

annual seminar 2008

thursday 30 and friday 31 October

Mobilising Partners in Technology Transfer

Valencia, Spain



association of european science and technology transfer professionals



introduction

ASTP is pleased to invite you to its Annual Seminar to be held in Valencia, home of the American's cup race, situated in the central-eastern coast of Spain.

This year's Annual Seminar focus is "Mobilising partners in technology transfer".

Our profession tends to become more interconnected and more complex. Should we face these new challenges alone or do we need to mobilise partners to help us striking the best deals? What are the opportunities out there and how to identify the right source of expertise to be more efficient in our day to day activities? Can we increase the visibility and hit rate of our technologies portfolio? By providing a window on some important or emerging players/tools in and around technology transfer, our goal is to help you finding the correct answers to these recurring questions.

A dedicated track covers the issues related to certification and regulatory issues not only found in drugs and medical device but also in food. Though most of us do not actively engage in this area, a basic understanding of the main aspects of these very important steps towards commercialization of research is becoming a pre-requisite for successful licensing strategies.

For all of you who are newer entrants to the field, or would like to fresh up some items, we are providing an introductory track which focuses on the licensing process an important topic for all of us. We are grateful to Karen Hersey and Morag MacDonald to bring an updated version of their acclaimed introductory track presented at our annual conference in Budapest, 2004.

Former President of LES France, Frédéric Caillaud is an expert in licensing

trends and is currently leading a committee of IP experts in charge of the preparation of recommendations to the French Ministry of Industry in order to speed-up the development of a more efficient IP market. We are very grateful that he will contribute to our conference with an opening plenary. Besides, we are very pleased to welcome Karl Koster, Director of Corporate Relations, MIT Office of Corporate Relations for the plenary session on Friday morning. Karl has a tremendous experience in dealing with companies interested in interacting with public research institutions and will help us understand what the key drivers are to establish and maintain long term partnerships.

Located in a strongly growing economy, Valencia has strived in recent years. Buildings designed by world class architects are now forming new parts of the city that complete its historical landmarks. The America's cup choice to select Valencia as the host of the oldest trophy in international sports had a permanent impact on what is seen today as one of the most vibrant cities in Europe.

This, together with ample opportunity to engage and network with the largest and most concentrated group of Technology Transfer professionals in Europe during our highly praised social program, should convince you to join us in Valencia for another memorable ASTP event.

On behalf of the Board and Secretariat of ASTP, we look forward to seeing you there !

Laurent Miéville
President

Paul Van Dun
Vice-President Programming

thursday 30th of October

registration desk open from 8.15 am

opening plenary 9.00 - 10.30

Laurent Miéville, President ASTP *Opening*

Belen Juste, Regional Minister of Industry, Commerce & Innovation Valencia, Spain *Welcome*

Frédéric Caillaud, Director Licensing & Business Development L'Oréal R&D, France *Building a Market for Intellectual Property*, The IP market has been in a steady state for a rather long period of time, but things have dramatically changed during the past 3 to 4 years. Several new smart tools have been developed (and are being validated) in order to speed-up the technology transfer process and facilitate the monetisation of IP. The spreading of those new tools will rapidly induce a dramatic behaviour change with respect to IP Management. Their future impact will be discussed and recommendations will be provided in order to be prepared to the forthcoming IP "big bang".

break 10.30 - 11.00

first parallel 11.00 - 12.30

I: Introduction to Licensing

Moderator Karen Laigaard

1. General Principles

Morag Macdonald, Partner Bird & Bird, United Kingdom

Karen Hersey, Former Sr. Counsel for Intellectual Property, MIT & Visiting Professor of Law Franklin Pierce Law Center Concord, USA

In this first session the speakers will go back to basic and will set-up the framework for the two-day introductory course. The general principles of licensing will be articulated and the overall structure of a license will be portrayed. Basic terminology will be sharply defined and a first set of "must have" clauses will be discussed.

II: Who are these people?

Intermediaries & market makers

Moderator Anna Maria Nuutila

1. IP auctions & showcases

Isabel von Korff, Project Director Ascenion, Germany

Antti Sinisalo, Business Development Manager, VTT, Finland

Patent auctions have received quite some publicity in the last few years as a new and innovative way of commercializing your patents. But how does the system actually work and what are the success rates? Or is it better to make your technologies known in a showcase presentation? Can both systems be used for all our patents or is selectivity the key?

III: It's not quite that simple!

Moderator Jörn Erselius

Drug development: realistic versus idealistic

Jean-Marc Combette, CEO Ribovax Biotechnologies, Switzerland

The road from an idea to a medicinal product is very long, and an extremely low percentage of ideas finally make it to the market: in a lot of cases it already goes wrong quite early because the concept of drug development is not very well understood in a university setting. What are the essential elements to take into account, and what are the obvious and less obvious pitfalls to avoid?

lunch 12.30 - 14.00

second parallel 14.00 - 15.15

I: Introduction to Licensing
Moderator Kevin Cullen

2. Moving research to commercialization through industry collaboration
Karen Hersey & Morag Macdonald

Licensing is basically commercialising your research results, but one often forgets that your research agreements actually set the stage for future licensing agreements. So getting it straight right from the beginning is of crucial importance: how to structure your agreement for success and really use research agreements with industry as part of the commercialization process? In other words: turning your research agreement into licenses!

II: Who are these people?
Intermediaries & market makers
Moderator Jörn Erselius

2. Brokers / field experts
Guido von Scheffer, Director Public Affairs, IP-Bewertungs AG, Germany
Jon Wulff Petersen, CEO, TTO Denmark
Support in our complex job is more than welcome for all of us. This session is about people who can help you to identify, protect and develop technologies, and/or also further develop the technologies themselves. How to select the right partner? What is the ideal way to collaborate with them and remunerate them?

III: It's not quite that simple!
Moderator Paul Van Dun

2. Drug development and regulatory affairs: free style or required figure?
Ulrich Granzer, Managing Director, Granzer Regulatory Consulting & Services, Germany
Too often we try to commercialise research results without realising the impact of regulatory affairs once the results leave the research institute. It is nevertheless a crucial element that should be taken into consideration in a very early stage. Our expert speaker will guide you through marketing authorization, FDA/EMA, orphan drug status, accelerated approval possibilities, compassionate use, and much more.

break 15.15 - 15.30

third parallel 15.30 - 16.45

I: Introduction to Licensing
Moderator Kevin Cullen

3. Pitfalls in Licensing - I
Karen Hersey & Morag Macdonald
The third and fourth session will dive into the specific articles of a license agreement. The following topics will pass the review: parties, recitals, definitions, field, territory, license clause, sublicensing, considerations, diligence, transfer of technology, reservation of rights, third party intellectual property rights, access to improvements, infringement, representations and warranties, choice of law, assignment, dispute resolution, other boiler plate provisions. Special attention will be given to approaches to avoid pitfalls

II: Who are these people?
Intermediaries & market makers
Moderator Anna Maria Nuutila

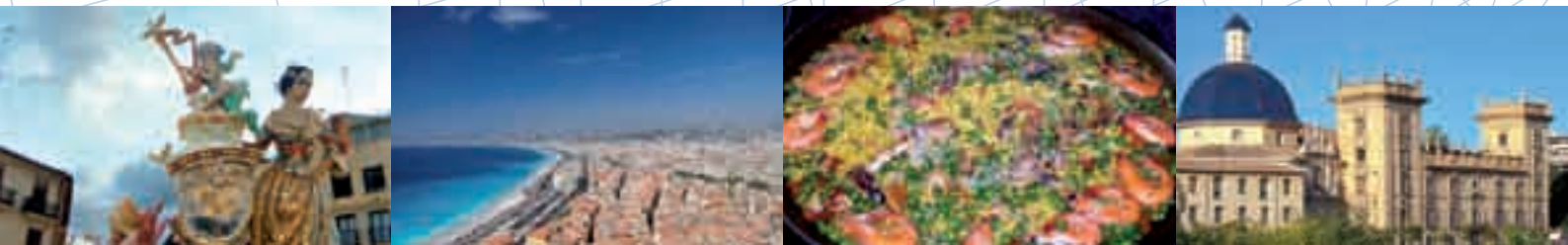
3. Royalty monetization
Ken MacLeod, Partner Paul Capital Partners, United Kingdom
Phil L'Huillier, Executive Director, Business Management, Cancer Research Technology, United Kingdom
George Pickering, Associate Reed Smith Richards Butler, United Kingdom
What to do when the royalties finally kick in? Royalty monetization allows you to transfer (part of) the future income streams in return for up-front cash. Real life cases show you the advantages and pitfalls when considering and negotiating a monetization deal.

III: It's not quite that simple!
Moderator Karen Laigaard

3. Food: from the farm (or the lab) to the fork
Gert-Jan Schaafsma, Schaafsma Advisory Services, the Netherlands
Filip Knudde, Manager Green Biotech Europe, Europabio, Belgium
What is functional food, novel food, the European Food Safety Authority and a health claim? A basic knowledge on all these items (and more) is a prerequisite when you try to find a buyer or a licensee for whatever food ingredient. The second speaker will elaborate on genetically modified organisms: to what extent can you actually commercialize GM-food today, and what does it take to have it end upon your plate.

16.45 - 17.45 cocktail

18.30 social program



Moderator Laurent Miéville

Karl Koster, Director of Corporate Relations, MIT Office of Corporate relations, *What companies really value in their interaction with MIT*
The Industrial Liaison Programme (ILP) of MIT is often considered as one of the most renowned initiatives in tech transfer. Established in 1948 and currently serving more than 200 companies, the ILP still develops innovative tools and methods for facilitating university/industry collaboration. What are the reasons behind the success of ILP?

break 10.30 - 11.00

fourth parallel 11.00 - 12.30

I: Introduction to Licensing

Moderator Kevin Cullen

4. Pitfalls in Licensing - II

Karen Hersey & Morag Macdonald

This session is a continuation of session 3.

II: Who are these people?

Intermediaries & market makers

Moderator Karen Laigaard

4. Web-based facilities (IP portals & exchanges)

Christophe Sevrain, Founder and CEO e-IP (TechTransferOnline), USA and France

Adrian Sigrist, Associate Director, Head Life Sciences Group, Unitecra, Switzerland

Are current webbased facilities nothing more than just another patent database or can they be a real help in reaching out to interested partners? This topic is discussed from a double angle. One speaker shows what commercial webbased tools can mean for you, while the second speaker highlights a system developed by a tech transfer community itself.

III: It's not quite that simple!

Moderator Paul Van Dun

4. Medical devices: regulatory

Corinne Lebourgeois, Medc. Partners, Switzerland

Medical devices are subject to a quite different regulatory environment than drugs ... but not necessarily an easier one. Find your way through the complex system and learn all about CE Mark, Pre-market Approval, 510k, FDA, Notified Body, Quality Management System, etc.

lunch 12.30 - 14.00

fifth parallel 14.00 - 15.15

I: Introduction to Licensing

Moderator Jörn Erselius

5. Good management through enforceable royalty obligations

Karen Hersey & Morag Macdonald

Generating income for your organisation is undoubtedly one of the key objectives of your licensing activities. The way you structure your payments from licensees can have a dramatic impact on your returns. The speakers will demonstrate how to be creative with structuring considerations. They will explain what can be the basis for royalties, exemplify the use of lump sums and running royalties, clarify multiple approaches to royalty structures, present reference royalty rates and illustrate the importance of royalty reports and payment procedures.

II: Who are these people?

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Moderator Paul Van Dun

5. Structural investors

Tony Raven, Director of Research & Innovation Services, University of Southampton, United Kingdom

Charles Tavner, Partnership Director, IPGroup, United Kingdom

More and more deals are announced under which companies invest a large amount in a certain research department in return for a part of all future IP/spin-offs generated in that department. What are the constituents of such a deal? Is this "the way universities should be financed in future" (Financial Times) or are we selling out the university in this way?

III: It's not quite that simple!

Moderator Anna Maria Nuutila

5. Medical devices: reimbursement

Corinne Lebourgeois, Medc. Partners, Switzerland

Regulatory issues are not the only hurdle to be overcome on its way to the market. Also the question whether the product will benefit from reimbursement by the national health authorities will determine on the level of interest of potential licensees. Can this be assessed beforehand? What are the steps to be taken in this respect and how can the process be optimized?

break 15.15 - 15.30

final plenary 15.30 - 16.30

The nine points

Panel discussion with **Karl Koster, Kevin Cullen, Jon Wulff Petersen, Tony Raven**

We spend a lot of time looking at the technical aspects of licensing, but sometimes forget the most important question....why are we doing it? There is an interesting debate on whether financial gain or public good is the key objective. On this topic, a number of leading US public research institutions released a paper containing "Nine Points to Consider in Licensing" (www.autm.net/aboutTT/Points_to_Consider.pdf), which outlines where a number of universities feel we should position ourselves in terms of delivering in the public interest. This session will look at whether this is simply common sense or whether there are important lessons for us to learn from this approach.

16.30 closure



social program

Wednesday 29 October 2008

Social Program

Wednesday the 29th of October, the afternoon preceding the seminar, ASTP offers an optional social program with a visit to the Polytechnic City of Innovation. This Science Park is the most ambitious project under development at the heart of the UPV's campus. It represents a new model of cooperation devised by the University to leave all its scientific potential at the disposal of entrepreneurial research and development, in fewer words, its goal is to capitalize knowledge. We continue the social program with a guided tour through Valencia.

Welcome cocktail

We are pleased to invite all delegates to join us on our welcome cocktail, kindly offered by Fundación Comunidad Valenciana. We warmly welcome you to have a first acquaintance with each other directly after the social program of Wednesday afternoon (location to be announced).



Thursday, 30 October 2008

Joint Dinner

Our traditional conference dinner will be organized on Thursday evening. The dinner will be held in a typical Spanish Cortijos "Masia de Xamandreu" a unique farmhouse outside of Valencia. With the palm & orange trees, and the relaxing ambiance, it will be an evening you won't forget! This informal gathering will provide plenty of time for conversation and exchange of experiences with the participants and speakers.

Our conference partners:



www.uegva.info



www.gva.es



www.enterprise-ireland.com



www.tevapharm.com



www.TechTransferOnline.com



www.ascenion.de

general information

Date (Wednesday 29,) Thursday 30 & Friday 31 October 2008

Conference Venue Hotel Beatriz Rey Don Jaime, Avenida Baleares, 2 46023 Valencia, Spain; Tel +34 96 337 50 30 Fax +34 96 337 15 72

Language English

Online Registration All participants who wish to attend the conference must register in advance. Registration can be done via our website www.astp.net. A confirmation letter will be sent to you upon receipt of the registration form. The capacity of the conference will be limited. Registrations will be handled in order of receipt. Please note that formal registration only takes place after receipt of the registration fee.

Registration Fee The registration-fee for participation of the ASTP conference is € 795,- for ASTP members and € 1095,- for non ASTP members. A special early bird fee is valid till the **1st September** (€ 695,- for members and € 995,- for non-members). Please visit our website www.astp.net for other discounts (CEE countries, students, group discounts). All fees mentioned are excl. 19 % VAT. The fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. **The fee must be paid in advance to participate.**

Payment All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. Payments by credit card will have an additional charge of 4,5%. If you prefer to pay via the traditional way (by receiving a hard copy of the invoice and payment by bank wire), an administrative fee of 7,5% will be charged.

Cancellation In case you are unable to attend the conference, a substitute delegate is welcome to take your place at no extra charge, if he/she carries a letter of authorisation from the original participant. If you cancel **before the 1st of October 2008** an administration fee of € 95,- will be charged. **Please note that no refunds are possible after the 1st of October 2008**

ASTP Membership If you would like to register for this conference as an ASTP member and are currently not a member, we kindly ask you to apply for the membership via the website www.astp.net. As soon as your membership is been approved by the board, you will receive a confirmation letter for the membership.

Accommodation October is a very busy month for Valencia, thus we strongly advise you to make a booking as soon as possible! We have arranged discounts for several hotels in Valencia. We would like to refer to our website www.astp.net for an overview of the hotels that we selected together with the discounts that we arranged in these hotels.

Insurance The conference organisers do not accept any liability for personal injuries or for loss of and/or damage to personal belongings of the conference participants, either during or as a result of the conference. Please check the validity of your insurance.

Contact Please contact the conference management of ASTP for more information on registration and other logistical details.

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