

## Wellcome to 42799 DTU Patent course 2013

### 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.

Coordinator and contact:

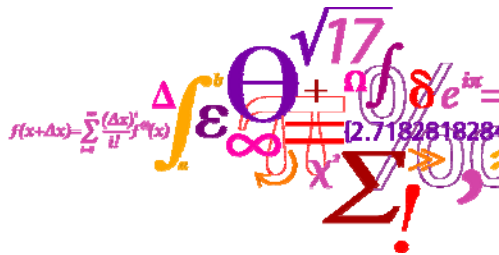
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**DTU Management Engineering**  
Department of Management Engineering

## 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. (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 STRUCTURE

### Pedagogies 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 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 14 January Afternoon

***IPR: Legal basics.***

***01:00 - 04:00 pm***

***IPR Basics***

***5 X 30 min.***

Lars Alkærsig, DTU Management Engineering

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

**Group work at your own discretion**

**04:00 – 05:00 pm**



## Tuesday 15 January Morning

**IPR: Patent basics** 09:00 – 11:00 am

***The structure of a patent*** 3X 30 min.

Erik Sigh, Pernille Elmedyb,  
Plougmann & Vingtoft, Intellectual Property  
consulting.

### Group work:

identifying inventiveness, drafting a patent with Erik and Pernille as walk-  
about consultants 11:00 – 12:00 am



## Tuesday 15 January Afternoon

01:00 - 03:00 pm

**IPR: Patents in a corporate business system:**

***Novo Nordisk A/S*** 3X30 min

Solveig Sturlaugsdottir Aanaes,  
Corporate Patents

03:00 – 05:00 pm

### Group work

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

## Wednesday 16 January

### Morning - 1

09:00 – 12:00 am

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
  - DTU as a public university
  - Cooperation between DTU and the business world/Industry
- Contracts and Agreements
  - NDA/MTA
  - Co-operation Agreements
  - Commercialization including license agreements, co-ownership and spin-outs

## Wednesday 16 January

### Morning - 2

09:00 – 12:00 am

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*

#### SECOND PART

- 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



## Wednesday 16 January

### Afternoon

01:00 – 05:00 pm

#### Novelty search session

#### *Patent og Varemærkestyrelsen*

(Danish Patent and Trademark Office)

Anne K. S. Jensen

Internet databases 2013

- 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 17 January

### Morning

09:00 – 12:00 am

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 collaboration in trade and research

*Ning Kang, DTU Photonics – Innovation Group*

30 – 40 min

- Support via "Innovation Centre Denmark"  
case: the Innovation Center Denmark - Shanghai.

Group work until lunch



## Thursday 17 January

### Afternoon

13:00 – 17:00 pm

**Commercialization: the start-up track**

***Start-up basics.***

13:00 – 15:00 pm

**John Heebøll, DTU Management Engineering**

3X30 min

- High tech high-growth business formation
- Basics of starting a knowledge based company
- Strategies in business start-up
- Basics of business planning

***Financing high growth ventures***

15:10 – 16:00 pm

**Jakob Steen Jensen (cleantech field)**

***SEED Capital Denmark A/S***

***High-tech high risk financing 2013 onwards***

16:10 – 17:00 pm

**Bjarne Jensen**

***Vækstfonden***



## Friday 18 January

### Morning

09:00 – 12:00 am

**SCION-DTU:**

**The role of the science park in supporting spin-outs**

*Torben Orla Nielsen, SCION-DTU*

09:00 – 10:00 am

### **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 18 January

### Afternoon

**Commercialization: the licensing track** 01:00 – 03:00 pm

**Christian Schmock, TTO A/S** 3X35 min

- 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.** 03:10 – 04:00 pm

**Nikolaj I Isted Bech, Danish Technological Institute**

## Friday 18 January CONCLUSION

**Group presentations** 04:10 – 05:00 pm

**Brief presentations from the groups (5 minutes each) covering:**

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

**Rounding up the course**

- **John Heebøll** 10 min max.

## 42799 PRACTICALITIES

- Working language: English
- Teaching materials available at [www.entrepreneur.dk](http://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 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 information that they bring to the classroom.  
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
- Your pre-assigned group number
- The theme you are working with – the field you are working within
- Are you ready to share your idea with your group?



## Signing NDA - Finding a group

[The Course enrollment list](#)

## FINAL pitch - Friday:

### *Group presentations*

5 min. pitch presentations covering:

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