

# DTU Patent Course - PLAN 2015

For PhD students Week 3, Monday, 12 January to Friday, 16 January 2015

January 7, 2015, vers. 1.02

**Objective:** give future researchers insight and training in technology transfer that allows them to work efficiently together with tech-trans specialists for the commercial and industrial implementation of research-based knowledge and inventions

**Course specifications:** 1 week, 3 ECTS concentrated course on technology transfer from research to industry & business., including intellectual property rights, patent law, licensing principles, rules & agreements, business formation, cases and more...

**Textbook:** recommended pre-readings: "Inventing Entrepreneurs" Technology Innovators and their Entrepreneurial journey. Gerard George, Adam J. Bock. Pearson Prentice Hall, 2009, ISBN-13: 978-0-13-157470-0, ISBN-10: 0-13-157470-1. Authors note: " -- to provide direction, guidance, and insight to faculty members and students interested in pursuing an entrepreneurial path". Including central chapter: 4: Technology Licensing, chapter 6: The Entrepreneurial Academic and chapter 8: Sample Journeys.

## Teachers:

Adam Hillestrøm	DTU AIS
Lasse Leich	NKT Photonics
Anne K.S. Jensen	Patent og Varemærkestyrelsen
Jesper Roested	Vækstfonden
Jon Wulff Petersen	TTO A/S
Erik Sigh	Plougmann & Vingtoft Paten Attorneys
Jan Mondrup	Plougmann & Vingtoft Paten Attorneys
Richard Breiter	SEED Capital Denmark
Lars Alkærsig	DTU Management Engineering
Line Hell Hansen	DTU AIS
Nikolaj Ilsted Bech	DTI
Pernille Wigh	DTU AIS
Jakob Svagin	SCION DTU
Nanna Meyland Nicolaisen	Haldor Topsøe A/S
John Heebøll	DTU Management Engineering
Egild Hulgaard	DTU AIS

## Location:

Building 324, room 050.  
 Except Wednesday: building 358, room 006



# COURSE PLAN - 2015

---

## Monday 12 January

**Morning 10:00 – 12:00**

- **Opening the course** *Marianne Thellersen,*  
Senior Vice President - Innovation and Entrepreneurship, DTU.  
DTU policies and objectives within technology transfer, commercialization of research inventions, spin-outs, innovation and entrepreneurship

- **Introduction**

1. To the course *John Heebøll*
2. To the class *Completing group formation*
3. Non-disclosure Agreements will be collected

- **Meet your team** and find a task (an invention to analyze vs. IPR and market).  
Team proposal will be forwarded before course start based on ID forms.

## Afternoon 13:00 – 17:00

- **The basics of IP**

13:00 – 16:00

*Lars Alkærsig, DTU Management Engineering*

4 X 35 min

1. Introduction to IP
2. Why work with IP?
3. Methods of protection/IP instruments
4. Strategic approach to IP
5. Enforcement
6. Differences in national rules

- **Group work at your own discretion**

- Get to know each other
- Select your invention/idea
- Identify the problem – the pain that your invention will solve

16:00 – 17:00+

---

## Tuesday 13 January

**Morning 09:00 – 12:00**

- **IPR: Patent basics** *Patents as a source of information*  
*Erik Sigh* *Plougmann & Vingtoft*

09:00 – 11:00

3X 30 min

- **Group work: discuss patentability of your inventions**  
*Erik Sigh and Jan Mondrup, Plougmann & Vingtoft* will supervise.

11:00 – 12:00

Avg 10 min. per group.

## Afternoon 13:00 – 17:00

- **The internal IP process**

13:00 – 13:50

*Lars Alkærsig, DTU Management Engineering*

- IP and the stage-gate model
- Decision making in IP
- Supporting the IP process (through formal strategy)

- **IPR in a corporate business system 1: Haldor Topsøe A/S**

14:00 – 15:00

*Nanna Meyland Nicolaisen, Corporate Legal Department*

- **Group work at your own discretion** 15:00 – 17:00+
  - Who are your stakeholders? (End users, buyers, decision makers)
  - Competitive situation? (Products companies, alternative solutions)
  - The track from now to applicable technology/service?

---

## **Wednesday 14 January** *in building 358 – room 006*

### **Morning 09:00 – 12:00**

#### **- Legal and contracts at DTU**

09:00 – 09:50

*Pernille Wigh, DTU Afd. f. Jura og Kontrakter*

- Short presentation AJK – Legal and Contracts and AEM Innovation (including role and relations to other innovation entities at DTU)
- The Legal Framework
  1. DTU as a public university
  2. Cooperation between DTU and Industry
- Contracts and Agreements
  1. NDA/MTA
  2. Co-operation Agreements
  3. Commercialization including license agreements, co-ownership and spin-outs
- Statistics about inventions from DTU

#### **- The business system at DTU**

10:00 – 12:00

Creating and Managing IPR and the DTU spin-out support system:

*Adam Hillestrøm DTU Afd. f. Erhverv og Myndigheder*

- Patents and the DTU patenting process
- PoC and GAP funding
- Commercialization of inventions – policy
- Commercialization of inventions – the traditional model + new models
- Case examples

### **Afternoon 13:00 – 17:00**

#### **- Novelty search: lecture and training session**

*Anne K. S. Jensen, Patent og Varemærkestyrelsen*

- Internet databases 2015
- On patent search 1: Search & Classification
- On patent search 2: Structured Search

Bring your notebook/laptop/iPad/netPlade - whatever - to this session

Groups work with own inventions. If not applicable, cases are available for training.

---

## Thursday 15 January

**Morning 09:00 – 12:00**

### Commercialization: the start-up track

#### - Start-up basics.

09:00 – 12:00

*John Heebøll, DTU Management Engineering*

1. Basics of starting a knowledge based company
2. Strategies in business start-up
3. Basics of business planning

### Afternoon 13:00 – 17:00

#### - IPR in a corporate business system 2: NKT Photonics A/S

13:00 – 13:45

*Lasse Leich, Project Manager, IP responsible*

#### - Financing high growth ventures

*Richard Breiter, SEED Capital Denmark A/S*

13:50 – 14:30

*Jesper Rosted, Vækstfonden*

14:40 – 15:30

#### - The science park: facilities for supporting spin-outs at SCION-DTU

15:40 – 16:00

*Jakob Svagin, SCION-DTU*

**Group work** prepare your pitch. See Friday program

16:00 – 17:00+

---

## Friday 16 January

**Morning 09:00 – 12:00**

### - Commercialization: the licensing track

09:00 – 11:00

*Jon Wulff, TTO A/S*

1. Choosing between commercialization tracks
2. Licensing versus start-up
3. Identifying the stakeholders
4. Disclosing the invention
5. Identifying the field
6. Pricing of IPR
7. Closing the deal
8. Managing and maintaining the license agreement

#### - Commercialization: the individual inventor.

11:00 – 12:00

*Nikolaj Ilsted Bech, Danish Technological Institute*

### Afternoon 13:00 – 17:00

#### - Group work

13:00 – 14:00

1. Identify start-up strategies for your invention.
2. Design business model.
3. Map the IP situation.
4. Consider your financing demands and opportunities.
5. Prepare 5 min. pitch.

### - Group presentations

14:00 – 16:40

Brief presentations (pitches) from the groups (10 minutes each with 5 minutes discussion) covering

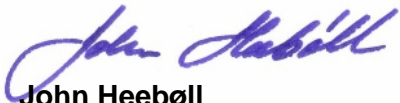
1. Invention: background and present situation
2. Demand and value creation
3. IPR protection strategy
4. Draft commercialization tracks

### - Rounding up the course

*John Heebøll, Lars Alkærsg*

10 min max.

Contact [johe@dtu.dk](mailto:johe@dtu.dk) for further information



#### **John Heebøll**

Lecturer, M.Sc.CE

DTU Management Engineering

Produktionstorvet

Build 426, room 030F

2800 Lyngby

Cell: +45 2049 7789

Tel +45 4525 4677

Mail [johe@dtu.dk](mailto:johe@dtu.dk)

#### **Lars Alkærsg**

Assistant Professor, MSc Director (Eng.Mgmt)

DTU Management Engineering

Produktionstorvet 426

2800 Kgs. Lyngby

Tel: +45 4525 4534

[lalk@dtu.dk](mailto:lalk@dtu.dk)

[www.man.dtu.dk](http://www.man.dtu.dk)