

DTU Patent Course - PLAN 2013

For PhD students Week 3, Monday, 14 January to Friday, 18 January 2013

Wednesday, January 09, 2013 ver. 1.03

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.

Enrollment: fill out the ID form and return it to johe@dtu.dk for group formation. Download from www.entrepreneur.dk.

Teachers:

Adam Hillestrøm	DTU Afd. f. Erhverv og Myndigheder
Andreas Tycho	Maersk Offshore
Anne K. S. Jensen	PVS
Bjarne Henning Jensen	Vækstfonden
Christian Schmock	TTO A/S
Erik Sigh	Plougmann & Vingtoft
Jakob Steen Jensen	SEED Capital
Jeppe Lundbæk	Højteknologifonden
Lars Alkærsig	DTU Management Engineering
Line Hell Hansen	DTU Afd. f. Jura og Kontrakter
Nikolaj Ilsted Bech	Teknologisk Institut
Ning Kang	DTU Photonics, Innovation Team
Pernille Elmedyb	Plougmann & Vingtoft
Pernille Wigh	DTU Afd. f. Jura og Kontrakter
Solveig Sturlaugsdottir Aanæs	Novo Nordisk A/S

Location:

Monday 14 January:	Build. 402, room 009.
Tuesday 15 January:	Build. 101, Meeting Centre, room S12, ground floor.
Rest:	Build. 101, Meeting Centre, room S10, ground floor.

COURSE PLAN - 2013

Monday 14 January

Build. 402/009

Morning 10:00 – 12:00

- Introduction

1. To the course *John Heebøll*
2. To the class *All of you: 1 minute presentation of yourselves: Name - institute field of interest – looking for team members for this course?*
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

- IPR: Legal basics.

13:00 – 16:00
4 X 35 min

Lars Alkærsig, DTU Management Engineering

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

- Group work at your own discretion

- Select your invention/idea
- Identify the problem – the pain, that your invention will solve

16:00 – 17:00

Tuesday 15 January

Build. 101/S12

Morning 09:00 – 12:00

- IPR: Patent basics *The structure of a patent*
Erik Sigh, Plougmann & Vingtoft

09:00 – 11:00
3X 30 min

- Group work: *discuss patentability of your inventions*

Erik Sigh, Pernille Elmedyb, Plougmann & Vingtoft will coach during this slot

11:00 – 12:00

Afternoon 13:00 – 17:00

- IPR in a corporate business system: Novo Nordisk A/S
Solveig Sturlaugsdottir Aanæs, Novo Nordisk Patent Dept.

13:00 – 15:00
3 X 30 min

- Group work at your own discretion

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

15:00 – 17:00

Wednesday 16 January

Build 101, S10

Morning 09:00 – 12:00

- The business system at DTU

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

3X 30 min

Adam Hillestrøm DTU Afd. f. Erhverv og Myndigheder

Line Hell Hansen, 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 the business world/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
- 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 2013
- On patent search 1: Search & Classification
- On patent search 2: Structured Search

Bring your notebook/laptop computer with wi-fi to this session

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

Thursday 17 January

Build. 101, S10

Morning 09:00 – 12:00

- **Patents in an industrial business system** 30 – 40 min
Andreas Tycho, Maersk Drilling
- **Financing the early stages in commercialization** 30 – 40 min
Jeppe Lundbæk, Højteknologifonden.
Proof-of Concept / Gap funding with the High Technology Fund
- **Support in establishing international collaboration in trade and research** 30 – 40 min
Ning Kang, DTU Photonics – Innovation Group
Support via “Innovation Centre Denmark”? – case: the Innovation Center Denmark - Shanghai.
- **Group work until lunch**

Afternoon 13:00 – 17:00

Commercialization: the start-up track

- **Start-up basics.** 13:00 – 15:00
John Heebøll, DTU Management Engineering 3X 30 min
 1. Basics of starting a knowledge based company
 2. Strategies in business start-up
 3. Basics of business planning
- **Financing high growth ventures** 15:10 – 16:00
Jakob Steen Jensen, SEED Capital Denmark A/S
- **Present and future risk-based financing** 16:10 – 17:00
Bjarne Jensen, Vækstfonden

Friday 18 January

Build 101, S10

Morning 09:00 – 12:00

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

Torben Orla Nielsen, SCION-DTU

09:30 – 10:00

Group work: identify start-up strategies for your invention. Design business model. Map the IP situation. Consider your financing demands and opportunities. Prepare 5 min. pitch.

Friday 20 January, afternoon

Commercialization: the licensing track

13:00 – 15:00

Christian Schmock, TTO A/S

3X35 min

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.

15:10 – 16:00

Nikolaj Ilsted Bech, Danish Technological Institute

- Group presentations

16:10 – 17:00

Brief presentations (pitches) from the groups (5 minutes each) 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

10 min max.

Contact johe@dtu.dk for further information



John Heebøll
DTU Management Engineering
Produktionstorvet
Build 426, room 030F
2800 Lyngby

Cell: +45 2049 7789
Tel +45 4525 4677
Mail johe@dtu.dk