Wellcome to 42799 DTU Patent course 2015

AGENDA

1. Presentation of the course
   - History
   - Learning objectives
   - Course plan & contents
   - Group work
2. Group formation – to be finalized.
3. Secrecy agreements – signed and collected.

Coordinator and contact:

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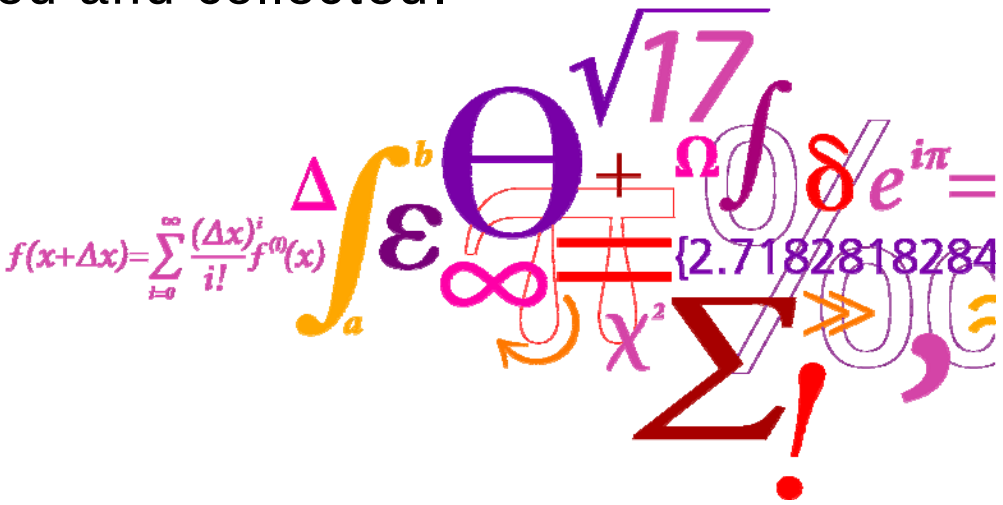

DTU Management Engineering

Department of Management Engineering

42799 OBJECTIVES

History

- AIS-developed patent course up to 2008. Overhaul requested 2009. DTU Management redesigned the course, based on interviews of academia and research-based industries. (CDIO-concept)
- **Conclusion on stakeholder feed back**
  - Obvious need for researchers with better insight in commercialization of knowledge, technology, research results and inventions
  - No need for researchers to be experts on technology transfer
  - Primary learning objectives: to enable researchers to
    - ***cooperate - smoothly and efficiently - with tech-trans professionals***
    - ***identify and develop commercially perspective know-how, technology and inventions***, that match the employer's business system

42799 OBJECTIVES: WHAT DOES THIS REALLY MEAN?

cooperate - smoothly and efficiently - with tech-trans professionals

- Patent attorney:
  - Design IP protection strategies
  - Develop strong and cost efficient applications
- Business developer
  - Identify and quantify business opportunity
  - Develop start-up strategy
  - Analyze and plan the business formation and -development
  - Team up the spin-out
  - Get the venture financed
  - Identifying and pursuing licensing opportunities
- Venture capital investment manager
  - Negotiate a high risk – high gain investment
  - Manage the venture through rapid growth into an exit
- Lawyer
  - Develop and manage agreements and contracts
  - Regulatory issues, staff issues, international trade issues and more –

42799 OBJECTIVES: WHAT DOES THIS REALLY MEAN?

identify and develop commercially perspective know-how, technology and inventions, that match the business system

- Industry
  - Align research with strategy
  - Target new ideas to match markets and customers
  - Include value creation, competitiveness, shareholder value, synergy with products and distribution channels etc. in product development and research = a holistic approach to idea generation and research

- Academia
  - Act according to IP ownership situation
  - Protect commercially valuable IP
  - Participate pro-actively in university TT processes
    - » Licensing
    - » Spin out and business development

42799 STRUCTURE

Pedagogies and didactics

- Lectures (disseminating) combined with group work (assimilating).

Themes covered

- The global IPR system
- The patent from the legal perspective
- The structure and information of a patent
- Commercializing IPR
  - University practice
  - Industry practice
  - The licensing track
  - The spin-out track

Your take-away

A holistic approach to technology transfer that allows you to identify, develop and promote commercially perspective IPR – in industry and in an academic setting. *This is also the objectives of the textbook*.

Monday 12 January Afternoon

IPR: Legal basics.

13:00 – 16:00

5 X 30 min.

Lars Alkærsig,
DTU Management Engineering

- Introduction to the legal world of IPR
- Why work with IP?
- Methods of protection/IP instruments
- Enforcement
- Differences in national rules.

Group work at your own discretion

16:00 – 17:00

Get to know your group, select an idea – identify the “pain”

Tuesday 13 January Morning

IPR: Patent basics

09:00 – 11:00

3X 30 min.

Erik Sigh

Plougmann & Vingtoft (PVP)

Intellectual Property Consulting.

Group work:

11:00 – 12:00

Discuss patentability issues related to your invention.

Erik Sigh and Jan Mondrup, PVP, will consult all groups

Tuesday 14 January Afternoon

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:

Nanna Meyland Nicolaisen

14:00 – 15:00

Corporate Legal Department

Haldor Topsøe A/S

Group work

15:00 – 17:00

- Who are your stakeholders? (End users, buyers, decision makers)
- What is your value proposition?
- Competitive situation? (Products companies, alternative solutions)
- The track from now to applicable technology/service?

Wednesday 14 January *in 358, room 006*

Morning ***09:00 – 12:00***

The Business System at DTU-1 09:00 – 09:50

Pernille Wigh

DTU Afdelingen for Jura og Kontrakter

- The Legal Framework
  - DTU as a public university
  - Cooperation between DTU and Industry
- Contracts and Agreements
  - NDA/MTA
  - Co-operation Agreements
  - Commercialization including license agreements, co-ownership and spin-outs
- Statistics about inventions from DTU

Wednesday 14 January

Morning 09:00 – 12:00

The Business System at DTU-2

10:00 – 12:00

The DTU spin-out support system

Senior Business Developer Adam Hillestrøm

DTU Afdelingen for Innovation og Sektorudvikling

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

Wednesday 15 January

Afternoon **01:00 – 05:00 pm**

Novelty search session

Anne K. S. Jensen

Patent og Varemærkestyrelsen ***(Danish Patent and Trademark Office)***

Internet databases 2015

- On patent search 1: Search & Classification
- On patent search 2: Structured Search

Bring your iPad/tablet/notebook/laptop computer with wireless internet connectivity to this session

Pre-readings will be broadcasted

Thursday 16 January

Morning ***09:00 – 12:00***

Commercialization: the start-up track

Start-up basics

John Heebøll

DTU Management Engineering

- Basics of starting a knowledge based company
- Strategies in business start-up
- Basics of business planning

Thursday 15 January

Afternoon ***13:00 – 17:00***

IPR in a corporate business system 2

Lasse Leich **13:00 – 13:45**

IP responsible

NKT Photonics A/S

Financing high growth ventures

Richard Breiter , **13:50 – 14:30**

SEED Capital Denmark A/S

Jesper Rosted **14:40 – 15:30**

Vækstfonden

Locating high growth ventures

The science park: concepts for supporting spin-outs

Jakob Svagin **15:40 – 16:00**

SCION-DTU

Group work **16:00 – 17:00**

Friday 16 January

Morning ***09:00 – 12:00***

Commercialization: the licensing track **09:00 – 11:00**

Jon Wullf

TTO A/S

- Choosing between commercialization tracks
- Licensing versus start-up
- Identifying the stakeholders
- Disclosing the invention
- Identifying the field
- Pricing of IPR
- Closing the deal
- Managing and maintaining the license agreement

Commercialization: the individual inventor.

Nikolaj Ilsted Bech **11:00 – 12:00**

Danish Technological Institute - Teknologisk Institut

Friday 16 January CONCLUDING 42799

Afternoon ***13:00 – 17:00***

Group work **13:00 – 14:00**

- Identify start-up strategies for your invention.
- Design business model.
- Map the IP situation.
- Consider your financing demands and opportunities.
- Prepare 10 min. pitch.

Group presentations **14:00 – 17:00**

Brief presentations (pitches) from the groups
(***MAX 10 minutes*** each with 5 minutes discussion. Hard Cut!) covering:

- Invention: background and present situation
- Demand and value creation
- IPR protection strategy
- Draft commercialization tracks

Rounding up the course

John Heebøll, Lars Alkærsig **10 min max.**

42799 PRACTICALITIES

- Working language: English
- Teaching materials available at www.entrepreneur.dk and CampusNet
- Groups with file sharing facilities established on CampusNet
- 3 ECTS granted
- Diploma will be issued. No marks given. You pass if you stay throughout.
- Do respect confidentiality. Do not disclose non-protected inventions or IPR, not owned by you, to 3. parties.
- Students at 42799 must sign a secrecy agreement (NDA), indicating that they accept and respect the confident nature of information given at 42799
- Teachers who are not bound by a professional NDA will have the courtesy not to look into confidential information while present in the classroom.
- Students are free to limit other students' and teachers' access to the information that they bring to the classroom.

  This constraint however should be made clear from the beginning – and you must handle any protective measures yourself.

Signing NDA – find your group

The Course enrollment list

- Take your group number flyer
- Bring it to the space outside room 050
- FLAG IT

Or – go out and find it.

Then sign an NDA and leave it on the teacher's desk

FINAL pitch - Friday:

Group presentations

10 min. pitch MAX, incl. Q&A covering:

- Invention: background and present situation
- Demand and value creation
- IPR protection strategy
- Draft commercialization tracks