  
*President*

**Henric Rhedin**  
*President-elect*

## PROGRAMME AT A GLANCE

WEDNESDAY

<b>12:00-14:00</b>	TT Primer: with Karen Laigaard   Page 11   Room: Mercure
<b>12:30-15:30</b>	Face to Face Meeting: NAAC representatives only; with Michel Morant   Page 11   Room: Orion
<b>14:00-15:30</b>	Special Interest Group Meeting   Page 12   Room: Panorama
<b>16:00-18:00</b>	Walking Guided Tour   Page 12   Meeting Point: Absolute Tour Center, Lazar st.16,1065 Budapest
<b>18:00-19:30</b>	Welcome Reception   Page 12   Location: Eötvös Loránd University, Egyetem tér 1-3, 1053 Budapest
<b>19:30</b>	European Forum for Knowledge Transfer Directors   Location: Monks Bistrot, Piarista köz 1, 1052 Budapest

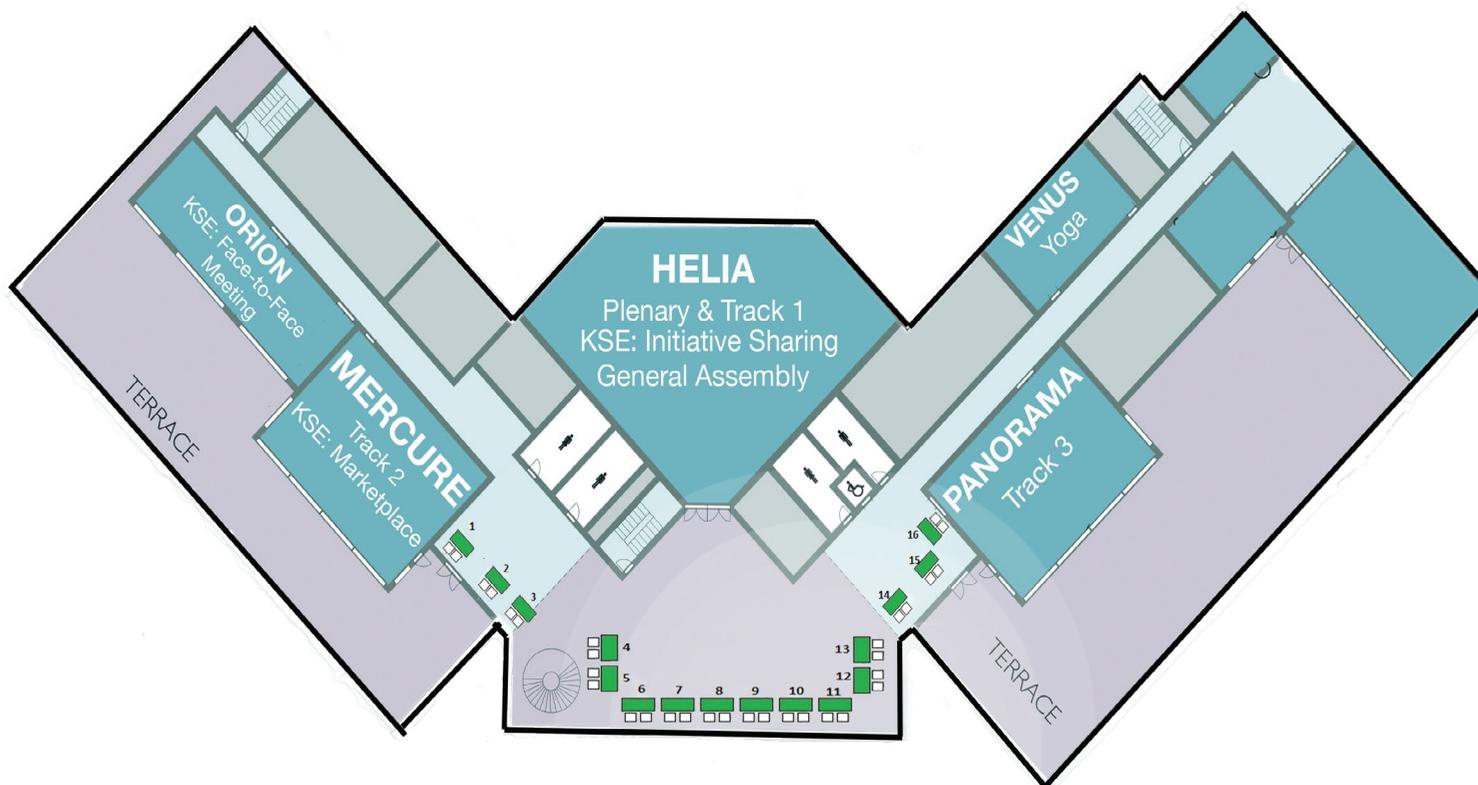
THURSDAY

<b>07:45</b>	Registration Desk Open   Room: Foyer			
<b>08:00-08:45</b>	Morning Meeting for New Members   Page 13   Room: Orion			
<b>09:00-10:30</b>	Opening Plenary   Artificial Intelligence (AI): Threat or Opportunity?   Page 13   Room: Helia			
<b>10:30-11:00</b>	Coffee Break   Room: Foyer			
<b>11:00-12:30</b>	<b>FIRST PARALLEL SESSION</b>	<b>TRACK I, STRENGTHENING THE CORE</b>   Room: Mercure From Metrics to Media Houses   Page 15	<b>TRACK II, CREATING VALUE</b>   Room: Helia Beyond Patents: The Power of Brands, Copyrights and Trade Secrets   Page 17	<b>TRACK III, ENRICHING THE ECOSYSTEM</b>   Room: Panorama Co-creation, Unlimited Ways of Collaboration   Page 17
<b>12:30-13:30</b>	<b>WALKING LUNCH</b>   Room: Foyer			
<b>13:30-15:00</b>	<b>KNOWLEDGE STOCK EXCHANGE</b>	<b>MARKETPLACE   PAGE 19</b> Room: Mercure	<b>INITIATIVE SHARING   PAGE 23</b> Room: Helia	<b>FACE-TO-FACE MEETINGS   PAGE 25</b> Room: Orion
<b>15:30-17:00</b>	<b>SECOND PARALLEL SESSION</b>	<b>TRACK I, STRENGTHENING THE CORE</b>   Room: Mercure An Update on IP: Unitary Patent and Other Hot Topics   Page 27	<b>TRACK II, CREATING VALUE</b>   Room: Helia Impact of Knowledge Transfer   Page 27	<b>TRACK III, ENRICHING THE ECOSYSTEM</b>   Room: Panorama Fireside Chat: Accessing the Treasure Chest-How can European SMEs Jump in?   Page 28
<b>17:15-18:15</b>	General Assembly Meeting (members only)   Page 28   Room: Helia			
<b>18:30</b>	Conference Dinner   Page 28   Meeting Point: Hotel Lobby			

FRIDAY

<b>07:00</b>	Morning Run   Meeting Point: Hotel Lobby	Morning Yoga   Room: Venus   Page 29		
<b>09:00-10:30</b>	Plenary Session   Management of Change   Page 29   Room: Helia			
<b>10:30-11:00</b>	Coffee Break   Room: Foyer			
<b>11:00-12:30</b>	<b>THIRD PARALLEL SESSION</b>	<b>TRACK I, STRENGTHENING THE CORE</b>   Room: Mercure The Anatomy of a Collaboration Agreement: Grant Clauses and Financial   Page 31	<b>TRACK II, CREATING VALUE</b>   Room: Helia Shared Vision and Value Creation for a Successful Spin-out Exit   Page 31	<b>TRACK III, ENRICHING THE ECOSYSTEM</b>   Room: Panorama "Let's Throw in Talent and Cash" - What is an Entrepreneur in Residence?   Page 31
<b>12:30-13:30</b>	Walking Lunch & Discussion   Room: Foyer		12.45 - 13.15 Discussion: Brexit and beyond   Room: Orion	
<b>13:30-15:00</b>	<b>FOURTH PARALLEL SESSION</b>	<b>TRACK I, STRENGTHENING THE CORE</b>   Room: Mercure Social Innovation – the Exploration   Page 33	<b>TRACK II, CREATING VALUE</b>   Room: Helia Bridging the Gap   Page 33	<b>TRACK III, ENRICHING THE ECOSYSTEM</b>   Room: Panorama Boosting the Collaborative Interface Between TTO and Company   Page 35
<b>15:00-15:15</b>	Coffee Break   Room: Foyer			
<b>15:15-16:15</b>	Final Plenary   Innovation, Inspiration & the Power of Collaboration: a Shared Vision for a Better World   Page 36   Room: Helia			

## FLOOR PLAN



Booth 1 & 2	ATTP	Booth 5	IETTN	Booth 9	NLC The Healthtech Incubator	Booth 13	tto part of Plougmann Vingtoft
		Booth 6	PROGRESS TT	Booth 10	Ximbio	Booth 14	SIG
Booth 3	UTILE	Booth 7	European Patent Office	Booth 11	United Motion Ideas	Booth 15 & 16	Volunteer for ASTP-Proton
Booth 4	Foresight ST	Booth 8		Booth 12	myIP		

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WEDNESDAY | May 31<sup>st</sup>

12.00

Room: Mercure

14.00

TT Primer

Free Session | Registration Required

**Trainer:** Karen Laigaard, Director, TTO University of Copenhagen, Denmark |  
Member, Programming Committee, ASTP-Proton

This workshop will introduce the various aspects of knowledge transfer, answer some key questions and provide a solid understanding of what success can look like. Take this opportunity to get to know your peers, extend your network and learn from the people who know all about it.

12.30

Room: Orion

15.30

Face to Face Meeting, NAAC (NAAC representatives only)

**Moderator:** Michel Morant, Vice President NAAC, ASTP-Proton

All representatives of European national associations are invited to this meeting chaired by Michel Morant, Vice-President NAAC for ASTP-Proton.

14.00 Room: Panorama  
 15.30 Special Interest Group Meeting

Software SIG will showcase the progress of the three subgroups: Scouting & Screening, Licensing Deals, IP Software Lifecycle Management.

.....

16.00 Meeting Point: Absolute Tour Center, Lazar st. 16, 1065 Budapest  
 18.00

Guest who have booked the guided tour of Budapest will be taken straight to the Welcome Reception at its conclusion.

.....

18.00 Location: Eötvös Loránd University, Egyetem tér 1-3, 1053 Budapest  
 19.30 Welcome Reception

Enjoy a warm welcome to Budapest from ASTP-Proton President, Marta Catarino. Relax with a drink, meet friends old and new, and network with your peers before the official conference launch.

.....

19.30 Location: Monks Bistrot, Piarista köz 1, 1052 Budapest  
 European Forum for Knowledge Transfer Directors

This event is targeted at the most senior knowledge and tech transfer professionals. Are you a Technology Transfer Office Director? Join us for dinner, engage in challenging discussions, and use this opportunity to network with your peers.

Pre-registration for this event is compulsory: the group attending this event will be guided to the venue from the Welcome Reception.

THURSDAY | June 1<sup>st</sup>

07.45 Room: Foyer  
 Registration Desk Open

Guests can collect their badges and programmes from the ASTP-Proton desk.

08.00 Room: Orion  
 08.45 Morning Meeting for New Members

Moderators: Karen Laigaard, Head of TTO, University of Copenhagen, Denmark | Member, Programming Committee, ASTP-Proton  
 Marc Legal, CEO, LiquiCheck, France | Member, Programming Committee, ASTP-Proton

Have you recently joined ASTP-Proton and would like to know more about the association and the benefits available to you? Join this morning meeting and network with other members to learn about the training events and tools available to help you excel professionally.

09.00 Room: Helia  
 10.30 Opening Plenary Opening Session and Welcome to Budapest

Marta Catarino, President, ASTP-Proton  
 Viktor Łuszcz, President, Hungarian Intellectual Property Office-

Speakers: David Cole, Senior Sales Lead – Telco, Media and Entertainment, IBM Watson Group, Co-Founder Thinking of Oscar (charity), United Kingdom  
 Nick de Pennington, Medical Director for the Oxford Biodesign Program Oxford University and Co-Founder of the Oxford Digital Health Incubator, United Kingdom

#### Artificial Intelligence (AI): Threat or Opportunity?

In the perfect world of AI, efficiently integrated analytics will deliver clear business trends and insights; management processes will be intelligently automated and people will have more time to focus on value-creation activities. If this is a forward-looking vision, the question remains: how to better integrate and transition from the present to this new era?



### Introduction

Technology transfer professionals are leaders in the complex process of moving valuable discoveries from universities and other research centers into the marketplace. The Alliance of Technology Transfer Professionals (ATTP) confers the world-recognized Registered Technology Transfer Professional (RTTP) credential. RTTP status recognizes the accomplishments, roles, skills, knowledge, and deal-making expertise of technology transfer professionals.

### ATTP Associations

The Alliance of Technology Transfer Professionals (ATTP) comprises members of ten technology associations listed below. The founding ATTP associations are: ASTP-Proton, AUTM, KCA and PraxisUnico. The associations that have since joined ATTP are: SNITTS, SARIMA, STEM, TechnologieAllianz, UNITT and USIMP.

### ATTP Mission

ATTP's mission is to unify, educate and strengthen the worldwide body of early-career, mid-career and senior practitioners in our industry, and support them in moving technology from research to the marketplace.

### Routes to registration

There are three routes to registration in order to support early, mid, and late career applicants:

**Route I** – for anyone in the early to middle stages of a technology transfer career

**Route II** – for mid-career (3-5 years) tech transfer professionals. Experience, training and qualifications are judged on a flexible case-by-case basis.

**Route III** – for senior Technology Transfer practitioners with a demonstrated track record of achievement and contribution to the profession.

Visit the website of ATTP for full details and requirements of each route at [www.attp.info](http://www.attp.info).

Next review date:  
20 July 2017



10.30  
.....  
11.00

Coffee break

11.00  
.....  
12.30

First Parallel Session

Room: Mercure

Track I – Strengthening the Core

### From Metrics to Media Houses

Moderator: Nedeljko Milosavljevic, Director, Center for Technology Transfer, University of Belgrade, Serbia | Vice-President, Board, ASTP-Proton

Speaker 1: Claudia Tapia, Director IPR Policy, Ericsson, Germany; Chair of the 4IP Council, Germany

Speaker 2: Daniel Ras-Vidal, General Manager, FIN (Norwegian Association of Innovation Enterprises) and Senior Innovation Advisor, Abelia, Norway

All TTOs need to keep stakeholders up-to-date with their progress. Metrics are important and illustrative of tangible contributions, but they often fail to impact on the external world. We are currently living in an era where social media and storytelling are key communication assets. The reward for investment in communications can be significant but you first need to have the skills. For example, the 4IP Council has approached this challenge by raising awareness of the role of IPR innovation and social and economic welfare.



## The European Patent Office – providing you with:

- A network of patent information centres
- Technical, business and legal information
- Tools to retrieve the information
- Automatic patent translation to understand the information
- The proper training



[www.epo.org/searching](http://www.epo.org/searching)

Room: Helia Track II – Creating Value

### Beyond Patents: the Power of Brands, Copyrights and Trade Secrets

Moderator: Malcolm Bain, Partner id law partners, Spain

Speaker 1: François Drapeau-Paquin, Senior IP Counsel, Philips Intellectual Property and Standards, the Netherlands

Speaker 2: Britta Wyatt, Senior Consultant, Oxford University Innovation, United Kingdom

All TTOs need to keep stakeholders up-to-date with their progress. Metrics are important and illustrative of tangible contributions, but they often fail to impact on the external world. We are currently living in an era where social media and storytelling are key communication assets. The reward for investment in communications can be significant but you first need to have the skills. For example, the 4IP Council has approached this challenge by raising awareness of the role of IPR innovation and social and economic welfare.

Room: Panorama Track III – Enriching the Ecosystem

### Co-creation, Unlimited Ways of Collaboration

Moderator: Maria de Bettencourt Tavares, Head of Collaborative Innovation, Givaudan, Switzerland | Vice-President, Board, ASTP-Proton

Speaker 1: Viola Gauci, Program Lead, X (formerly Google X), USA

Speaker 2: Wim Bens, CEO, UM Holding, the Netherlands

Innovation is undoubtedly enriched when there is collaboration between different parties who bring their experience, know-how, networks and challenges to a project therefore enhancing and strengthening the outcome. Nevertheless, physical distance, and hectic daily lives, require such collaborations to be led with a certain rhythm and cohesion, ensuring that value is captured and participants don't drift away.

In this session, we will hear from two expert institutions: one is exploring how to identify and establish critical strategic alliances with selected academic centres, while the other has taken advantage of physical proximity of universities, technology parks and established industry to foster and support an innovative ecosystem.

Go beyond the established and be inspired by these examples on how to set-up your own successful collaborative environment.



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12.30  
 .....  
 13.30

Walking lunch

13.30  
 .....  
 15.00

Knowledge Stock Exchange

The Knowledge Stock Exchange (KSE) is divided into three parallel streams: (1) Marketplace, (2) Initiative Sharing and (3) Face-to-Face Meetings. The three streams will be held in parallel but separate rooms and within each stream, several sessions of 15 minutes each will take place. You may move from one room, or stream, to another every 15 minutes.

**Marketplace**

**Moderator:** Heather Thompson, Head of Business Development, University of Chester, United Kingdom | Vice-President, Board, ASTP-Proton

Learn about companies’ technological needs, services, tools, to help you boost your K/TTO activity.



13.30 ··· 13.45

How to Succeed in the US in the Era of Trump

**Phyllis Speser, Foresight Science and Technology**      **Room: Mercure**

“The US is one of the world’s largest markets for technology. It is also a major source of gap and venture funding for immature technologies. With President Trump now in office, Research and Development collaborations, licensing deals, and obtaining capital in the US may be more challenging. Due to her work of 10 years as a registered lobbyist in Washington DC for science societies, Dr. Speser brings unique insights to Conference. A Vice President of AUTM, Director of a university Technology Transfer Office, founder of one of the oldest firms in commercialisation, and author of the best-selling textbook *The Art and Science of Technology Transfer*, Dr. Speser will discuss what is changing under the new presidency; the challenges these changes create for non-US academic, medical, and research institutions; and how to surmount them and succeed with the aid of Foresight”.

[www.foresightst.com](http://www.foresightst.com)



13.45 ··· 14.00

### Innovation, Technology Transfer and Patent Information

Nigel Clarke and Udo Gennari, European Patent Office (EPO) Room: Mercure

"The EPO has recently carried out a survey which confirms that patent information is a necessary resource for innovation processes. Furthermore the survey suggests that tech transfer is an important common activity throughout all phases of innovation. In this presentation we share the results of our survey. We will also illustrate the role of the European Patent Office as the foremost provider of patent information, and demonstrate the role of multipliers such as the European Enterprise Network as providers of expertise, for tech transfer".

[www.epo.org](http://www.epo.org)



14.00 ··· 14.15

### Making your Research Reagents Widely and Easily Available to Further Life Science Research

Melanie Hardman, Ximbio

Room: Mercure

"Research reagents, such as antibodies, mice and cell lines are the cornerstones of basic scientific research; without them, scientists could not test their hypotheses, validate their ideas or develop new concepts. Ximbio acts as a marketplace for scientists to maximise commercial opportunities for these tools and share information".

[www.ximbio.com](http://www.ximbio.com)



14.15 ··· 14.30

### When Does the Investor Think You Have a Good Case - the Key Numbers

Jon Wulff Petersen, tto - a part of Plougmann Vingtoft

Room: Mercure

"When evaluating a spin-out opportunity from a university, potential investors look at several different factors: are there technical issues? Is the project commercially interesting? Can the idea be protected? Is the invention unique? and last but not least, can the investors expect the needed return on their investment? In this stream, you will find examples of what it all means, and gather food for thought for further discussion".

[www.tto.eu](http://www.tto.eu)



14.30 ··· 14.45

### United Motion Ideas (UMI)

Philippe Beaupré, UMI by Dynergie

Room: Mercure

"United Motion Ideas (UMI) has developed a disruptive solution to obtain feedback from qualified professionals on the market potential of your innovations. Regardless of the project type or its stage of development, whether an idea, concept, technology, service, UMI can give you results in under three weeks.

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The UMI solution is aimed at open innovation managers, directors of SMEs, start-up incubators and investment funds".

[www.umi.us](http://www.umi.us)



14.45 ··· 15.00

### ipan

John Pryor, ipan

Room: Mercure

"IP budgets are coming under increased scrutiny, so having a strategy to justify spending and demonstrate cost effectiveness for that spend is important for all IP managers. The slot will cover methods to

- Reduce costs
- Manage the portfolio more effectively
- Focus time on the most important matters
- Prepare "transfer ready" IP assets".

[www.ipan-services.com](http://www.ipan-services.com)



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## Initiative Sharing

Room: Helia

Moderator: Tom Flanagan, Centre Director, Hothouse Innovation and Tech Transfer Centre, Dublin Institute of Technology (DIT), Ireland

TTOs will present their initiatives or share a problem they are facing. Engage and allow them to be a source of inspiration or use this opportunity to identify possible partners.

13.30 ... 13.45

## Partnering for Prototyping

Sara Matt-Leubner, University of Innsbruck

Room: Helia

"To enlarge our capacity to prototype and stimulate our students and scientists to be entrepreneurial, we developed a partnership with the Chamber of Commerce of Innsbruck. Together we run an InnCubator and have now a free access to a 4000 sqm workshop with a state of the art machine park."

13.45 ... 14.00

## Challenges of a Regional TTO

Dorothee Moisy-Gouarin, Executive Secretary, SATT IDF Innov

Room: Helia

"As a regional TTO, we have evolved strongly since we were created 5 years ago. Beyond generating the usual metrics (patents, licences...), we are asked to demonstrate what our socio-economic impact is. We are happy to share ideas and suggestions with you today."

**EU Projects – What Could They Mean for Your TTO?**

Laura MacDonald, General Manager, ASTP-Proton Room: Helia

“Attend this session and hear more about what the EU funded projects PROGRESS-TT, InvestHorizon and UTILE could mean for your TTO. Get Involved in UTILE.”

[www.progresstt.eu](http://www.progresstt.eu) / [www.investhorizon.eu](http://www.investhorizon.eu) / [www.health-breakthrough.eu](http://www.health-breakthrough.eu)

**KTI Awards**

Alison Campbell, Director of KTI Office Room: Helia

“Knowledge Transfer Ireland (KTI) has developed the KTI Impact Awards to recognise and celebrate achievements in knowledge transfer and the people behind them. The Awards are now in their third year. We’d like to share how they have evolved, how they are used for wider effect and what we have learned.”

**How to Generate License Income from a Drug Screening Assay?**

Daniel Gisi, IP Manager, Unictetra TTO, University of Basel Room: Helia

“With the end of the age of target patents, many universities lost the ability to generate IP that effectively protects therapeutic agents. Many academic projects end with the validation of a drug target including a few tentative lead compounds as well as a scientific publication. Details of the target and assay are made public and may be exploited by everybody. If the university does not run its own drug screening facility, the generation of valuable IP is entirely open to companies with their drug discovery capabilities based e.g. on high-throughput screening. In recent years, we have tried several models of industry collaborations to remain involved and to secure our share in later drug IP. So far, we have gained certain insights but feel that we have not yet found the best solution. We are interested in the experiences of our colleagues with similar approaches”.

**Software SIG (Special Interest Group)**

Mirko Lukács, Utrecht Holdings Room: Helia

“In October 2016 participants of the ASTP-Proton Software Course in Leiden took the initiative to start an ASTP Proton Software Special Interest Group (Software SIG) in order to share information, best practices and tools among ASTP-Proton members involved in software technology transfer and commercialisation. Join the session to find out how the group is developing.”

Face-to-Face Meetings Room: Orion

Moderator: Marc Legal, CEO, LiquiCheck, France

Using the Conference App, you can schedule meetings with other participants. This is a great opportunity to learn about industry demands or present your technologies and interests to fellow guests.

Coffee break



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- 200+ coaches
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- 50 investments

For additional information: [investhorizon.eu](http://investhorizon.eu)

#### Project Partners



15.30  
.....  
17.00

Second Parallel Session

Room: Mercure Track I – Strengthening the Core

### An Update on IP: Unitary Patent and Other Hot Topics

Moderator: John Pryor, Managing Director, ipan, United Kingdom

Speaker 1: Fabrizio Jacobacci, Senior Founding Partner, Jacobacci and Partners, Italy

Speaker 2: Gustavo Fuster, European Patent Attorney, Hoffman Eitle, Spain

One of the core skills of a Technology Transfer Office is to devise the best IP strategy for its assets. It is therefore imperative to have a clear and strong understanding of the latest updates in the field and their impact on future protection and licensing decisions. In this session, the latest decisions on Unitary Patent and Unified Patent Courts will be presented and discussed. In addition, hear the latest developments on EU vs US IP strategies for diagnostics and therapeutics.

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Room: Helia Track II – Creating Value

### Impact of Knowledge Transfer

Moderator: Jon Wulff Petersen, Director and Senior Consultant, tto, Denmark

Speaker 1: Tony Raven, Chief Executive, Cambridge Enterprise Limited, University of Cambridge, United Kingdom

Speaker 2: Koenraad Debackere, Managing Director, KU Leuven Research and Development, Belgium

“Universities are motivated by impact and this is achieved through a wide variety of routes and mechanisms” – this is one of the key messages from the *MacMillan Report* (“University Knowledge Exchange (KE) Framework: good practice in technology transfer”). The report focuses on knowledge transfer as one route to impact. We will hear from a UK participant in the *MacMillan Report* and the views of KU Leuven, recently nominated “the Most Innovative University in Europe”. Which best practices make a difference? How do we view the whole “impact” discussion? What have we learned so far?

### Fireside Chat: Accessing the Treasure Chest-How can European SMEs Jump in?

**Moderator:** Christopher Römer, Co-founder and CEO, inventory.com, United Kingdom

**Speaker 1:** Lutz Maicher, Head of Unit, Fraunhofer Center for International Management and Knowledge Economy (MOEZ), Germany

**Speaker 2:** Berend Oosterhuis, COO, SOLVO Biotechnology, Hungary

Intellectual Property (IP) is a major intangible asset carried on institutional balance sheets. Spurred by \$160B in public research in OECD-countries, many institutions seek to monetise this asset through licensing and other third-party transactions intended to ensure commercialisation. But successfully marketing and monetising this asset is an increasing challenge. In Europe alone, a pool of 380,000 sleeping patents are on the books of public and private entities, while 22 million European SMEs are virtually excluded from accessing protected inventions. This inventory sponsored IP Exchange, "Fireside Chat" will explore new options for valorising non-performing IP assets, thus allowing TTOs and SMEs to profit from each other's situation and to transact innovation where before it was mostly written-off as a major loss to the public.

This session is brought to you by



17.15

Room: Helia

18.15 General Assembly (ASTP-Proton Members Only)

All members are welcome listen to updates from the Board and vote on organisational matters.

18.30

Conference Dinner

All Conference guests are invited to Conference Dinner at the Szekér Csárda restaurant on the island of Óbuda Hajógyár, on the Danube. A bus will be available to transport you to the island from the lobby of Danubius Hotel Helia. Please meet in the hotel lobby at 18.15. The Bus will depart at 18.30. If arranging your own transport or not attending the dinner, please inform us beforehand.

Dress code is casual.

07.00

ASTP-Proton Morning Run

Would you like a morning run along the Danube? Join your fellow guests at 7.00am in the lobby of Danubius Hotel Helia for this 4.5 kilometre circuit. You will be back at the hotel around 7.45am.

Room: Venus

07.00

ASTP-Proton Morning Yoga

Free Session | Registration Required

Kick-off your day the right way with a morning yoga session lead by certified yoga teacher, Ruth Herzog.

09.00

Plenary Session

10.30

This session will open with a welcome from the President.

**Moderator:** Paul Van Dun, General Manager LRD, University of Leuven, Belgium

**Keynote Speaker 1:** Wen Hwa Lee, Director, Structural Genomics Consortium, United Kingdom  
**Keynote Speaker 2:** Louis Berneman, Founding Partner, Osage University Partners, USA

### Management of Change

A painful step forward or a highly motivating journey linked to a higher purpose? Transformation doesn't come easily. Tech Transfer offices grow, IP policies change, knowledge transfer processes evolve, and the variety of stakeholders increases. How to enable people to succeed through change and foster a leadership style that can keep the sense of purpose and motivation throughout the organisation.

10.30

11.00

Coffee break



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11.00  
.....  
12.30

Third Parallel Session

Room: Mercure Track I – Strengthening the Core

### The Anatomy of a Collaboration Agreement: Grant Clauses and Financials

Moderator: George Summerfield, Partner, K and L Gates, USA

Speaker 1: Kevin Nachtrab, Senior IP Attorney, Johnson and Johnson, Belgium

A core activity of any TTO is closing the deal. This session is hosted by experienced contract negotiators who will open our eyes and ears to the challenges, pitfalls and perspectives to consider during the process.

These include considering the challenges of the “grant of rights” clauses, including sub-licensing dilemmas. As the corollary of granting rights, we will also explore the range of options for agreeing a fair reward-sharing mechanism such as milestones, annual payments, fixed or changing royalties and the impact of royalty-stacking.

Room: Helia Track II – Creating Value

### Shared Vision and Value Creation for a Successful Spin-out Exit

Moderator: Louis Berneman, Founding Partner, Osage University Partners, USA

Speaker 1: Bo Stenhuus, Commercial Officer, Tech Transfer Office, University of Copenhagen, Denmark

Speaker 2: Bobby Soni, Director Healthcare Ventures, Touchstone Innovation, United Kingdom

Supporting spin-out creation is an integral part of the TTO role. It is also one of the more resource-demanding aspects of the job as many different interests have to be taken into consideration. University policies, founder expectations, and VC principles are not always aligned from the outset. This session will look at ways in which agreements between universities, founders and VCs can be reached and some of the mechanisms that can come into play during the negotiations.

## “Let’s Throw in Talent and Cash” - What is an Entrepreneur in Residence?

Moderator: Tor Ole Rognaldsen, Head of Venture, BTO, Norway

Speaker 1: Thorsten Lambertus, Intrapreneurship and Business Design, Fraunhofer Venture Lab, Germany

Speaker 2: Pawel Bochniarz, MIT Enterprise Forum, Poland

We all know our place in the Triple Helix Model. The Model is used to describe the connection between the interests from the academic world, the public sector and industry in a region. Joint interest is not always enough to get new initiatives off the ground and the regional activity and success in the cross-section between these three said stakeholders also depends on operational power. New models and practises to describe and stimulate the “lifting power” have been introduced. MIT and Fraunhofer demonstrate the impact of their entrepreneurship programmes.

.....

12.30 Walking Lunch 12.45 - 13.15 Brexit and beyond Room: Orion  
13.30

Brexit and beyond: what will this mean for our sector? In light of the UK decision to leave the EU, and the related European national elections, we offer conference participants a *Room in Budapest* to discuss the potential consequences. Grab a buffet lunch and join the deliberations. A UK TTO, major European industrial representatives and a UK national living and working on mainland Europe will kick off the discussion.

All conference participants are welcome to join this 30 minute session, share fears and opportunities and help to identify and unpack the practical issues effecting us all as we face a new Europe.

.....

13.30 Fourth Parallel Session  
15.00

Room: Mercure Track I – Strengthening the Core

## Social Innovation – the Exploration

Moderator: Christoph Köller, Managing Partner, Görden & Köller, Germany

Speaker 1: Georg Russegger, Project Director SSHA, Center for Knowledge Transfer (East), Academy of Fine Arts Vienna, Austria

Speaker 2: Nadja Spitzer, Senior Strategy Consultant, IBM, United Kingdom

Knowledge from Social Sciences Arts and Humanities research (SSHA) may be used in many different ways: it may support the adoption of new technologies, it may be integrated in technical innovations (e.g. in a software) but it may also drive changes in social practices. The latter is often called social innovation, now a hot innovation topic, globally. Social innovation and knowledge exchange from SSHA often go hand-in-hand. This session will explore what social innovation is about and how it is related to knowledge exchange, using examples to highlight its relevance in the Technology Transfer Office setting.

Room: Helia Track II – Creating Value

## Bridging the Gap

Moderator: Patrick McCutcheon, Senior Policy Advisor, European Commission, Belgium

Speaker: Jerome Samson, Investment Manager, European Investment Fund (EIF), Luxembourg  
Panel discussion: TTO Representatives

Most inventions at universities are very early stage and thus plenty of open questions have to be answered before new technology can create economic benefits. So in order to bring more academic innovations to market, public funding agencies like the EC open up instruments to avoid the dreaded valley of death. In this session we will present the InnovFin Equity program (also known as TTFF) and discuss to which extent such programs can bring you to the point where you can raise private capital. We will also discuss further still unsatisfied funding demands of TTOs with our speakers and moderator. Feedback and interactive engagement are particularly welcome here. The European Commission is here to listen.

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 Telephone: 0031 6 11617575

Room: Panorama Track III – Enriching the Ecosystem

Boosting the Collaborative Interface Between TTO and Company

Moderator: Bert-Arjan Millenaar, CEO, NLC, the Netherlands

Speaker 1: Nacer Boubenna, Chief of staff to the CEO, Inserm Transfert, France

Speaker 2: Julie Edwards, Contracts Negotiator and Alliance Manager, Boehringer Ingelheim, Germany

The age-old interaction between industry and academia has developed a broad spectrum of relationships. As the interface becomes more sophisticated, a wider variety of collaborative contracts have become available. TTOs are facilitating upstream consultancy, services and Research and Development alliances, as well as downstream traditional licensing. This session is about the range of different perspectives a TTO needs to harness in order to be successful in this ecosystem.

The speakers will offer two dynamic perspectives about how they approach this challenge. A local industrial community is a rich source of partners, as is the wider industrial community across the sector. How can these links be enhanced?

15.00

15.15

Coffee break

Room: Helia

Final Plenary

15.15

16.15 Innovation, Inspiration and the Power of Collaboration:  
a Shared Vision for a Better World.

Moderator: Henric Rhedin, President, ASTP-Proton

**André Kuipers**, ESA Astronaut, Medical Doctor and Ambassador of the Earth, the Netherlands

André Kuipers is the first Dutchman with two space missions to his name; the second mission is the longest spaceflight in European history. On board André was not only a medical doctor, scientist and flight engineer, but also handyman and ambassador for several charities.

In a world of constant challenges, where being at the forefront of stimulating innovations and translating them into a practical use can be demanding, collaboration is often the secret to success. Our Keynote Speaker is no stranger to the world of collaboration, of multi-disciplinary action, and problem-solving. Combined with his inspirational viewpoint and his unique personal experience, André Kuipers will share a truly fascinating look at our world and leave us inspired about the opportunities we have to make a difference.



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PROGRESS-TT is a three-year Horizon 2020 project to improve the capacity of Public Research Organisations (PROs), helping them to convert investment in research into commercial returns.

#### Helping PROs commercialise knowledge

The aim of the project is to share the experiences of Europe's leading PROs with those with the greatest potential to commercialise their research results. This is made possible by gathering best practices and developing a suite of technology transfer (TT) tools, methods and insights.

PROGRESS-TT brings together consortium partners with vast experience of technology transfer, capacity building and creating business solutions, skills invaluable in overcoming the barriers PROs face in transferring their technology to industry and commercial success.

#### What it involves

The project offers a capacity building programme for PROs, Technology Transfer Offices (TTO) and their staff that includes:

- Training, workshops, boot-camps and e-learning delivered to emerging PROs and TT funds to develop their core skills.
- Intensive coaching and mentoring for high potential PROs to accelerate their TT activity.
- Improved access to finance by bringing established and emerging funds together to share best practice and identify cross-border opportunities.

#### Coordinator:



#### Partners:



To find out more about PROGRESS-TT and how your TTO could be involved, please contact

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 643486.

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[www.ascenion.de](http://www.ascenion.de)

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*Ascenion is technology transfer partner with particular expertise in the life sciences.*

We advise and support 25 academic research institutions and affiliated organizations across Germany and Europe with regard to the protection and exploitation of their intellectual property and initiate and mediate license agreements between research institutions and industry. We place particular emphasis on coaching company founders and on active equity management.

Ascenion currently markets over 750 technologies, coached more than 90 spin-offs through their foundation and early growth and holds equity in 22 of these companies.

Ascenion's headquarters are in Munich, with further offices across Germany.



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We support ten research institutions – including 4000 researchers and 30 000 students. Our core strength is business development in a broad range of sectors such as oil and gas, aquaculture, marine technologies and medicine.

We also provide incubator facilities, and help develop and execute clinical studies. Our mission is to help our owners and partners to bring their research results out to the market, ensuring that knowledge and inventions benefit individuals, the industry and society as a whole.

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Its services cover all fields of protecting intellectual property including prosecution, maintenance, litigation, enforcement, market and use search, valuation and portfolio management, patent utilization, licensing, validation, counselling and providing tailor-made services on demand. It especially focuses on patent and trademark related issues with more than 60 years long professional experience. It supplies services not only to Hungarians but to foreigner clients all around the world.


[www.epo.org](http://www.epo.org)

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Booths: 7 &amp; 8

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Booth: 4

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Alyssa Nacewicz  
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The responsibilities and competence of the HIPO include:

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[www.iett.n.ieee-ies.org](http://www.iett.n.ieee-ies.org)

### IETT N

*The Industrial Electronics Technology Transfer News (IETT N) is an online publication of the Industrial Electronics Society (IES) of the IEEE, the world's largest engineering professional organization with over 430,000 members.*

Booth: 5

IETT N is already online for about one year. It is intended as a means of the IES to reach out for industry members to (i) collaborate with academia, (ii) educate both industry and academia about the process of technology transfer and (iii) spotlight stories of successful technology transfer as examples. Only implemented innovations advance technology for humanity.

#### *Editorial Guidelines*

- Articles should be of general audience interest, not specifically for research or industry.
- All articles should be readable by people that are not experts in the field of technology transfer or industrial electronics.
- All articles are written in English language.



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Booth: 12

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Booth: 9

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Booth: 13

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## 2017 EVENTS CALENDAR

Site Visit | 26 June 2017

Philips, High-Tech Campus  
Eindhoven, the Netherlands

Training Courses | 20–22 September 2017

The Hague,  
the Netherlands

- Fundamentals of Technology Transfer
- Research & Development Collaboration
- Organising Your TTO for Growth and Success (new!)

Site Visit | 25 October 2017

SAAB  
Linköping, Sweden

Annual Fall Academy | 22–24 November 2017

Guimarães, Portugal

Training Course | 13–15 December 2017

Social Sciences, Arts & Humanities  
Leiden, the Netherlands (with PraxisUnico)

## 2018 EVENTS CALENDAR

Training Course | 24–26 January 2018

Valencia/Sitges, Spain

- Technology Licensing
- Software Specific Challenges in Technology Transfer
- Marketing & Negotiation

Training Course | 7–9 March 2018

Location, TBC

- Fundamentals of Technology Transfer
- Research and Development Collaboration
- Selling and Explaining Your Technology
- One NEW course TBC

Annual Conference | 23–25 May 2018

Liege, Belgium

Training Course | 19–21 September 2018

Leiden, the Netherlands

- Fundamentals of Technology Transfer
- Creating Successful Spin-outs
- Organising Your TTO for Growth and Success

Annual Fall Academy | 14 –16 or 21-23 November 2018

Location, TBC



# SAVE THE DATE

FOR 2018 ANNUAL CONFERENCE

Join us in Liege, Belgium

**23-25 MAY 2018**

**#KTELiege18**

