

DTU Patent Course - PLAN 2014

For PhD students Week 3, Monday, 13 January to Friday, 17 January 2014

Friday 10. January 2014 ver. 1.06

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.

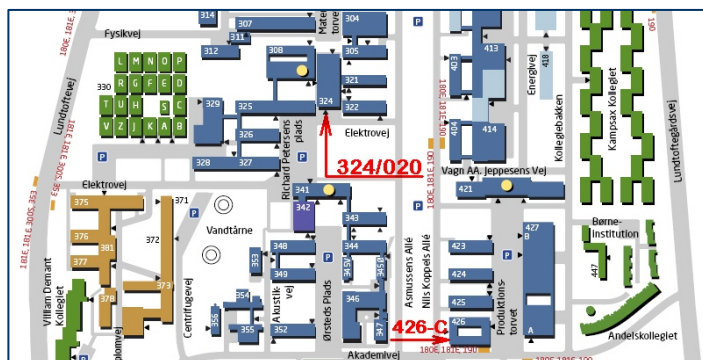
Enrollment: fill out the ID form found at the course website and return it to johe@dtu.dk for group formation. Download from www.entrepreneur.dk.

Teachers:

Adam Hillestrøm	DTU AIS Business Developers
Lasse Leich	NKT Photonics A/S
Anne K. S. Jensen	Danish Patent and Trademark Office
Jesper Roested	Vækstfonden
Christian Schmock	Tech Trans Office A/S
Erik Sigh og Jan Mondrup	Plougmann & Vingtoft Patent Attorneys
Niels Vejrup Carlsen	SEED Capital
Lars Alkærsig	DTU Management Engineering
Line Hell Hansen	DTU Afd. f. Jura og Kontrakter
Nikolaj Ilsted Bech	Teknologisk Institut
Pernille Wigh	DTU AIS Legal Dept.
John Heebøll	DTU Management Engineering
SCION DTU	Kirstine Garde
Anders Broe Bendtsen	Haldor Topsøe A/S

Location:

Building 324 room 20
 (NW corner, ground floor)



COURSE PLAN - 2014

Monday 13 January

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

- The basics of IP

13:00 – 16:00
4 X 35 min

Lars Alkærsig, DTU Management Engineering

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

- Select your invention/idea
 - Identify the problem – the pain that your invention will solve
- 16:00 – 17:00

Tuesday 14 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 patentability of your inventions 11:00 – 12:00
Erik Sigh, Jan Mondrup, Plougmann & Vingtoft will coach during this slot

Afternoon 13:00 – 17:00

- 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: Haldor Topsøe A/S

14:00 – 15:00

Anders Broe Bendtsen, Corporate Legal Department

- **Group work at your own discretion** 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

- Legal and contracts at DTU

09:00 – 09:50

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 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

- The business system at DTU

10:00 – 12:00

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

Adam Hillestrøm DTU Afd. f. Erhverv og Myndigheder

- Patents and the DTU patenting process
- PoC and GAP funding
- Commercialization of inventions – policy
- Commercialization of inventions – the traditional model + new models
- Case examples
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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 16 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 knowledge based company
2. Strategies in business start-up
3. Basics of business planning

Afternoon 13:00 – 17:00

- IPR in a corporate business system 2: NKT Photonics A/S

13:00 – 13:45

Lasse Leich, Project Manager, IP responsible

- Financing high growth ventures

Niels Vejrup Carlsen, 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

Kirstine Garde, 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

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.

11:00 – 12:00

Nikolaj Ilsted Bech, Danish Technological Institute

Afternoon 13:00 – 17:00

- Group work

13:00 – 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

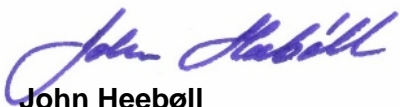
1. Invention: background and present situation
2. Demand and value creation
3. IPR protection strategy
4. Draft commercialization tracks

- Rounding up the course

John Heebøll, Lars Alkærsg

10 min max.

Contact johe@dtu.dk for further information



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