



INTERNATIONAL ATOMIC
ENERGY AGENCY (IAEA)



WORLD INTELLECTUAL PROPERTY
ORGANIZATION (WIPO)

INNOVATION PROMOTION, TECHNOLOGY TRANSFER AND SUCCESSFUL TECHNOLOGY LICENSING (STL) REGIONAL TRAINING PROGRAM

organized by
the World Intellectual Property Organization (WIPO)

and
the International Atomic Energy Agency (IAEA)

Vienna, October 28 to 31, 2008

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 28, 2008

9.00 – 9.30 REGISTRATION

9.30 – 10.00 OPENING CEREMONY

Opening addresses by:

Oscar Acuna, Acting Director, Division for Europe, technical Cooperation Department, International Atomic Energy Agency (IAEA)

Olga Spasic, Senior Program Officer, World Intellectual Property Organization (WIPO), Geneva, Switzerland

10.00 – 10.15 Coffee Break

10.15 – 10.45 Introduction to the Program Cooperation Project RER/0/023: “Strategic Planning for Management, Self-Reliance, and Sustainability of National Nuclear Institutions”

Speaker: Ms. Marta Ferrari, Program Management Officer, Division for Europe, Department of Technical Cooperation, International Atomic Energy Agency (IAEA), Vienna

10.45 – 11.30 Theme One: Innovation and Intellectual Property (IP)

Topic 1: IP – Enhancing Promotion of Innovation

- (a) Creativity, Innovation and Invention – What is the Difference?
- (b) Basics of IP (Patents, Copyright, Trademarks and Trade Secrets) in relation to Innovation
- (c) How IP Promotes Innovation
- (d) Who are National IP Generators?

Speaker: Dr. James G. Conley, Clinical Professor of Technology, Kellogg School of Management, Evanston, United States of America and Chair of Technology and Innovation Management, Otto Beisheim School of Management (WHU), Vallendar, Germany

11.30 – 13.00 Topic 2: Challenge of Creating an Innovation Culture and the Supporting Infrastructure

- (a) What are the Preconditions for Creating a Favorable Innovation Environment? Where to Start? Steps to be Taken?

Topic 2
(cont'd):

- (b) Supporting Infrastructure – Legal and Organizational
- (c) Aligned Policies – Identification of Priorities, Funding, Research and Development (R&D), Education, Immigration, Tax
- (d) What are the Roles of Government, Academia and Private Sector in Innovation Promotion?
- (e) How do we Create an Innovation Culture in Society? Businesses? Schools?

Speaker: Dr. James G. Conley

Participant Mr. Isaac Jose Obadia, Senior
Speakers: Advisor, Research & Technology
Directorate, Nuclear Science & Technology
Coordinator, National Nuclear Energy
Commission (CNEN), Rio de Janeiro, Brazil

Mr. Davor Anicic, Business Development
Manager, Rudjer Inovations Ltd., Zagreb

13.00 – 14.00 Lunch Break

14.00 – 15.00 Theme Two Technology Transfer as a Part of the National Innovation System

Topic 3:

National and Institutional Legal Framework for
Technology Transfer

- (a) Alignment between National Innovation Priorities and Technology Transfer
- (b) Different Models of National Regulations Related to IP Ownership of Publicly Funded Research Results
- (c) Institutional Policies for Universities and R&D Institutions – Issues to be Regulated and Regulation Models

Speakers: Dr. Paul V.U. van Grevenstein, Managing
Director, STI Management, AL Leiden, The
Netherlands, and Vice President
International 2006-2008, AUTM - Global
Technology Transfer

Dr. Ralph Heinrich, Secretary, Team of
Specialists on IP, Economic Cooperation and
Integration Division, United Nations Economic
Commission for Europe (UNECE), Geneva,
Switzerland

15.00 – 16.00	<p><u>Topic 4:</u></p> <p><u>Practical Steps in Setting-up Technology Transfer Offices</u> <u>(TTOs)</u></p>
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- (a) IP Hub or Small Office? How many People do we Need?
- (b) What is the Best Profile for a Technology Manager?
- (c) How do we Recruit and Train TTO Staff?
- (d) Incentive Policies

Speakers: Dr. Walter Copan, Executive Vice President,
American Operations and Chief Technology
Officer, Clean Diesel Technologies, Inc.,
Stamford, United States of America

Dr. Paul V.U. van Grevenstein

16.00 – 16.30 Coffee Break

16.30 – 17.30 Topic 5: Varying Business Models for Research Collaborations:
Development, Sponsored Research and IP License
Agreements

Speaker: Mrs. Olga Spasic, Senior Program Officer,
WIPO, Geneva, Switzerland

17.30 End of Session

Wednesday, October 29, 2008

9.00 – 10.00 Topic 6: Round Table Discussions

- (a) “Open Innovation” – Chance or Disadvantage for the Region? How to Become a Partner and Take Advantage?
- (b) Basic Research – Challenge for Technology Manager: Practicle Experience of the CERN Technology Transfer Office
- (c) Climate Change and Clean Technology – Can your Research Respond to New Demands of Climate Change?
- (d) Renewable Energy - Venture Capital Target of this Century? Can you Attract Funds? Regional Renewable Energy Network as a Potential IP Strategy

Introductory Remarks: Dr. Walter Copan

Speakers: Dr. James G. Conley

Dr. Jean-Marie Le Goff, Head of Technology Transfer, Directorate Services Unit, European Organization for Nuclear Research (CERN), Geneva, Switzerland

Moderator: Mrs. Olga Spasic

10.00 – 10.30 Coffee Break

10.30 – 12.00 Topic 6 Round Table Discussion
(cont'd):

12.00 – 13.30 Lunch Break

13.30 Theme Three Successful Technology Licensing (STL)

13.30 – 14.15 Topic 7: Key Terms in a Licensing Agreement:

(a) Clusters I and II: Subject Matter and Scope

Speaker: Mrs. Olga Spasic

14.15 – 15.00 Topic 7 (b) Cluster III: Financial Terms – Valuation
(cont'd):

Speaker: Dr. Walter Copan

15.00 – 15.45 Topic 7 (c) Cluster III: Financial Terms – Forms of Payment and
(cont'd): Other Financial Terms

Speaker: Dr. Heinz Goddar, European Patent and Trademark Attorney, Boehmert and Boehmert, Munich, Germany

15.45 – 16.15 Coffee Break

16.15 – 17.00 Topic 7 (d) Cluster IV: Technology's Growth and Development
(cont'd): Over Time

Speaker: Dr. Heinz Goddar

17.00 – 17.45 Topic 8: How to Prepare for and Conduct the Licensing Negotiation

Speaker: Mr. Walter Copan

17.45 – 18.00 Discussion

18.00 End of Session

Thursday, October 30, 2008

10.00 – 11.00	<u>Topic 10:</u>	<u>Negotiation Session – Preparation in Small Teams</u>
		Coaches: All Speakers
11.00 – 11.30	Coffee Break	
11.30 – 13.00	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – Preparation in Small Teams
13.00 – 14.00	Lunch Break	
14.00 – 16.00	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – Preparation in Small Teams
16.00 – 16.30	Coffee Break	
16.30 – 17.30	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – 1 st Round of Negotiations
17.30 – 18.00	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – Team Consultations
18.00	End of Session	

Friday, October 31, 2008

9.00 – 10.00	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – 2 nd Round of Negotiations
10.00 – 10.30	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – Team Consultations
10.30 – 11.00	Coffee Break	
11.00 – 12.00	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – 3 rd Round of Negotiations
12.00 – 12.30	<u>Topic 10</u> <u>(cont'd):</u>	Negotiation Session – Team Consultations
12.30 – 13.30	<u>Topic 10</u> <u>(cont'd):</u>	Final Round of Negotiations
13.30 – 14.30	Lunch Break	
14.30 – 16.00	<u>Topic 11:</u>	<u>Discussion on the Negotiation Results</u>
		Moderators: All Speakers
16.00 – 16.30	Coffee Break	

16.30 – 17.30	Theme Four	Panel Discussion: Evaluation of the Program and the Way Forward
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Moderators: All Speakers

17.30 – 18.00	Award of Certificates of Completion and Closing Session
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18.00	End of Session
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