



## **UNICO MEMBERS' CONFERENCE**

### **Edinburgh 3-5 June 2007**

## **Programme**

### **Sun 3 June**

1900-2100 Registration and Dinner

### **Mon 4 June**

**1000-1015 Welcome from Chair/Chair Elect**

*Speakers: Dr Neil Bradshaw, Director of Enterprise – University of Bristol  
Professor David Secher, Chief Executive – N8*

**1015-1045 Commercialisation at the University of Edinburgh**

*Speakers: Professor Tim O'Shea, Principal and Vice Chancellor, University of Edinburgh  
Derek Waddell, Director of Research & Commercialisation Services, University of Edinburgh*

An opportunity to hear about our host university's commercialisation activities.

**1045-1230 PARALLEL WORKSHOPS**

**Workshop A1 Internationalisation**

**Chairman: Kevin Cullen**

*Speakers: John Fraser – Executive Director, Office of IP Development and Commercialization  
Florida State University  
Elizabeth Hill – Cambridge Consultants  
Marcel Mongeon – Mongeon Consulting Inc  
Jeff Skinner - Director of Corporate Alliances, UCL and President, ASTP*

We often hear slightly conflicting comments like 'Universities are Global Businesses,' but 'we can't apply foreign Technology Transfer models here.' The internationalisation of Technology Transfer is a major issue for us all as we struggle with the logistics and the different legal environments. This session will look at the challenges and the opportunities associated with this. In particular, we will ask the Leadership of AUTM (which is international and the world's biggest academic Technology Transfer association) how the international agenda fits with a majority US-based membership.

## **Workshop A2 Working with RDAs**

**Chairperson:** Eleanor Taylor

*Speakers:* Dave Anderson, Senior Director Operations, Scottish Enterprise Edinburgh & Lothian  
Nigel Banister – Head of Science & Technology, London Development Agency  
Alison Campbell – Managing Director, KCL Enterprises Ltd  
Douglas Robertson – Director of Business Development & Regional Affairs, University of Newcastle  
Derek Waddell, Director of Research & Commercialisation Services, University of Edinburgh  
Kim Wong, Emerging Technologies Manager, One North East

In recent years, commercialisation of academic research has become an important area for economic development. In this session we will explore some of the ways in which the HEIs and RDAs interact with each other. What works, what doesn't and the challenges as seen from the RDA and HEI perspectives.

## **Workshop A3 Small offices**

**Chairperson:** Mark Thompson

*Speakers:* Jackie Maguire – Chief Executive, IP Solutions  
Helen Mill – Manager, CREDO, Robert Gordon University  
Gavin Smith – IP Development Manager, Lancaster University  
Paul Thomas – Business Development Manager, University of Essex

During this session we will look at the tools and criteria used in assessing commercial viability of IP and the problems small offices face in trying to do this.

**1230-1345 Lunch**

**1345-1530 PARALLEL WORKSHOPS/CLINICS**

## **Workshop B1 Working together to more effectively transfer technology**

**Chairperson:** Alison Campbell

*Speakers:* Liz Flint – Business Development Manager, WISE Network, University of Aberystwyth  
Stuart Gordon – Director, Office of Technology Transfer and Commercialisation, California State University  
Rob Marshall – Director of Research and Business Services, UEA  
Taj Mattu – Marketing Manager, Ploughshare Innovations  
Mark Thompson – Head of Market Development, UMIP

TT is often described as a "contact sport", meaning that the TTO needs to be geographically close to the inventor. However it is also clear that except for the largest offices, it is hard to recruit and staff an office with appropriate specialists. One approach for smaller offices is outsourcing and we have seen the rapid rise of IP companies as a solution to this. An alternative proposal in, for example, the Lambert report is for two or more offices to share their expertise, possibly in a hub-and-spoke model. This workshop will describe the experience of offices that have considered working together, to improve efficiency and invite the audience to contribute to a discussion on the pros and cons of such "work sharing."

**Workshop B2 Consultancy**  
**Chairman: David Secher**

*Speakers: Jon Barrett – Head of Business Development, Liverpool John Moores University  
Paul Docx – Chief Executive, IC Consultants Ltd, Imperial College London  
John Fraser – Executive Director, Office of IP Development and Commercialization Florida State University  
Richard Jennings – Head of Consultancy Services, University of Cambridge*

Consultancy is probably the most widespread technology transfer activity. Consultancy is handled very differently in different institutions, ranging from a completely 'hands-off' approach common in US universities, to a multi-million pound operation competing with the private sector for large contracts. 'Who should get the income from consultancy?' 'Where does liability lie if a client sues?' 'Should there be limits on the time an academic may spend on consultancy?' are all commonly asked questions. This interactive session will look at how established practices in large and small universities have developed and, in some cases, changed in recent years.

**Workshop B3 The secrets of building a successful spinout company!**  
**Chairperson: Eleanor Taylor**

*Speakers: Mark Bornhoft – Angle plc  
Sue O'Hare – Head of Technology Transfer, University of Reading  
Jon Treanor – CEO, Conduit Partners Ltd*

The aim of this session is to get an insight and to learn some of the secrets of what it takes to build a successful spinout company quickly. This session will focus on the important stages that come after identifying and creating a spinout and will seek to draw insights from a range of individuals who have built or been involved in successful spinout companies. The object is to provide the audience with a range of strategies and proven techniques for overcoming the challenges involved in building a viable business. Arguably the most exciting and crucial stage of starting a company.

**1530-1600 Tea/Coffee**

**1600-1745 Economic Impact Measurement**  
**Chairperson: Kevin Cullen**

*Speakers: Robert Crawford – Glasgow Caledonian University  
Patrick L. Jones - Director, Office of Technology Transfer, University of Arizona  
Martin Holi – Library House  
Doug Richard - Library House  
Julie Tam – Economic Adviser SIA, DTI*

The Economic Impact of Technology Transfer is the latest hot topic. Everyone now agrees that Technology Transfer is a very good thing to do and that Technology Transfer delivers benefits other than financial returns to the University. The challenge is to be able to measure or assess those benefits. Economic Impact and Gross Value Added are the latest attempts to try to capture this. The session will look at this from some different perspectives, including that of the former Chief Executive of Scotland's RDA, who is now responsible for commercialisation in a university.

**1900 Gala Dinner at Playfair Library, University of Edinburgh**

## Tues 5 June

**0800-0830**      **AGM**

**0830-0915**      **International Relations**

*Speaker:*            *Richard Lewis - Richard Lewis Communications*

Cultural values and beliefs originate from a country's history, religion, physical environment and language and these core beliefs and characteristics influence our behaviour, both conscious and unconscious, in a variety of ways. This session will look at how understanding cultural differences can impact upon cross-border negotiations.

**0915-1100**      **Parallel workshops**

**Workshop C1**    **Branding**

**Chairman:**        ***Derek Waddell***

*Speakers:*        *Dave Croston – Withers & Rogers*  
*Angela Kukula – Aston University*  
*Michelle Tew – Withers & Rogers*

Branding and trade marks are issues that often pass university technology transfer offices by as their projects are usually quite removed from the market. However, brand is much more than the "R" in a circle on your can of cola or the name chosen by big pharma for its latest blockbuster drug.

From the moment a spinout company chooses its name it starts to establish a reputation in it and that reputation has a value. The workshop will explore issues of spinout branding such as trade mark selection, protection and enforcement, brand ethos and valuation. How can we convert reputation into shareholder value?

Additionally, the University has a reputation, trade marks and a "brand". How are these areas addressed by the institution (if at all)? Who is licensed to use the name, logo, crest etc. of the institution. What fetter or conditions are placed on use and is there money to be made here? How can you prevent abuse and what are the risks? We will investigate and discuss university branding policy.

**Workshop C2**    **Litigation**

**Chairperson:**    ***Tony Raven***

*Speakers:*        *Daniel Alexander QC, 8 New Square*  
*Dana Bostrom – Associate Director, Industry Alliance Office, University of California*  
*Clive Thorne – Arnold & Porter*

The session will look at the risks to Universities from patent litigation and related recent developments in the UK Courts particularly in the areas of inventorship and entitlement. The implications for UK Universities and KT offices will be discussed and set against the backdrop of the US experience where patent litigation is a much more common feature of KT activity.

**1100-1130**      **Tea/Coffee**

**1130-1300**      **The Future of Research Commercialisation**

**Chairperson:**   **Neil Bradshaw**

*Speakers:*      *Patrick L. Jones - Director, Office of Technology Transfer, University of Arizona*  
*Allan Tait – Vice Principal (Commercialisation), University of Melbourne*

Think tanks, politicians and other thought leaders have put forth opinions about how they see the future of commercialisation, particularly in light of meeting the challenges of globalisation. What do we see as the long-term sustainable plan for our work? How are other countries creating policies and legislation to promote and maximise the commercialisation of research?

**1300**              **Conference ends before lunch**