

**ASTP FALL MEETING 2009**  
**THURSDAY 29 AND FRIDAY 30 OCTOBER**

*Challenges and opportunities in technology transfer*

**THURSDAY 29TH OF OCTOBER**

**opening plenary 9.00 – 10.30** (registration desk open from 8.15 am)

**Karen Laigaard**, president ASTP, *opening*

**Jan Kazior**, pro-rector for research and science of Krakow university of technology, *welcome*

**Piotr Moncarz**, corporate vice president of Exponent and consulting professor, Stanford University

*East-Central Europe possesses an enormous underutilized intellectual base needed to be integrated into the world economy based on knowledge. The challenge of coping with ever shorter innovation cycles exists in all countries with the aspiration for knowledge based economy. The speaker will discuss this challenge, its impact on today's economical crisis, and the way forward. The technology transfer experience of the Silicon Valley, the EU, the East-Central European countries, and the post Soviet Union countries will be the base for the discussion.*

break 10.30 – 11.00

**first parallel 11.00 – 12.30**

**I: introductory track on basic technology transfer skills**

*moderator Laurent Mieville*

**1. information management / database**

**Laurence Blazianu**, chief business officer  
Kenta Biotech Ltd, Switzerland

**Laura Ruotsalainen**, information analyst info services VTT, Finland

*To evaluate a new invention disclosure, a patent search and a market search are essential. How is this done in an efficient manner and which tools are the best tools at our disposal? In an interactive session, two experienced professionals will share their techniques with us to collect the most relevant information of selected real life cases.*

**II: partners in our daily business**

*moderator Paul Van Dun*

**1. the “valley of death”**

**Catherine Quinn**, head of grants management the Wellcome Trust, United Kingdom

**Jean Michel Gauthier**, head of scientific affairs department Inserm Transfert, France

*It is a constantly reoccurring problem! The technology we want to market is not ripe enough for industry. How can we bridge the innovation gap/valley of death? We need to proactively validate the technology, but how do we find potential partners, other universities and applied research institutes, or maybe even charity institutions? What can we do within the university context and where do we need industry experience?*

**III: evergreens in tech transfer**

*moderator Jörn Erselius*

**1. the other regulations**

**Bruno Lambrecht**, legal counsel KU Leuven R&D, Belgium

**Gert Demmink**, managing director Eagle Compliance Company, the Netherlands

*When commercialising research results, some of the most unexpected barriers can come from anti-competition regulation and export regulations that we are not very familiar with. Though only remotely known to most practitioners, such regulations may have serious implications for commercialisation projects. What are the most important consequences of these regulations on our activities, how do we secure the road to commercialisation for a specific case? Can we use such rules to our advantage?*

lunch 12.30 – 14.00

**second parallel 14.00 – 15.15**

**I: introductory track on basic technology transfer skills**

moderator Kevin Cullen

[2. How to build and manage a personal network](#)

**Martin Hinoul**, business development manager  
Leuven Region, Belgium

*Even in times of internet and globalisation the most important asset in technology transfer is a well-functioning network: technology transfer remains a peoples business. But how to build up and maintain a good network? Will LinkedIn, Plaxo and Facebook do the job, or is there more to it? In what way can you optimize the effectiveness of your network? Lessons from a speaker who has spent his entire life networking in the high tech sector across the world.*

**II: partners in our daily business**

moderator Anders Haugland

[2. finding management for start ups / spin offs](#)

**Francis DeBlauwe**, spin off manager DeBlauwe  
Management, Belgium

**Matti Airas**, ceo MOS4 ltd, Finland

*We have a great technology and a great inventor who is enthusiastic about starting his own company. But this does not necessarily mean that we have a great entrepreneur with great management skills and thus a great spin off opportunity. The success of most university spin offs largely depends on the management skills of the founder team. How can a scientific founder team be complemented with management expertise? Where can it be found? Experienced entrepreneurs will discuss the challenge of finding the right people for start-ups.*

**III: evergreens in tech transfer**

moderator Laurent Mieville

[2. latest developments in patent law](#)

**Eleni Kossonakou**, lawyer patent law, European  
Patent Office, Germany

**David Parker**, partner co-head intellectual property  
and technology, Fulbright & Jaworski llp, USA

*Patents are the basis for many technology transfer activities and licensing. Thus we need to obtain the best possible patent protection for our inventions. However, this also means that we need to keep up with the latest developments in patent law, such as the written description requirement, ... but also new fee structures at the patent offices. Experts in European and US patent law will bring us up to date.*

break 15.15 – 15.30

**third parallel 15.30 – 16.45**

**I: introductory track on basic technology transfer skills**

moderator Anders Haugland

[3. patents and more](#)

**Jeremy Philpott**, unit manager innovation  
support European Patent Academy, Germany

*There is more to intellectual property (IP) strategy than just owning or licensing patents. Utility models, trade marks, domain names, designs, copyrights, trade secrets and confidential information can all complement a patent portfolio. Knowledge of the other IP rights can inform help us make the right business decisions, and ensure that the right blend of IP fits a given*

**II: partners in our daily business**

moderator Paul Van Dun

[3. "privatising" tech transfer](#)

**Jens Damsgaard**, director Science Ventures  
Denmark A/S, Denmark

**Tom Hockaday**, managing director, ISIS Innovation  
ltd, United Kingdom

*Some universities have set up separate wholly-owned or partly-owned tech transfer companies. Are these offices better equipped to service both researchers and companies than traditional tto's based within the university management structure? Which challenges does this form for "privatisation" set-up present vis-a-vis customers and stakeholders? Two different private*

**III: evergreens in tech transfer**

moderator Jörn Erselius

[3. enforcing your IP](#)

**Bernard Hertel**, former managing director Max  
Planck Innovation, Germany

**David Parker**, partner co-head intellectual property  
and technology, Fulbright & Jaworski llp, USA

*Universities spend a lot of money on patenting. But do they also have the funds to enforce their patent rights in case of infringement? What are the latest trends in patent law and which are the costs involved in mediation, arbitration and litigation? A US attorney and an experienced tt officer will team up to provide a broad coverage of the issue including a specific case*

project. But would you know which IP rights to use?	tech transfer companies servicing two very different universities will tell you how it works for them.	from Max Planck Society where patent enforcement was the basis for their most profitable license to date.
<b>cocktail 16.45 – 17.45</b>		
<b>conference dinner 18.45 in the Wieliczka salt mines, near Krakow</b>		
<b>FRIDAY 30TH OF OCTOBER</b>		
<b>plenary 9.00 – 10.30</b>		
<p><i>moderator Karen Laigaard</i>  <b>Robert Marshall</b>, negotiation and conflict resolution, United Kingdom  <a href="#">How to deal with difficult people</a>  <i>Some of us have to deal with them almost every day, others only meet them once in a while. But they are there - the difficult people - who are able to turn a perfectly nice job into a real nightmare! They come in many disguises: they can be close colleagues, researchers with great inventions, potential partners in industry .... perhaps you are difficult yourself!? Our plenary speaker has many years of experience in negotiation and conflict resolution and he will give us some real-life examples and tips of how to deal with the difficult people.</i></p>		
break 10.30 – 11.00		
<b>fourth parallel 11.00 – 12.30</b>		
<p><b>I: introductory track on basic technology transfer skills</b>  <i>moderator Laurent Mieville</i>  <a href="#">4. project management - managing the technology life cycle as a project from disclosure to compliance</a>  <b>Lesley Millar</b>, director office of technology management university of Illinois, USA  <b>Alexandra Richardson</b>, business development and marketing Clayton Biotechnologies, Inc. USA  <i>Evaluating an invention and filing e.g. a technology disclosure is only the beginning of a technology transfer project. Defining the market, identifying and evaluating risk factors, outlining business proposals and managing compliance with a licensee after a license has been concluded are other important elements. What needs to be considered at each stage of a project's life and</i></p>	<p><b>II: partners in our daily business</b>  <i>moderator Kevin Cullen</i>  <a href="#">4. private practice of scientists</a>  <b>Arne Astrup</b>, head of department of human nutrition university of Copenhagen, Denmark  <b>Tom Hockaday</b>, managing director ISIS innovation ltd, United Kingdom  <i>In addition to being great scientists and inventors “our” researchers are also very attractive to industry as consultants. How can “private” consultancy be separated from university duties? Who controls researches time? Can possible conflicts of interest be solved by offering the consultancy through the university? Some universities have established “consultancy offices”. Will this be a future trend? This will present both the views of the entrepreneurial researcher and the transfer director.</i></p>	<p><b>III: evergreens in tech transfer</b>  <i>moderator Jörn Erselius</i>  <a href="#">4. extending the royalty stream</a>  <b>Alexa von Uexkuell</b>, partner at Vossius &amp; partner, Germany  <b>Florian Beilhack</b>, lawyer Max Planck Innovation, Germany  <i>Often in license agreements royalty payments are dependent on an underlying patent and its term. However, on the one hand in specific cases the term can be extended e.g. in the pharmaceutical field by applying for a ‘spc’ (supplementary protection certificate). Also, specific know-how can be licensed and can form the basis for royalty payments for respective products. We will look at possibilities to extend the term of royalty payments from a patent law and contractual perspective.</i></p>

<i>which resources can be used?</i>		
lunch 12.30 – 13.30		
<b>fifth parallel 13.30 – 14.45</b>		
<p><b>I: introductory track on basic technology transfer skills</b>  <i>moderator Anders Haugland</i>  <a href="#">5. negotiating a license agreement</a>  <b>Robert MacWright</b>, Frommer Lawrence &amp; Haug llp, USA  <i>You have been lucky and found an industry partner who is interested in your university's technology. Now the fun part starts and you have to negotiate a license agreement. However, you realise that again and again you are facing the same topics in your negotiations. What needs to be addressed in all negotiations? And what little tricks will help you to achieve a satisfactory result?!</i></p>	<p><b>II: partners in our daily business</b>  <i>moderator Paul Van Dun</i>  <a href="#">5. working with trainees/students</a>  <b>Lesley Millar</b>, director office of technology management university of Illinois, USA  <b>Tor Aase Johannessen</b>, academic director CEMS programme associate professor Norwegian school of economics and business administration, Norway  <i>Technology transfer is becoming more and more complex. Patent- and licensing officers can hardly cope with their daily work. On the other hand technology transfer budgets are limited. Some offices have established trainee programmes or work with (MBA and other graduate-) students. These programmes can be of significant mutual benefit to tto's and trainees /students, providing low cost resources to the technology transfer office and access to a career path for the students.</i></p>	<p><b>III: evergreens in tech transfer</b>  <i>moderator Kevin Cullen</i>  <a href="#">5. inspiring tt story</a>  <b>Alexandra Richardson</b>, business development and marketing Clayton Biotechnologies, Inc. USA  <b>Andy Sierakowski</b>, director office of industry &amp; innovation university of Western Australia and chairman KCA, Australia  <i>We all like to hear success stories and once hope we will be able to tell one ourselves. But there is also a lot to learn from these examples. Here we will discuss two real life cases illustrating the importance of combining (and maintaining !) excellent technology, great management team and knowledgeable investors in ict and life sciences.</i></p>
break 14.45 – 15.00		
<b>final plenary 15.00 – 16.00</b>		
<p><b>screwing up for success</b>  <i>moderator Karen Laigaard</i>  <b>A debate with Andy Sierakowski, Karen Laigaard &amp; Robert MacWright</b>  <i>It has happened to all of us. We think we have made a huge mistake – be it in patent prosecution or licensing – and suddenly it turns out that it was the wisest “decision” we could possibly make. Let's face it: success in technology transfer is often unpredictable and requires a good portion of luck!</i></p>		
closure 16.00		