

# Wellcome to 42799 DTU Patent course 2014

## 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:

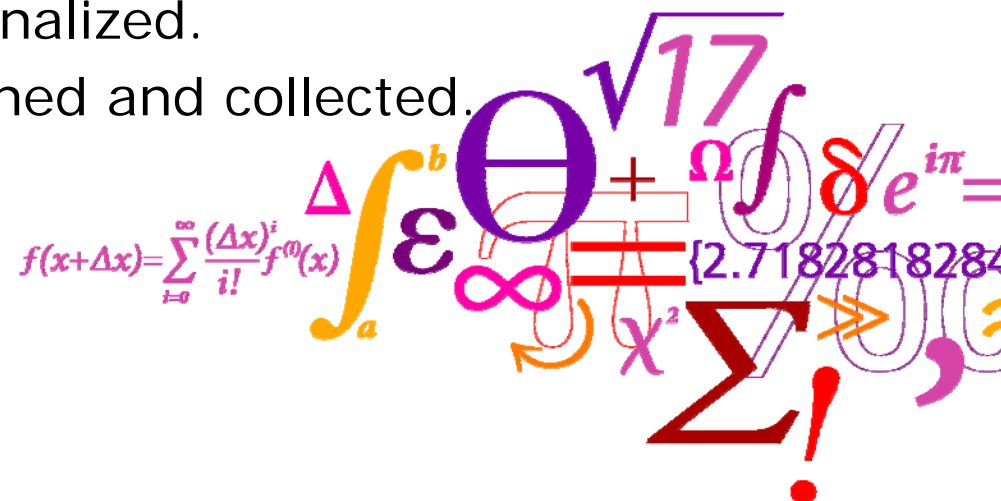
John Heebøll

[johe@dtu.dk](mailto:johe@dtu.dk)

DTU line: 525 4677

Cell phone: 2049 7789

SKYPE: john\_heelboll



# 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 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 13 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 14 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 15 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:

*Anders Broe Bendtsen*

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)
- Competitive situation? (Products companies, alternative solutions)
- The track from now to applicable technology/service?

# Wednesday 15 January

*Morning*

09:00 – 12:00

## The Business System at DTU-1

09:00 – 09:50

*Pernille Wigh*

### DTU Afd. f. 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 15 January

*Morning 09:00 – 12:00*

## The Business System at DTU-2

10:00 – 12:00

The DTU spin-out support system

*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 2014

- 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 16 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

*Niels Vejrup Carlsen,*

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**

*Kirstine Garde*

15:40 – 16:00

**SCION-DTU**

## Group work

16:00 – 17:00

# Friday 17 January

*Morning*

09:00 – 12:00

## **Commercialization: the licensing track**

09:00 – 11:00

*Christian Schmock*

### **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 17 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  
(10 minutes each with 5 minutes discussion) 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](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 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 requirement however should be made clear from the beginning – and you must handle any protective measures yourself.

## FINAL pitch - Friday:

### *Group presentations*

10 min. pitch MAX, covering:

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