



ASTP
A World of
Knowledge
Transfer

Creating Value from Knowledge

Dublin, Ireland
21-23 May, 2019

In association with:



KTI
Knowledge Transfer Ireland
Where Research & Business Connect

www.astp4KT.eu





ASTP

A World of
Knowledge
Transfer

Our new logo reflects our twin goals of inviting people from around the globe to exchange KT ideas and providing input on KT policy and impact on a global level. The new colours and shapes represent knowledge, unity, connectivity and our planet: a new brand for our evolving, revolving, successful community.

#ASTP19

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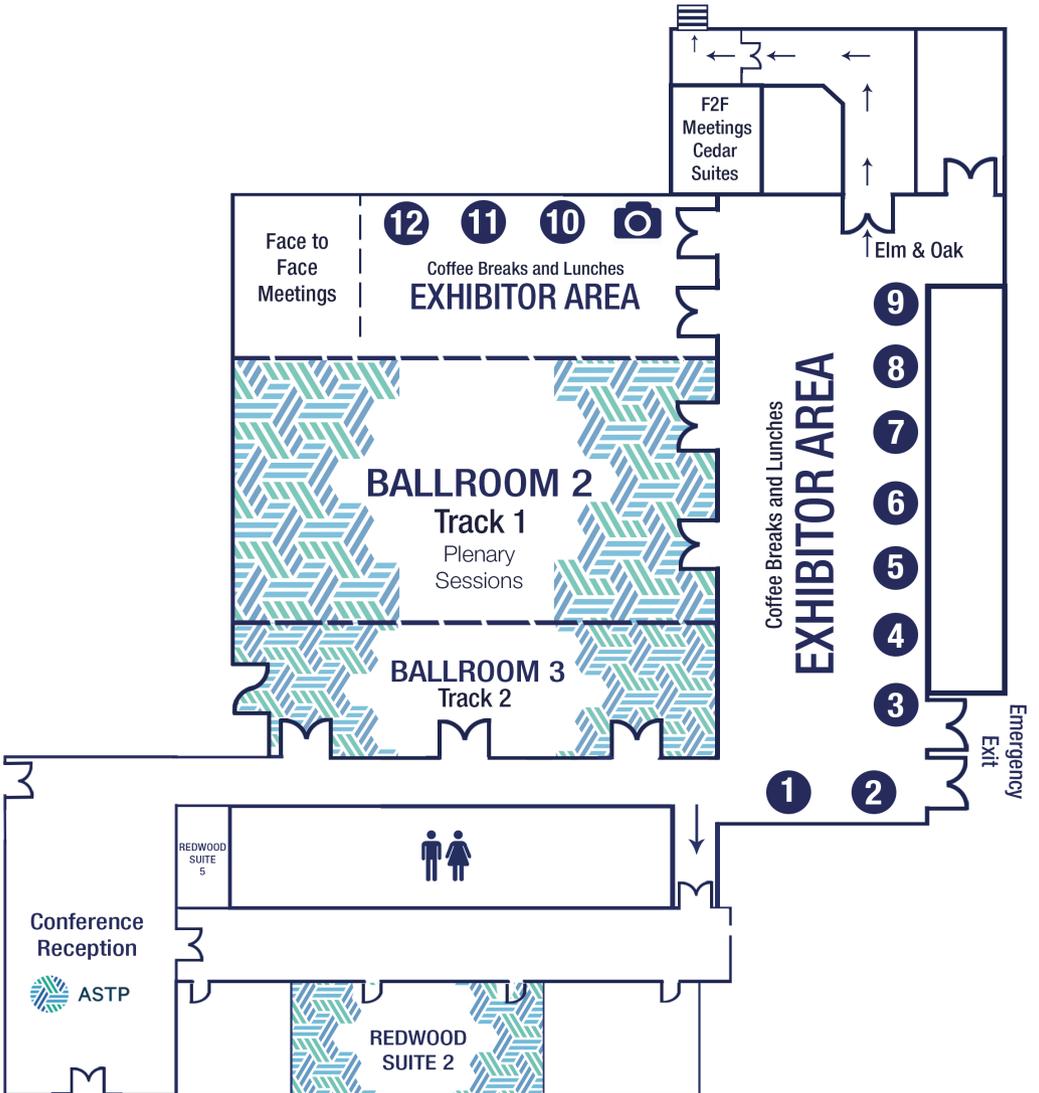
EU Partners



Sponsors



Floor Plan



Floor Plan



Booth 1	ASTR _{ASTP}	Booth 7	ForeSight _{toSIS}
Booth 2	KTI _{KTI}	Booth 8	FR Kelly
Booth 3	LifeArc _{Arc}	Booth 9	EPO - European Patent Office
Booth 4	NLC _{NLC}	Booth 10	Ximbio _{bio}
Booth 5	myIP _{myIP}	Booth 11	IP Pragmatic
Booth 6	KIC Europe	Booth 12	StartIP _{IP}

Welcome



Fáilte. Welcome to “A World of Knowledge Transfer”, the new ASTP *Creating Value from Knowledge* Conference, as we meet in Dublin, one of UNESCO’s cities of literature, home of world-famous universities, and to a copy of one of the world’s oldest legal documents the *Magna Carta*.

We are truly grateful to our local co-organiser, Knowledge Transfer Ireland, for enabling ASTP to come here and for being a bridge to the Irish knowledge transfer ecosystem.

It is also time to celebrate our name change with a new logo and brand. In the two-step process we, the members, suggested new names and then ultimately decided to return to the valued brand ASTP. It is important to remember, however, that this is not a backwards step but the shaping of ASTP **new** for the future. In the true spirit of our organisation, where we work constantly with new challenges and drive change, we recognise that we embrace A World of Knowledge Transfer. We do not claim to represent all nations but rather it is a recognition that everyone is welcome in our organisation and that we embody the full breadth of our profession.

The Board has lately been engaged in the definition of our profession. If we look back to 1999, we cannot help but acknowledge that much has changed both in the world around us and in our profession. Today it is much broader, as is apparent when looking at the training delivered by ASTP, the variety in background and jobs of our membership and especially the people attending our events. The definition of our profession, and affirming its formal status, is of the upmost importance for recognition of our contribution to society, and for it to be an attractive career choice for younger generations.

Creating Value from Knowledge is the bold title of this year’s conference and I hope you share my view that this message is two-fold. Along with colleagues in organisations with similar missions, our profession aims to create value for society. However, we also strive to achieve sufficient recognition for both our contribution and our efforts. As mentioned above, defining the profession will be a significant step in achieving that recognition, along with other steps such as increasing our presence in the policy arena, for example by creating synergies with friends in the European Commission.

Welcome



The programme is filled with many exciting and interesting perspectives from the sector. We welcome speakers from global and local communities, from Israel to Ireland. We see topics ranging from bioethics to more traditional, yet still challenging, licensing. I personally look forward to many exciting discussions in the breakout sessions where we debate, create collaborations, and learn from each other's mistakes and successes. The programme, brilliant as it is, will in the future take even bolder steps across our profession's broad horizons.

It is indeed a pleasure to have been a part of the leadership of this great organisation for two years and very satisfying to hand over the Presidency to my competent successor. I know that we will continue to prosper under the new leadership, and I am confident that we will have an ever-increasing cause for celebration at the next annual conference.

But most of all, to take inspiration from U2: "You're the Best Thing About Us".

Henric Rhedin
President, ASTP

Programme at a Glance



TUESDAY MAY 21st	
10:00 - 16:30	Registration Desk Open Conference Reception Page 14
10:30 - 12:00	Workshop PATLIB Centres and Technology Transfer Offices: Stronger Together Elm Page 14 
12:30 - 16:00	NAAC Meeting Mezzanine Page 14
12:30 - 15:30	Workshops Page 15 <ul style="list-style-type: none"> • Technology Transfer and the Impact of State-Aid Regulation Ballroom 3 • Soft Skills Lab: Leading and Managing Complex Interdisciplinary Teams Elm
13:30 - 15:30	Special Interest Group Meetings
	SSHA Redwood 2 Page 16
	Digital Innovations Oak Page 16
13:30 - 15:30	Guinness Enterprise Center Site Visit Page 18
16:00 - 18:00	Guided City Tour Page 18
18:00 - 19:30	Welcome Reception Dining Hall, Trinity College Page 18
19:30 - 22:00	Directors' Dinner East Dining Hall, Trinity College Dublin 2 Page 18



Programme at a Glance

WEDNESDAY MAY 22 nd	
8:15 - All Day	Registration Desk Open Conference Reception Page 19
8:00 - 8:45	Morning Meeting for New Members Elm & Oak Page 19
8:45 - 9:30	Opening Plenary Ballroom 2 Page 20 <ul style="list-style-type: none">• Welcome to ASTP 20th Annual Conference• What Our Profession is Today
9:30 - 10:30	Keynote Israeli Tech Transfer - The Official (unedited) Version Ballroom 2 Page 20
10:30 - 11:00	Coffee Break face-to-face Meetings Exhibition Area
11:00 - 12:30	First Parallel Session <ul style="list-style-type: none">• Track 1: Capacity Building: Inspiration from Progress-TT Ballroom 2 Page 22• Track 2: Artificial Intelligence and IP Protection Ballroom 3 Page 22• Track 3: Licensing Inventions: the Challenge of KTOs Elm & Oak Page 24
12:30 - 13:30	Lunch face-to-face Meetings Exhibition Area
13:30 - 15:00	Knowledge Stock Exchange <ul style="list-style-type: none">• Marketplace Ballroom 2 Page 26• Initiative Sharing Ballroom 3 Page 30• Ecosystem Insights Elm & Oak Page 34
15:00 - 15:30	Coffee Break face-to-face Meetings Exhibition Area
15:30 - 17:00	Second Parallel Session <ul style="list-style-type: none">• Track 1: New Metrics to Maximise the use of K/TT Measurement Ballroom 2 Page 38• Track 2: Open Source Software Ballroom 3 Page 38• Track 3: How to Deal with Equity Cases Elm & Oak Page 40
17:00 - 18:00	General Assembly (ASTP members only) Elm & Oak Page 40
18:30 - 19:00	Pre-Dinner Drinks Exhibition Area Page 40
19:00 - 22:00	Conference Dinner Ballroom Page 40



Programme at a Glance

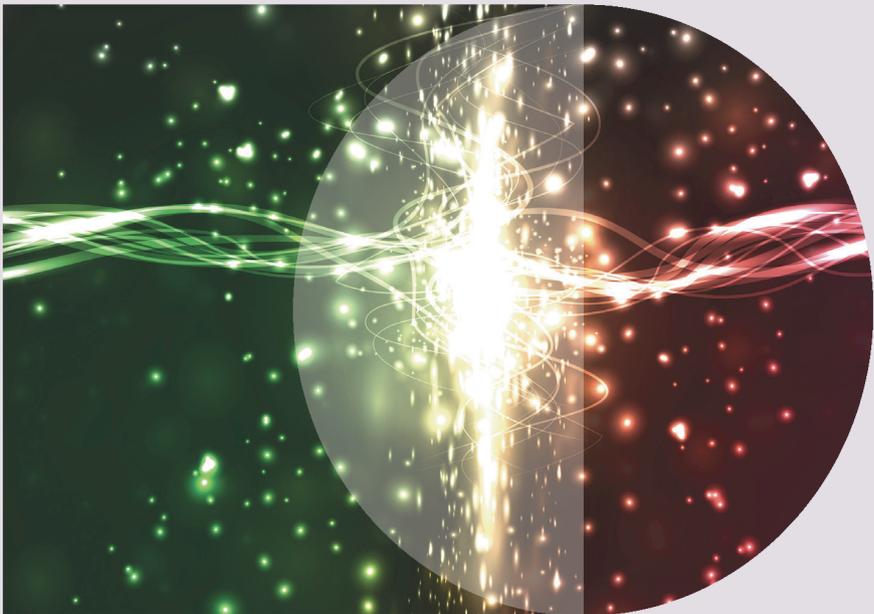
THURSDAY MAY 23 rd	
7:00	Morning Run Meeting Point: Reception Ballsbridge Hotel Page 42
7:00	Yoga Breathwalk Meeting Point: Reception Ballsbridge Hotel Page 42
9:00 - 9:15	Welcome ASTP and JRC: a Dynamic Friendship Ballroom 2 Page 42
9:15 - 10:30	Plenary Panel: Improving Corporate Interaction with Universities: the Role of Accelerators and Incubators Ballroom 2 Page 43
10:30 - 11:00	Coffee Break face-to-face Meetings Exhibition Area
11:00 - 12:30	Third Parallel Session <ul style="list-style-type: none">• Track 1: Internal Marketing for KTOs Ballroom 2 Page 44• Track 2: How to Manage and Valorise Research Data Ballroom 3 Page 44• Track 3: Social Innovation and (Minority) Entrepreneurship: Properties, Examples, Experiences and Guidance for KTOs Elm & Oak Page 44
12:30 - 13:30	Lunch face-to-face Meetings Exhibition Area
13:30 - 15:00	Fourth Parallel Session <ul style="list-style-type: none">• Track 1: KTO Business Models Ballroom 2 Page 46• Track 2: Intellectual Property, GDPR and Bioethics Ballroom 3 Page 46• Track 3: University Venture Funds Elm & Oak Page 46
	13:00 - 15:00 EU KT Policy Discussion with EC Redwood 2 Page 46
15:00 - 16:00	Final Plenary: GlobeTTrotting Ballroom 2 Page 48
16:00 - 16:30	Closing Drink Exhibition Area



KTI

Knowledge Transfer Ireland
Where Research & Business Connect

Knowledge Transfer Ireland Where Research & Business Connect



Knowledge Transfer Ireland is the national office that:

- helps business to benefit from access to Irish expertise and technology
- makes it simple to connect and engage with the research base in Ireland.

Connect and engage at knowledgetransferireland.com



10:00

Registration Desk Open

16:30

Collect your badge from the ASTP desk.

Location: **Conference Reception**

10:30

Workshop sponsored by EPO

12:00



PATLIB Centres and Technology Transfer Offices: Stronger Together

Bridging the gap between Patent Information Centres and Technology Transfer centres is one way of providing an all-round Intellectual Property service to end users. This workshop will look at the strengths of both institutions and explore ways of jointly providing the best possible service to Europe's innovators. Join speakers from both EPO and PATLIB for this free session.

Speakers:

- EPO : Lisa McDonald-Maier, Head of Patent Information Products and Services User Support, EPO, Austria
- PATLIB Centre: Kristin Jirka, PATLIB Centre of RWTH Aachen University, Germany

Location: **Elm**
Registration Required

12:30

National Associations Advisory Committee (NAAC) Meeting

16:00

National Associations are an effective channel between European policymakers, regional KTOs, and their local ecosystems. There are currently 32 national associations recognised across Europe and they have united as members of ASTP's National Association Advisory Committee (NAAC). Twice per year, ASTP invites representatives from all the European national associations to come together to discuss national policy and international strategy.

Moderator: Santiago Romo Urroz, Vice President NAAC, ASTP

Location: **Mezzanine**
Invitation Only



12:30
15:30

Workshop

Fully Booked

Technology Transfer and the Impact of State-Aid Regulation

The Danish National Network for technology transfer, Innotech, commissioned a thorough analysis of the EU state-aid regulations in the context of their technology transfer activities. The Danish perception was the regulations were interpreted rather strictly in Denmark compared to some other countries in Europe. The work of a group, composed by representatives of the technology transfer offices in Denmark and an external law firm, has resulted in a comprehensive guide to state-aid, as well as a series of recommendations.

This workshop will talk about the work, the findings of the working group, with examples of how the universities have chosen (or not) to implement new processes and policies in the daily operations of universities and their KTOs.

Trainers:

- Line Hell Hansen, The Technical University of Denmark, Denmark
Charlotte Høj Mariendal, University of Alborg, Denmark

Location: **Ballroom 3**

12:30
15:30

Soft Skills Lab: Leading and Managing Complex Interdisciplinary Teams

Fully Booked

Technology transfer is a multidisciplinary role requiring technical skills in order to be able to interact with academics as peers. It also requires business and management skills in order to promote the valorisation of research results; legal skills to manage contracts, and accountancy expertise to deal with administration. Working in a KTO means daily interaction with colleagues from different backgrounds and it is not always easy to find a common language. Managing and leading multidisciplinary teams towards a common objective sometimes presents a challenge for heads of KTOs.

In this interactive Soft Skills Lab, we shall share experiences and work on improving our abilities to manage and work in complex multidisciplinary teams.

Trainer:

- Antonio Menegatti, Adjunct Professor, MIP School of Management, Politecnico di Milano, Italy

Location: **Elm**

13:30
15:30

Special Interest Group Meetings (SIG)

- **SSHA SIG**

The ASTP Special Interest Group *Creating Value from Social Sciences, Humanities and the Arts* (SIG SSHA) was established in 2015 as a platform for face-to-face exchanges on SSHA among Knowledge Transfer Officers from universities and research organisations from all over Europe.

Facilitator: Christoph Köller, Managing Director, Görgen & Köller GmbH, Germany

Location: **Redwood 2**
Registration Required

- **Digital Innovations SIG**

This Special Interest Group, launched in 2016 as the Software SIG is a platform for face-to-face exchanges on software among Knowledge Transfer Officers. Now three years on, their scope and ambition have grown to include all digital innovations. This SIG has developed three operational working groups: Malcom Bain leads on software IP, Mirko Lukacs on commercial deals involving software, and Sigmar Lampe leads on legal software licensing terms.

At this meeting the SIG will address:

Software licensing deal terms benchmarking & survey. In many cases KTOs struggle to define appropriate legal terms on IP and commercial terms, on royalties and valuation in commercial license deals involving software. The SIG intends to set-up a bench-marking survey to find typical practices and templates which are being used in these occasions. We will discuss the key questions to be addressed in this survey and how we can deal with presenting and sharing the outcomes in a proper (anonimised) way.

Digital Innovations SIG agenda & initiatives. The SIG intends to speed up and grow its active network and initiatives, by launching a SIG newsletter, organising more online and face-to-face meetings, information sharing platforms, etc. We will discuss how to best move forward with growing and enriching the SIG in the most valuable manner.

Facilitators:

- Malcolm Bain, Partner, Across Legal, Spain
- Mirko Lukács, Knowledge Transfer & Investment Manager, Utrecht Holdings, Netherlands
- Sigmar Lampe, Counsel, IP & Licensing, Université du Luxembourg, Luxembourg

Location: **Oak**
Registration Required

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the translational
divide to ensure
great science
benefits patients**

Drug discovery

Diagnostics

Licensing assets

Collaboration

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www.lifearc.org**





13:30
15:30

Guinness Enterprise Centre Site Visit

Fully Booked

The Guinness Enterprise Centre is a focal point for ambitious and innovative companies. Managed by Dublin Business Innovation Centre, the public-private business-support organisation has supported the creation of over 600 start-ups. Join this exclusive tour, meet the management, and network with international start-ups who have made Ireland their home.

Meeting Point: **Ballsbridge Hotel Lobby**
If making your own way, meet at GEC Reception,
Taylor's Lane, Ushers, Dublin 8, Ireland

16:00
18:00

Dublin City Guided Tour

Fully Booked

Explore Dublin's incredible history on this walking tour of the city centre led by knowledgeable local guides. Visit the streets which inspired some of English literature's most famous characters, chart the history of the city from Viking through medieval times, to the present day. Release your inner pop star by seeing where U2, Van Morrison and West Life started their careers. The tour ends at Ireland's oldest university, Trinity College Dublin, where you will join the Welcome Reception.

Meeting Point: **Ballsbridge Hotel Lobby**
If making your own way, meet at Molly Malone
Statue, Suffolk Street, Dublin 2

18:00
19:30

Welcome Reception

Join your fellow guests at this official welcome to ASTP's twentieth Annual Conference by President, Henric Rhedin. Get to know your fellow participants and meet up with the Board and committee members. The Welcome Reception provides an excellent opportunity to network, meet old friends and colleagues, and to get to know new people in preparation for the days ahead.

Location: **Dining Hall,**
Trinity College, College Green, Dublin 2

19:30
22:00

Directors' Dinner

Enjoy fine dining at Trinity College. With a limited capacity, this evening with your fellow directors will be an intimate networking event for KTO directors and senior industrialists responsible for academic partnering.

Location: **East Dining Hall, Trinity College, College**
Green, Dublin 2
Registered guests only

8:15
All Day

Registration Open

Collect your badge from the ASTP desk. The desk shall be open throughout the event. Come along to meet the HQ staff and learn more about our events and other services.

Location: **Conference Reception**

8:00
8:45

Morning Meeting For New Members

Have you recently joined ASTP? Come along to this morning meeting to know more about the association. Share your ideas and expectations while getting to know the Board and committee members.

Facilitator:

ASTP Board Members

Location: **Elm & Oak**



8:45
9:30

Opening Plenary

Welcome to ASTP 20th Annual Conference

Henric Rhedin, ASTP President

What Our Profession is Today

Professor Brian MacCraith, President of Dublin City University and Chair of the Irish Universities Association Council, will share his perspective on the importance of knowledge transfer to universities and the imperative that such institutions have to carry out knowledge transfer and deliver impact. Alongside this, Dr Alison Campbell, Director at Knowledge Transfer Ireland, will present her views on how the knowledge transfer profession has developed over time, and its challenges for the future.

- Alison Campbell, Director, Knowledge Transfer Ireland, Ireland
- Brian MacCraith, President, Dublin City University, Ireland

Location: **Ballroom 2**

9:30
10:30

Keynote

Israeli Tech Transfer: the Official (unedited) Version

Speaker: Benjamin Soffer, Former Managing Director of T3: Technology Transfer Office of the Israel Institute of Technology, Israel

Benjamin Soffer has a long track record as CEO of T3 (Technion Technology Transfer), one of Israel's foremost technology transfer companies (2005-2018), and is Chairman of the Israel Technology Transfer Organization. Benjamin also serves on the boards of various high-growth companies. His track record and experience make him ideally placed to talk about the Israeli technology transfer scene.

Benjamin will offer an insight into the remarkable track record and successes of Israeli KTOs and, at the same time, reflect on these models and successes in a European KTO context.

Location: **Ballroom 2**

10:30
11:00

Coffee Break: face-to-face meetings

Download the conference app and connect with your fellow participants. If you have problems connecting go to the ASTP desk for help.

Location: **Exhibition Area**

FRKELLY

Knowledge transfer is at the heart of what we do!

We represent the European knowledge interests of universities and research performing organisations from all over the world

Proud to support the ASTP Annual Conference 2019

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to create value from knowledge

FRKelly

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4 Mount Charles, Belfast BT7 1NZ, United Kingdom

www.frkelly.com

11:00
12:30

Track 1: Policy Sharing for KTs

Capacity Building: Inspiration from Progress-TT

Moderator:

Massimiliano Granieri, Università of Brescia, Italy

Speakers:

Capacity Building in Technology Transfer: a Theoretical Perspective and the Way Ahead

- Massimiliano Granieri, Università of Brescia, Italy

Capacity Building and the European Policy on Technology Transfer

- Patrick McCutcheon, European Commission, Belgium

The Expert View in Capacity Building

- Tom Flanagan, Univeristy College Dublin, Ireland
- Elke Piessen, Hasselt University, Belgium

Facts and Figures of Progress-TT

- Alan Kennedy, MITO Technology, Italy

BePerfekt: Capacity Building in Germany

- Nestor Rodriguez, Atrineo AG, Germany

11:00
12:30

Track 2: Ownership

Artificial Intelligence and IP Protection

Moderator:

George Summerfield, Partner, K&L Gates LLP, USA

Speakers:

- Argyrios Bailas, Director of Information and Communication Technology, European Patent Office, Netherlands
- Burkhard Schafer, Director, Professor of Computational Legal Theory, University of Edinburgh, UK



Creating value from knowledge is the daily challenge for KTOs. Their performance is linked to their capacity and building it is a challenge for institutions, KT professionals and policymakers.

This session will consider the capacity-building experience gained during the EU-funded initiative Progress-TT; reviewing methodologies, lessons learned and best practices. In addition, the session will try to discern how to make capacity-building actions consistent and sustainable for the benefit of emerging and incumbent KTOs.

Location: **Ballroom 2**

Artificial Intelligence as a new digital frontier will make major transformations on society, push innovation in new ways and transform established IP concepts.

Legislative protection however is not advancing as quickly as the technology. This session will examine the impact of AI on traditional IP concepts.

Location: **Ballroom 3**



11:00
12:30

Track 3: Skills for KTOs

Licensing Inventions: the Challenge of KTOs

The granting of licenses is a basic task of every KTO. Sounds simple, but it's not so in practice. The first big hurdle is finding a licensee. Thereafter, it is a matter of finding the right conditions for the respective technology, industry and size of company. Reconciling all variables is not so easy. In this session, experienced KT managers will share insights into their daily business of working with licenses.

Moderator:

Shiva Loccissano, Politecnico Torino, Italy

Speakers:

- Laurent Miéville, Director of Unitec, University of Geneva, Switzerland
- Rich Ferrie, Director of Technology Transfer Office, University College Cork, Ireland

Location: **Elm & Oak**

12:30
13:30

Lunch: face-to-face meetings

Connect with fellow participants via the app and use the rooms set aside for private meetings.

Location: **Exhibition Area**

WE BRING SCIENCE TO LIFE

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inventions@nlc.nl



NLC
THE HEALTHTECH
VENTURE BUILDER

Knowledge Stock Exchange

Marketplace

Moderator: Sara Matt-Leubner, Head of Transfercenter,
University of Innsbruck, Austria

Location: **Ballroom 2**

13:30
13:45

NLC - The Healthtech



Too many valuable inventions are not reaching the patients. At NLC we have set out to build ventures with impact and thus improving the quality of life for everybody. Have you been approached by medical doctors or researchers with valuable healthtech inventions, but they lack the time, business knowledge or entrepreneurial experience to drive their innovation forward? It is our mission at NLC to support you to bring their science to life. NLC's unique ecosystem allows to match the best technology with the best people backed by the best capital.

Join our session to learn how NLC can support you.

Speaker: Jonas Trinkhaus, Venture Developer, NLC, Netherlands

www.nlc.health

13:45
14:00

Research Reagents: an Underappreciated Source of Long-term Revenue?



Research reagents, such as antibodies, mice and cell lines are the cornerstones of basic scientific research and their value can last for decades.

Ximbio is the world's largest non-profit dedicated to life science research reagents of all kinds. Tech transfer offices are choosing to work with Ximbio to take advantage of its commercial reach and ability to secure physical material.

Speaker: Liisa Chisty, Business Development Manager, Ximbio, UK

www.ximbio.com



14:00
14:15

Opening up Patent Information in New Ways



Patent information is the name we give to the technical information you find in patent documents, plus legal and business-relevant information about them.

The European Patent Office provides patent information via a number of products and services. One of which is Espacenet.

Espacenet is an online database accessible to beginners and experts and is updated daily. It contains data on more than 110 million patent documents from around the world. With its simple search features, Espacenet offers free access to information about inventions and technical developments from 1836 to today.

In summer 2019 Espacenet will see a completely new look and feel. This preview will give participants an overview of the new user interface and new features of this important patent information service. www.epo.org

Speaker:

- Lisa McDonald-Maier, Head of Patent Information Products and Services User Support, European Patent Office, Austria

www.epo.org

14:15
14:30

Introduction to Novel Innovation Platforms and Programmes that Accelerate the Collaboration with Respect to Digital Innovation in Healthcare



Since early 2000, Philips has driven innovations in data science, data analytics, and AI to transform health management and healthcare worldwide. Today, our goal is to improve the lives of 3 billion people a year by 2030 by giving them the opportunity to live healthier lives. In this Knowledge Stock Exchange session, we will demonstrate several innovation platforms/programmes that accelerate the collaboration between Philips and individual inventors/start-ups/SMEs with respect to the digital innovation in healthcare, among others, the SPICE Philips Open Innovation portal, the HealthSuite Insights Marketplace, and Philips Healthworks start-up programme

Speakers:

- Di Zhu, Senior IP Counsel, Philips IP&S, Netherlands
- Yavuz Kabuk, Senior IP Counsel, Philips IP&S, Netherlands

www.ip.philips.com



14:30

European KTOs: Key Metrics

14:45

This is the first presentation of the main results of ASTP's 2019 survey on Knowledge Transfer (Financial Year 2017). The annual survey is based on the largest European dataset so far, and offers a valuable insights on knowledge transfer offices, their activities and outputs. Get an inside view of the most accurate metrics on IP protection, commercialisation, research agreements and company creation from across Europe's KT offices.

Speaker: Cécile Cavallade, ASTP Survey Committee, Université Libre de Bruxelles, Belgium

www.astp4KT.com

14:45

The European IP Helpdesk and its Services

15:00

The European IP Helpdesk is a service funded by the European Commission under the current Horizon 2020 programme that supports cross-border SME and research activities to manage, disseminate and valorise technologies and other Intellectual Property (IP) Rights and IP assets at an EU level. Offering a broad range of informative material, a Helpline service for direct IP support and on-site and online training, the European IP Helpdesk's main goal is to support IP capacity building along the full scale of IP practices: from awareness to strategic use and successful exploitation. This strengthening of IP competencies focuses on EU SMEs, participants and candidates in EU-funded projects, and EU innovation stakeholders for an increased translation of IP into the EU innovation ecosystem.

Whether you or your target group need personal support on a specific IP issue, want to be informed about the latest developments in the world of IP and Innovation in Europe, or were interested in a training session on IP – the European IP Helpdesk is the right partner to turn to.

Speaker: Alexander Weir, Senior IP Specialist, IPR Helpdesk, Germany

www.iprhelphdesk.eu



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and commercialisation



Inventor Portal

Online access for
researchers



Sharing Framework

Online collaboration



Knowledge Stock Exchange

Initiative Sharing

Moderator: Silke Meyns, Head of Team Patents and Licensing, ETH Zurich, Switzerland

Location: **Ballroom 3**

13:30

Impact Licensing as Leverage for Societal Value Creation for Technology Transfer Organisations

13:45

In this presentation we will present the social impact licensing initiative, a co-creative initiative to extend the valorisation strategy of technology transfer organisations and to generate impact at scale on the sustainable development goals (SDGs). Social impact licensing enables technology transfer organisations to dramatically expand their societal value-creation potential. Societal value-creation refers to the ability of technologies to solve important social and environmental problems without sacrificing economic returns from employing the technology in commercial markets. Social impact licensing is a time-bounded permission granted by a technology holder to bring, at preferred rates or reduced costs, an IP, a technology, a product or a service to a pre-defined market for societal value creation.

Speaker: Johan Moyersoen, Initiator Impact Licensing Initiative, Belgium



13:45
14:00

Development, Implementation and Optimisation of Universities' Branding Policy Experiences, Benefits and Learnings

In order to create awareness, acceptance and impact, universities have to build and maintain an outstanding reputation within society as a whole. As part of this effort, every university owns, protects and controls its name, brands, logos and symbols with the understanding that they represent the quality of products and services resulting as a direct or indirect outcome from high-quality research. In this context, in addition to increasing brand recognition and impact generation, licensing a university's brand can also be a lucrative source of revenue. Therefore, it would be interesting to share and discuss experiences of how universities have developed and implemented an active branding policy and how they create value through licensing their brands.

Speaker: Sabine Wögrath, Senior IP Manager, University of Innsbruck, Austria

www.uibk.ac.at/projektservice

14:00
14:15

HealthTech Translational Advisory Board (TAB)

The HealthTech TAB is a high-level EC-powered service whose aim is to accelerate HealthTech development and provide the HealthTech European community, both from industry and academia, with the right tools to bring their innovations to patients.

The TAB offers technical and commercial evaluation together with peer support and guidance delivered by seasoned industry experts.

We are aiming to support projects with breakthrough healthtech innovations in therapeutics and diagnostics at any stage of development, being that our idea of Healthtech includes the use of any technology and scientific breakthroughs to develop smarter, safer and more affordable solutions to improve healthcare. New healthtech solutions should have the potential to significantly improve therapeutics and/or diagnostics.

Speaker: Joana Fernandes, Technology Transfer Officer, TecMinho, Portugal

www.tecminho.uminho.pt

14:15

The Italian Research Patent Platform

14:30

Knowledge Share is a joint project involving Politecnico di Torino, Italian Patent and Trademark Office (UIBM) at MISE (Ministry for Economic Development) and Netval. It is the biggest Italian IP platform, with more than 700 patents from about 50 universities and Research Centers.

The portal enables searching patents and pooling them from different sources, in a clear and understandable way, in order to understand what is being produced within public research laboratories which can be translated into industrial innovation.

The website is also a showcase to foster news, events and information about the universities' third mission, technology transfer, and a channel to bring together research groups and companies to enhance the results and to put forward possible partnerships.

Its aim in the long run, is to become the "gold standard" of the meeting points for companies all over the world, with the expertise developed by the Italian universities and Research Centers, which can become practical applications, creating at the same time a network for all the stakeholders of the ecosystem.

Speaker: Shiva Loccisano, Head of Technology Transfer and Industrial Liaison Department (TRIN), Politecnico di Torino, Italy

14:30

The Pathway to Entrepreneurship

14:45

In response to big companies using start-ups as a vehicle to attract financing and interest from the investor industry, in 2017 Inserm Transfert created the "path to pre-entrepreneurship" (PPE).

The aim of PPE is to help researchers whose projects could be transferred into a start-up company, by educating them in the role of an entrepreneur. Primarily, we scout for researchers who desire to create a company and involve them in a three-step process that ensures personalised mentorship. Guided through all aspects of the entrepreneurship adventure, researchers become familiar with processes such as; the team, HR matters, business vision, etc.

As of today, 50 projects have been seen in step 1 and around 20 auditioned in step 2. Between 8 to 10 have created their spin-off and are mentored by Inserm Transfert.

Speaker: Nacer Boubenna, Chief of Staff to the CEO Office, Inserm Transfert, France

www.inserm-transfert.fr



14:45
15:00

The Interreg Project Science for Society 2.0.

Lund University together with Aalborg University and Aarhus University in Denmark and the Swedish incubators IDEON and MINC, are partners in the Interreg Project Science for Society 2.0. The project focuses mainly on I) tailoring and testing activities for SSHA to encourage and increase knowledge exchange between academia and society, and II) improving and developing how academia works together with the incubators regarding SSHA projects. In order for the project to be able to develop best-practices, we seek cooperation and knowledge exchange with other universities, incubators and institutes in Europe, who are also are working towards the same goals as we are doing in the Science for Society 2.0 project.

Speaker: Fredrik Edman, Business Advisor & IPR Expert, Lund University, Sweden

www.scienceforsociety.se

Knowledge Stock Exchange

Ecosystem Insights

Moderator: Karen Laigaard, Head of Technology Transfer,
University of Copenhagen, Denmark

Location: **Elm & Oak**

13:30
13:45

Valorisation of ERC-funded Research in SH: an Analysis

The ERC Proof of Concept (PoC) scheme is open to all ERC grant holders and offers them further financing (up to €150.000) to verify the potential of translating the research results from their original grants into commercially and/or socially valuable products. Applications to ERC PoC originating in projects within the Social Sciences and Humanities (SH) domain perform considerably worse than proposals originating in the Physical Sciences and Engineering (PE) and Life Sciences (LS) domain, both in terms of total applications and in terms of their success rate. The analysis presented seeks to shed light on these variations.

Speakers:

- Veronica Beneitez Piñero, Project Adviser, European Research Council (ERC), Belgium

www.erc.europa.eu



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13:45 **ERC Virtual Venture Fair**

14:00

The ERC Virtual Venture Fair is a virtual deal room offered to ventures (both start-ups and IP owners) linked to Proof of Concept grantees funded by the European Research Council (ERC). It is a digital platform where they can share information with investor networks, funds, angel investors, accelerators and incubators and other organisations. For investors, this is a great system to manage the deal-flow. They can quickly browse through numerous possible deals, going through first pitch deck and prepare their first interest.

The platform aims at facilitating the transfer of knowledge from the labs of some of the best researchers in Europe to create socio-economical value. ERC Virtual Venture Fair uses the Startup Includer system.

Speaker: Laura Pontiggia, Policy Adviser, European Research Council (ERC), Belgium

www.erc.europa.eu

14:00 **ASPECT: a Global Network of Excellence in Social Sciences KEC**

14:15

ASPECT (A Social Sciences Platform for Entrepreneurship, Commercialisation and Transformation) is led by a consortium of seven UK universities (the LSE and the universities of Manchester, Oxford, Sheffield, Sussex, Cardiff and Glasgow), who have received £5m in funding to create a global network of excellence in social sciences. The aim is to provide a platform to bring together HEI, public, and private sector organisations to identify and share best practice in social sciences KEC. We are keen to grow this network to 30 members from across the globe within the next three years. This session will share the plans and vision for the consortium, in particular, the opportunities for others to join and partner in this vision.

Speaker: Britta C. Wyatt, Managing Consultant, Oxentia, UK

www.oxentia.com

14:15 **Current and Prospective Tools to Financially Support the Spin-out Process from Research Organisations, funded by the EIF Investment**

14:30

Over the past few years, EIF has invested €100 to 200 million per year in tech transfer funds attached to research organisations and ecosystems. While this activity is being reinforced, EIF is also preparing new tools with the aim of enhancing the availability of adequate funding for highly innovative projects across Europe.

Speaker: Jerome Samson, Investment Manager, European Investment Fund, Luxembourg

www.eif.org



14:30
14:45

4 Reasons to Patent

This session will address why and how you can strategically leverage your patents and IPRs in general, exploring, with examples, their impact on market access, negotiating, funding and strategic value.

Speaker: Axel Ferrazzini, Managing Director, 4iP Council EU, Belgium

www.4ipcouncil.com

14:45
15:00

LifeArc AUTM Fellowship

Translating technologies into products that impact patients can be complex and demands people with a diverse range of qualities and skills to guide innovations further along their development pathways. In the life sciences area, skilled technology transfer professionals are highly sought after. The LifeArc AUTM Technology Transfer Training Fellowship has been established to help develop the skills and knowledge for scientists who are interested in building a career in technology transfer.

During this session, the LifeArc AUTM Technology Transfer Fellows will briefly provide insight of their transition from the laboratory to becoming technology transfer professionals.

Speakers:

- Eleftheria Ledaki, Commercialisation Executive, Queen Mary Innovation, UK
- Isabel Ramos, Business Manager Translation Team, Francis Crick Institute, UK
- Maithili Shroff, MRC Protein Phosphorylation and Ubiquitylation Unit, University of Dundee, UK

www.lifearc.org

15:00
15:30

Coffee Break: face-to-face meetings

Location: Exhibition Area

15:30
17:00

Track 1: Policy Sharing for KTs

New Metrics to Maximise the use of K/TT Measurement

Moderator: Kevin Cullen, Vice President of Innovation and Economic Development, KAUST (King Abdullah University of Science and Technology), Saudi Arabia

Speakers:

- Siobhan Horan, Programme Manager TTSI, Knowledge Transfer Ireland, Ireland
- Laura Kreiling, Université Paris Sud, France
- John Scanlan, Director of Communication, Maynooth University, Ireland
- Koen Jonkers JRC, European Commission, Belgium
- Antonia Caro-Gonzalez, Head of the International Research Project Office, University of Deusto, Spain

15:30
17:00

Track 2: Ownership

Open Source Software

Moderator: Robert Harrison, European Patent Attorney, 24IP Law Group, Germany

Speakers:

- Malcolm Bain, Partner, Across Legal, Spain
- Andrew Katz, Partner and Head of Technology and IP, Moorcrofts, UK



Current metrics used to measure K/TT activities and outputs are mainly set by EU, nations or funding bodies to assess and improve policies. From the perspective of their own strategy, governance, and activity monitoring. How can research organisations and KTOs get more value from the measurement process and the data?

Firstly, this session will focus on commercialisation-related metrics. Following an introduction on the uses of survey results at a national level, panellists will propose new metrics to enable KTOs to benchmark themselves based on a specific clustering methodology that goes beyond the usual identification.

Furthermore, the session shall introduce the application of SSHA metrics at an EU level and the societal impact assessment. It shall explore the challenges of valorising and measuring the impact of research and innovation at a university level, from point of view of stakeholders and institutions.

Location: **Ballroom 2**

Writing and using Open Source Software (OSSW) is becoming more and more fashionable. However, handling OSSW is subject to different rules than the usual copyright protection. Researchers often handle the further use of OS code quite carelessly, which might cause headaches for KT managers. This raises questions around which license underlies the OS code? May it, or parts of it, be used commercially and under which conditions? What questions must KT managers ask researchers in order to establish legal compliance around OS?

In this session, background information on Open Source licensing is given as well as pragmatic insights in how to avoid pitfalls around OS.

Location: **Ballroom 3**

Wednesday May 22nd

15:30
17:00

Track 3: Skills for KTOs

How to Deal with Equity Cases

Moderator:

Alison Campbell, Director, Knowledge Transfer Ireland, Ireland

Speakers:

- Ilse Sienaert, Investment Manager, KU Leuven, Belgium
- Nicola Redi, Managing Partner, Venture Factory, Italy

17:00
18:00

General Assembly (Members Only)

18:30
19:00

Pre-Dinner Drinks

19:00
22:00

Conference Dinner



As knowledge and IPR generation becomes more of a co-creation process, setting up a spin-off inevitably also becomes more complex.

In addition to the challenge of determining the fair number of shares for each founding party, there may be more issues to be solved, like for example valuation: what elements go into valuation: IP, know-how, environment, investment pre-seed, use of university name/reputation?

Pre-money valuation cannot be seen in isolation, there is the need to balance it with ESOP, exit liquidation preferences etc.

After a short general introduction to set the scene, and agree on the meaning of terms, each speaker shall introduce themselves, what they do, and a typical case study from their daily life. This session shall have an interactive workshop format, where the audience is engaged, asks questions and contribute their experiences.

Location: **Elm & Oak**

This session is solely for ASTP members. Please come long to hear about the successes from 2018 and contribute to the discussion on the future of your association.

Location: **Elm & Oak**

Join your fellow guests for pre-dinner drinks in the Exhibition Area.

Location: **Exhibition Area**

Join all the conference guest and participants for this social programme highlight. Come to Ballsbridge Hotel Ballroom for an evening of entertainment, networking and excellent local cuisine. To continue your networking after dinner, the hotel management have offered to keep the hotel bar, The Dubliner, open for post-dinner socialising.

Location: **Ballsbridge Hotel, Ballroom**

Thursday May 23rd

7:00

Morning Run

Join HQ staff and your fellow participants for this invigorating 5km run through Ballsbridge's Herbert Park. It's a great way to jump start your day and you'll be back for breakfast.

Meeting point: **Reception, Ballsbridge Hotel**

7:00

Yoga Breathwalk

If you would like to enjoy the serenity of the morning, join our breathwalk. Breathwalking is the art of combining specific patterns of breathing synchronised with your walking steps and enhanced with the art of directed, meditative attention.

Meeting point: **Reception, Ballsbridge Hotel**

9:00

Welcome

9:15

A World of Knowledge Transfer: Welcome to the New Day

Speaker: ASTP President

ASTP and JRC: a Dynamic Friendship

Late last year ASTP and the European Commission's Joint Research Council (JRC) publicly signed a Memorandum of Understanding. During this session you shall hear the vision of how yet more synergistic activities will be driven by these KT organisations.

Speakers:

- ASTP President
- Giancarlo Caratti, Head of Unit, European Commission, Joint Research Council, Belgium

Location: **Ballroom 2**



9:15
10:30

Plenary Panel

Improving Corporate Interaction with Universities: the Role of Accelerators and Incubators

In the past, the method of choice to promote cooperation between industry and universities was the initiation of a bilateral R&D collaboration. These days, there are many more opportunities. In many instances' corporates, keen to be involved at a very early stage, enthusiastically use accelerators to get in touch with the wild ideas of students or company founders. In order to extract ideas from universities more quickly into the real world, both industry and the universities establish and use incubators. This panel discussion shall shed light on whether and how this can work.

Moderator: Tom Flanagan, Director of Enterprise and Commercialisation, University College Dublin, Ireland

Speakers:

- Angela Duffy, Venture Investment Leader, NDRC, Ireland
- Stephan Hess, Swiss Technology Brokers GmbH, Switzerland
- Tony Hickson, Chief Business Officer, Cancer Research, UK
- Niall Shanley, Wayra UK & IRL Legal Council, Telefonica

Location: **Ballroom 2**

10:30
11:00

Coffee Break: face-to-face meetings

Location: **Exhibition Area**

11:00
12:30

Track 1: Policy Sharing for KT **Internal Marketing for KTOs**

Moderator: Susanne Letzelter, Corporate Development, Ascenion GmbH, Germany

Speakers:

- Tom Hockaday, Technology Transfer Innovation, UK
 - Melanie Johnson, Marketing Manager, ETH Zurich, Switzerland
-

11:00
12:30

Track 2: Ownership **How to Manage and Valorise Research Data**

Moderator: Christophe Haunold, Deputy General Manager, Toulouse Tech Transfer, France

Speaker:

- Claudio Di Cocco, University of Bologna, Italy
-

11:00
12:30

Track 3: Skills for KTOs **Social Innovation and (Minority) Entrepreneurship: Properties, Examples, Experiences and Guidance for KTOs**

Moderator: Henric Rhedin, University of Gothenburg, Sweden

Speakers:

- Thomas Cooney, Professor in Entrepreneurship, Technological University Dublin, Ireland
 - Thomas Arctaedius, Affiliate Professor in Entrepreneurship, Royal College of Music Stockholm, Sweden
-

12:30
13:30

Lunch: face-to-face meetings



KTOs must meet many requirements. They must make their services known to their researchers, appear adaptable and pragmatic, make coherent decisions and finally, be legally compliant. They must also impress the university management who seek healthy revenues.

In this session, we will hear about the basic practice of marketing a KTO's services to internal clients and how to develop a strategy to convince management of the KTO's value.

Location: **Ballroom 2**

The way data are managed during the research process can have a significant impact on the subsequent valorisation of research results. In most universities, policies for data management are still missing and challenges related to ownership, control and further use of data are still not addressed. In this session, we will examine issues related to the life cycle of research data and analyse the opportunities for exploiting research data in the light of recent open data policies. Practical advice will also be provided for the effective management of in-licensing/out-licensing and data transfer agreements.

Location: **Ballroom 3**

The dominant university knowledge transfer model is based on revenue-generation through licensing of IP. But universities are increasingly becoming proactive in community engagement and seeking mechanisms to offer higher levels of support to third mission activities. Social innovation and entrepreneurship beyond mainstream communities has been developing since the 1980s and is now touching the work of KTOs.

This session will explore, with two practitioners, how support for social innovation and minority entrepreneurship can be incorporated into the work undertaken by knowledge exchange units. It will highlight an example of collaboration and knowledge exchange within the artistic disciplines and lessons learned. The session will also examine how 'missing entrepreneurs' might be identified and supported, plus the potential rewards that such interaction can generate for all stakeholders.

Location: **Elm & Oak**

Location: **Exhibition Area**

13:00
15:00

EU KT Policy Discussion with European Commission

Moderator: Patrick McCutcheon, European Commission, Belgium

Fourth Parallel Session

13:30
15:00

Track 1: Policy Sharing for KTs KTO Business Models

Moderator: Benjamin Soffer, former Managing Director of T3, Israel

Speakers:

- Paul Maguire, Head of Innovation and Enterprise, Technological University Dublin, Ireland
- Sonja Haesen, Head of VUB Tech Transfer, Vrije Universiteit Brussels, Belgium

13:30
15:00

Track 2: Ownership

Intellectual Property, GDPR and Bioethics

Moderator: Christian Stein, CEO, Ascenion GmbH, Germany

Speakers:

- Berit Andersen Faber, Legal Advisor, University of Copenhagen, Denmark
- Laura Spinardi, Technology Transfer Office Manager, Fondazione IRCCS Ca'Granda Ospedale Maggiore Policlinico, Italy

13:30
15:00

Track 3: Skills for KTOs

University Venture Funds

Moderator: Tom Hockaday, Technology Transfer Innovation, UK

Speaker:

- Declan Weldon, Head of Research Commercialisation, Trinity College Dublin, Ireland



As ASTP continues to develop closer involvement in policy development on KT matters, we take this opportunity to organise a discussion focussed on European KT policies. Topics include feedback on review of 2008 *Recommendations on IP Policy*, led by Patrick McCutcheon, ways in which ASTP members can input to policy; measures to promote stronger KT and innovation management; and planning a future Brussels-based ASTP meeting.

Participants are invited to bring lunch into the room and to engage in this interactive session with members of the European Commission.

Location: **Redwood 2**

Most European universities established their KTOs 15-20 years ago and there is one thing we can say for sure: there is no successful business model for a KTO. However, some KTOs are more successful than others: why?

This session shall highlight the concept of several different KTOs and discuss: the pros and cons of centralised units versus decentralised approaches; KTOs with regional responsibility versus working for only one institution; comprehensive offices versus specialised ones.

Representatives from different KTOs will explain what, how, and why they do what they do.

Location: **Ballroom 2**

Biotechnological inventions raise various ethical implications for national authorities, granting patent rights, and for universities and research institutions. When it comes to clinical innovation, KT professionals are confronted with various issues such as, management of clinical trials, informed consent, use of genetic data, and the new GDPR regulations.

This session will illustrate the topic with case studies and share experiences on how to deal with ethical issues in technology transfer.

Location: **Ballroom 3**

In 2016 Trinity College Dublin and University College Dublin launched a venture fund together with the European Investment Fund, Atlantic Bridge, Enterprise Ireland, and other partners. The €60m fund is aimed at early stage research-based companies with global potential.

In this session, Trinity College Dublin will unpack how to go about establishing a university venture fund, the technical details, the aims and early results.

Location: **Elm & Oak**



15:00

Final Plenary

16:00

GlobeTTrotting

Kevin Cullen RTTP, has worked in Technology Transfer for 24 years and has run offices in the UK, Australia and now in Saudi Arabia, at King Abdullah University of Science and Technology. He has served on the Boards of ASTP, AUTM, PraxisUnico and KCA, was the founding Chairman of ATTP, and has taken a deep interest in the objectives, motivations and drivers of Technology Transfer around the world.

This closing plenary will focus on the similarities and differences in the tech transfer profession in different places, exploring the factors that make ours such an exciting, yet challenging profession. Using data and empirical observations, Kevin will outline his views on what we do well and what we get wrong. He shall also examine future needs to maximise the impact of licensing, start-ups and industry engagement.

Moderator: Martin Raditsch, CEO, Innovectis GmbH, Germany

Speaker: Kevin Cullen, Vice President of Innovation and Economic Development, KAUST (King Abdullah University of Science and Technology), Saudi Arabia

Location: **Ballroom 2**

16:00

Closing Drinks

16:30

Relax and say your final goodbyes before heading home. We shall meet for closing drinks in the Exhibition Area.

Location: **Exhibition Area**

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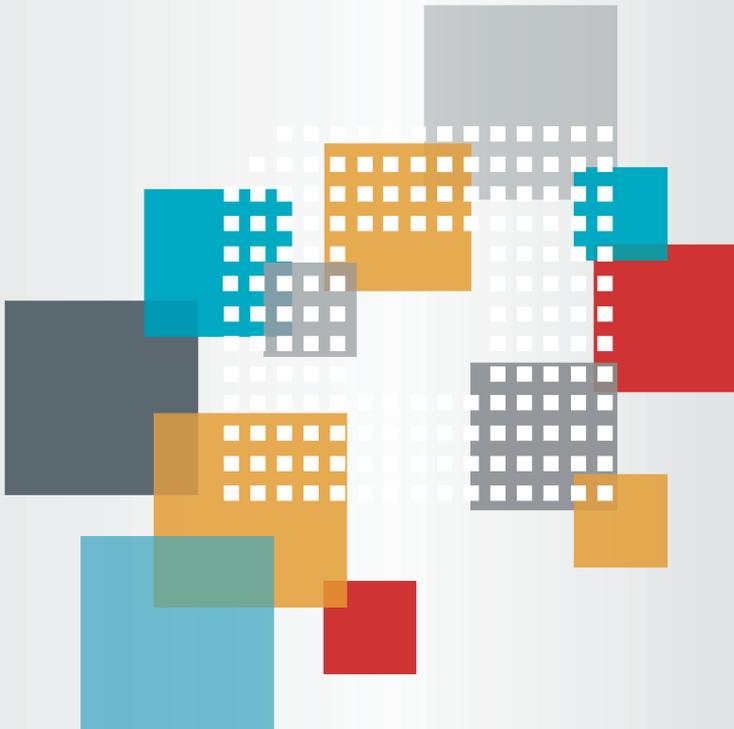
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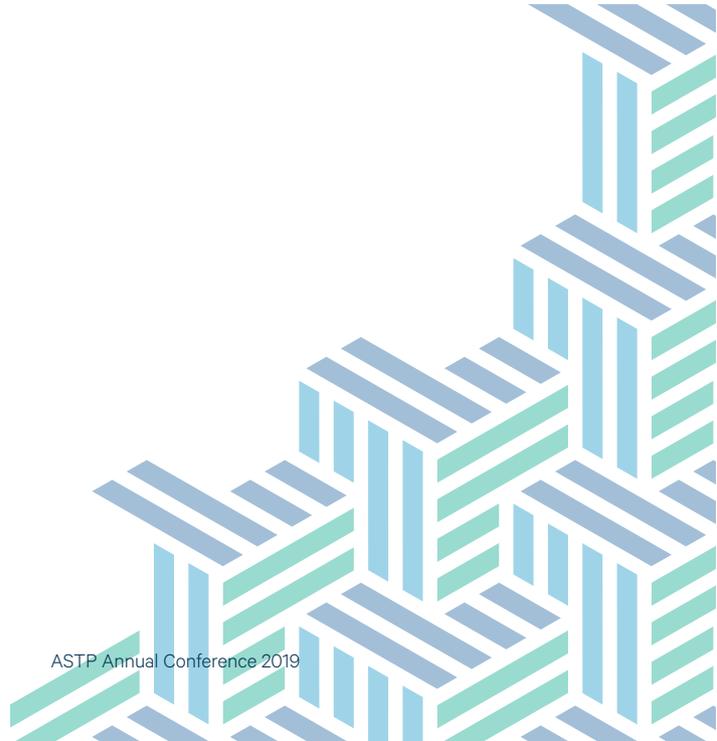
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Jeremy Kirkpatrick

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Booth:

5

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VIS

VIS is the technology transfer office in Bergen, Norway. We support 10 research institutions – including 4000 researchers and 30 000 students. Our core strength is business development in a broad range of sectors such as aquaculture, marine technologies, oil and gas, 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.

VIS is the new name for Bergen Technology Transfer Office (BTO), which was established in 2004.

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Amersfoort, Netherlands

9-11
DECEMBER
2019

Training Course

- Knowledge Exchange in Social Sciences Humanities and Arts
Cambridge, UK

25-27
SEPTEMBER
2019

Training Courses

- Fundamentals of Technology Transfer
- Creating Successful Spin-Outs
- Organising your KTO for Growth and Success
Prague, Czech Republic

22-24
JANUARY
2020

Training Courses

- Fundamentals of Technology Transfer
- Marketing and Business Development
- Software Specific Challenges for KTOs
Sitges, Spain

6-8
NOVEMBER
2019

Fall Meeting

Leiden, Netherlands

27-29
NOVEMBER
2019

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- Fundamentals of Academic Consultancy
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