

## DTU Patent Course - PLAN 2017

For PhD students Week 3, Monday, 16 January to Friday, 20 January 2017

Thursday, January 12, 2017. Vers. 17.06

### Location:

building 450 room 105

**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...

### Textbooks:

1. 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.
2. Recommended pre-readings: "Intellectual Property Rights Management". Lars Alkaersig, Karin Beukel, Toke Reichstein. Palgrave Macmillan, 2016. ISBN 978-1-46952-6. Authors' note: "The aim has been to furnish an understanding of the virtues and limitations of IP and to offer the reader an appreciation of its many facets".

### Hand outs

Slides, articles and video links will be made available on the fly

### Lecturers:

Marianne Thellersen	DTU Koncernledelse
John Heebøll	DTU Management Engineering
Lars Alkærsig	DTU Management Engineering
Erik Sigh	Plougmann Vingtoft A/S
Pernille Elmedyb	Plougmann Vingtoft A/S
Lasse Leich	NKT Photonics A/S
Line Hell Hansen	DTU AIS – contracts
Adam Hillestrøm	DTU AIS Business development
Egil Hulgaard	DTU AIS Business development
Thit Felding	DTU AIS Business development
Anne K. S. Jensen	Patent og Varemærkestyrelsen
Peter Egehoved	SEED Capital
Jesper Rosted	Vækstfonden
Jon Wulff Petersen	tto A/S
Anders Bendtsen	Haldor Topsøe A/S
Kristoffer Buch	DTU Skylab
Sidsel Hougaard	Innovationsfonden
Jane Thomsen	Innovationsfonden
Pernille Winding Gojkovic	HØIBERG

For further details on lecturers: see last page.

## COURSE PLAN - 2017

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### Monday 16 January

**Morning 10:00 – 12:00**

- **Opening the course** *Marianne Thellersen,*  
DTU Concern Management.

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 explained, signed and collected

- **Meet your team** and find a task (an invention to analyze vs. IPR and market).  
CATME Team Formation Questionnaire will be forwarded before course start.

### Afternoon 13:00 – 17:00

- **The basics of IP**

13:00 – 16:00

*Lars Alkærsg, 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
- Describe the problem – the pain that your invention will solve

16:00 – 17:00+

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### Tuesday 17 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 aspects of Patenting your inventions* 11:00 – 12:00  
*Erik Sigh and Pernille Elmedy, Plougmann & Vingtoft* will supervise by walking around. Avg. 10 min. per group.

### Afternoon 13:00 – 17:00

- **The internal IP process**

13:00 – 13:50

*Lars Alkærsg, 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: NKT Photonics A/S** 14:00 – 15:00  
*Lasse Leick, Group leader and IPR responsible*
  
- **Group work at your own discretion** 15:00 – 17:00+
  - Who are your stakeholders? (End users, buyers, decision makers)
  - Pain and value creation related to solving the pain
  - Competitive situation? (Products companies, alternative solutions)
  - The track from now to applicable technology/service?

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## **Wednesday 18 January**

### **Morning 09:00 – 12:00**

- **Legal issues and contracts at DTU** 09:00 – 09:50  
*Line Hell Hansen et al., DTU AIS, Afd. f. Jura og Kontrakter*
  - 1) Introduction to AIS legal
  - 2) Being employed as a PhD student – regulation and obligations
  - 3) Co-operation with a company or other external partner – including various kinds of agreement
  
- **The business system at DTU** 10:00 – 12:00  
The DTU spin-out support system:  
*Adam Hillestrøm, Thit Felding, Egil Hulgaard, DTU AIS, Business development team*
  - 4) The IPR process
  - 5) The Spin-out process
  - 6) How and when to contact AIS
  - 7) CASES
  - 8) The DTU Proof of Concept Program

### **Afternoon 13:00 – 17:00**

- **Novelty search: lecture and training session**  
*Anne K. S. Jensen, Patent og Varemærkestyrelsen TBC*
  - Internet databases 2017
  - On patent search 1: Search & Classification
  - On patent search 2: Structured Search

Bring your notebook/portable/laptop/iPad/NetPlade -- to this session and connect to the internet.

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

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## Thursday 19 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 high tec–high growth company
2. Strategies in business formation
3. Basics of business planning

### Afternoon 13:00 – 17:00

#### - Innovationsfonden

13:00 – 13:40

*Sidsel Hougaard, Jane Thomsen*

#### - Financing high growth ventures

*Peter Egehoved, 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

*DTU Skylab by Kristoffer Buch*

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

16:00 – 17:00+

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## Friday 20 January

### Morning 09:00 – 12:00

#### - Commercialization: the licensing track

09:00 – 10:20

*Jon Wulff Petersen, 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

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

10:30 – 11:20

*Anders Broe Bendtsen, Corporate Legal Department*

#### - IPR in a corporate business system: Patents in biotech

11:30 – 12:20

Focus on the biotech industry and start-ups

*Pernille Winding Gojkovic, CEO, Høiberg*

## **Afternoon 13:10 – 17:00**

### **- Group work**

13:10 – 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 track

Bring your smartphone to this event – for choosing the winning pitch with Mentimeter.

### **- Rounding up the course**

*John Heebøll, Lars Alkærsig*

10 min max.

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

Looking forward to seeing you!



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## Visiting lecturers:

### **Marianne Thellersen**

Senior Vice President, Innovation and Entrepreneurship  
Danmarks Tekniske Universitet  
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