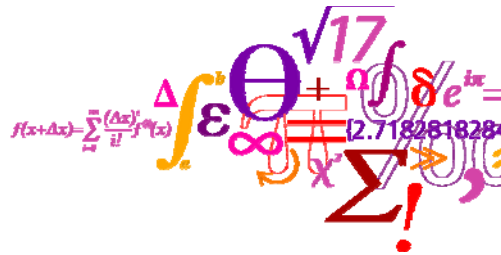


Wellcome to 42799 DTU Patent course 2011

AGENDA

1. Presentation of the course
 - History
 - Learning objectives
 - Course plan & contents
 - Group work
2. Presentation of participants: 30 sec. Personal presentation
3. Group formation – to be finalized.
4. Secrecy agreements – signed and collected.

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DTU Management Engineering
 Department of Management Engineering

42799 OBJECTIVES

History

- AFI-developed patent course up to 2008. Overhaul requested 2009. DTU Management redesigned the course, based on interviews of academia and research-based industries.
- **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 that are also 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 employers business system

42799 STRUCTURE

Pedagogics and didactics

- Lectures (teaching) combined with group work (training).

Themes covered

- The global IPR system
- The patent from the legal perspective
- The structure and information of a patent
- Commercializing IPR
 - University practise
 - Industry practise
 - The licensing track
 - The spinn-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.

Monday 17 January Afternoon

IPR: Legal basics.

01:00 - 04:00 pm

PATENT & IPR Basics

Hegner & partners

5 X 35 min.

Anette Hegener

Andreas Tycho

- Introduction to the legal world of IPR
- What is a patent?
- Inventive step/International treaties.
- Infringement and strategy.
- Differences in national rules.

Tuesday 18 January Morning

Agreements in technology transfer and commercialization

DTU - AFI 09:30 – 12:00 am
Department of Research and Innovation 4X35 min.
Louisa Greve Finkelstein
Søren Keller

- IPR ownership in general
- IPR ownership at DTU
- Non-Disclosure Agreements
- Material Transfer Agreements
- Research Collaboration Agreements
- License Agreements

Tuesday 18 January Afternoon

IPR: Patents 01:00 - 03:00 pm

The structure of a patent
Plougmann & Vingtoft, intellectual property consulting
Erik Sigh, European patent attorney, M.Sc.E 3X 35 min.

- Information in a patent
- Requirements to a patentable invention
- Patent claims: types and structure
- Influence of patents – own and others
- Patent information on the internet

Group work:
identifying inventiveness, drafting a patent 03:00 – 05:00 pm

Wednesday 19 January Morning

IPR in industry 1. DANISCO A/S 10:00 to 12:00 am

Patent Group Director Morten Birkeland, European Patent Attorney

Charlotte Johansen Vedel, Vice President, Ph.D, Corporate Patents Europe, covering:

- The role of patents in Danisco's business system.
- Principles of handling trusted employees' inventions.
- Procedures and principles for Danisco's acquisition and sale of intellectual property rights.
- Policies and procedures for Danisco's collaboration with universities and research institutions - in a global perspective.

Wednesday 19 January Afternoon

Novelty search session 01:00 – 05:00 pm

Anne K. S. Jensen, Senior Examiner, M.Sc.EE, . Patent & Varemærkestyrelsen (Danish Patent and Trademark Office)

- Internet databases 2011
- On patent search 1: Search & Classification
- On patent search 2: Structured Search

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

Thursday 20 January Morning

IPR in industry 2. Haldor Topsøe A/S 10:00 to 12:00 am

Johanna Jonsdottir, Corporate IP Counselor
 Alfredo Zolin Conde, Patent manager, Corporate Legal
 Department, covering:

- The role of patents in Haldor Topsøe's business system.
- Principles of handling trusted employees' inventions.
- Procedures and principles for Haldor Topsøe's acquisition and sale of intellectual property rights.
- Policies and procedures for Haldor Topsøe's collaboration with universities and research institutions - in a global perspective.

Thursday 20 January Afternoon

Commercialization: the start-up track 01:00 – 05:00 pm

Start-up basics

John Heebøll, DTU Management 3X30 min.

- The role of business formation in technology transfer
- Basics of starting a high tec venture
- Strategies in knowledge based business start-up
- Basics of business planning

Financing high growth ventures 15:00 – 15:45

Frank Knudsen, investment director. SEED Capital

Present and future risk-based financing 16:00 – 16:45

Søren Steen Rasmussen, partner, Vækstkapital, Vækstfonden

Group home work: discuss commercialization strategies for your invention. Prepare a 10 min. pitch for Friday afternoon

Friday 21 January Morning

IPR in industry 3. Novozymes A/S 10:00 to 12:00 am

Preben Rasmussen, Ph.D., Senior Manager for BioBusiness Patents, covering:

- The role of patents in Novozyme's business system.
- Principles of handling trusted employees' inventions.
- Procedures and principles for Novozyme's acquisition and sale of intellectual property rights.
- Policies and procedures for Novozyme's collaboration with universities and research institutions - in a global perspective.

Friday 21 January Afternoon

Commercialization: the licensing track

01:00 – 04:20 pm

Commercializing inventions

01:00–03:30 pm

Jon Wulf, Christian Schmock, TTO A/S

4X30 min.

- Identifying 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

Individual inventor support

03:40 – 04:20 pm

- Kasper Birkeholm Munk Teamleader, Opfinderrådgivningen, Teknologisk Institut, Idé & Vækst.

Friday 21 January Afternoon II

Group presentations

04:30 – 05:30 pm

5 min. pitch presentations from the groups, covering

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

Rounding up the course

05:30 – 06:00 pm

John Heebøll.

42799 PRACTICALITIES

- Working language: English
- Teaching materials available at www.entrepreneur.dk and CampusNet
- Groups with filesharing 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 an 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 inventions and IPR, that they bring to the classroom for own purposes.
This requirement however should be made clear from the beginning – and you must handle any protective measures yourself.

WHO is WHO?

30 seconds individual speed-presentation

- Name
- Nationality
- Institute / industry hosting your Ph.D. project
- The theme you are working with
- What you expect to get out of the course
- AOB: special confidentiality requirements? Looking for a group?

Signing NDA - Finding a group

[The Course enrollment list](#)