

## FUNDAMENTALS OF TECHNOLOGY TRANSFER

# Welcome to Fundamentals of Technology Transfer

## March 2017

Thank you for joining us on this three-day programme, designed to help you understand the life cycle of technology transfer in academic settings.

The technology arising from academic research has, in many ways, defined the modern world. From computing, the internet, through to antibiotics, cancer medicines and vaccines, almost all of mankind has benefited from these advances. We travel faster and safer, live longer and in better health thanks to the work of generations of academic researchers.

However, those of us working in the academic sector know that research results rarely represent anything like a market-ready technology. Transforming these results into the everyday products that are used by millions of people requires substantial development: something that is always expensive and risky, and can usually only be done with the involvement of a commercial partner.

Companies know that academic technologies are going to continue to be a key source of the next generation of groundbreaking products, and yet getting the latest research findings taken up by the commercial world remains hugely difficult. The challenge for the technology transfer professional is to drive that uptake, so this course has been designed to equip you with the basic information to take up and succeed in that challenge.

We have gathered a range of world-class contributors including commercialisation practitioners, patent attorneys, industry experts and professional negotiators. Together, we aim to provide three days of interactive presentations, group work, role plays and panel discussions designed to give you the key skills and knowledge to identify an early stage invention, evaluate its potential and start the journey towards a commercial deal. We never take this journey alone and we hope that you will also learn more about where to secure help and assistance including your network of contacts, some of whom you will get to know through this course.

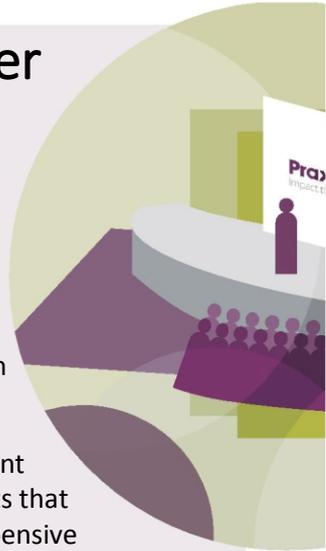
We are very much looking forward to meeting and working with you in Leeds.



**Andrew Walsh, Cambridge Enterprise Ltd**  
**Course Director**



**Sue Sundstrom, University of Bristol**  
**Course Director**



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## PROGRAMME (Please note this is subject to change)

**TUESDAY 28 March 2017: Park Plaza Leeds, Plaza 5/6 (3<sup>rd</sup> Floor)**

**1830-2030** Registration, drinks reception and buffet dinner

**WEDNESDAY 29 March 2017, Park Plaza Leeds, Park 4/5 (2<sup>nd</sup> Floor)**

**0900-0920** Course introduction - *Andrew Walsh/Sue Sundstrom*

**0920-1005** **Opportunities: identification & evaluation** - *Andrew Walsh*  
How can you spot a really great opportunity? How do you decide what to do next?

**1005-1100** **Patentable IP** – *Matt Dixon, HGF Ltd*  
What role can patents play in commercialising technology? What should you consider when thinking about filing an application and what happens next?

**1100-1130** **Refreshments and networking**

**1130-1200** **Patent Searching: prior art and freedom to operate** – *Matt Dixon, HGF Ltd*  
Are other people's patents going to stop you getting a granted patent? or even worse stop you ever selling your technology?

**1200-1300** **Non-patent IP** – *Mark Pearce, Mills & Reeve LLP*  
IP is not all about patents. Other forms of IP provide the basis of many successful deals.

**1300-1400** **Lunch**

**1400-1500** **Non-patent IP exercise** – *Mark Pearce, Mills & Reeve LLP*  
Copyright and other forms of IP can be complex. We will tackle some of the important considerations in this exercise.

**1500-1530** **Refreshments and networking**

**1530-1630** **Marketing and technical sales** - *Stuart Thomson, Health Enterprise East*  
Finding your commercial partner can be challenging. We will examine what channels are available and consider how to present technologies to potential partners.

**1630-1730** **IP Case Studies** – *Andrew Walsh, Sue Sundstrom & Stuart Thomson, Health Enterprise East*  
An opportunity to tackle some real examples of technologies and to learn from the TT professionals who worked on them.

**1900-2100** **Networking event including dinner and drinks in Plaza 5/6 on the 3<sup>rd</sup> floor.**



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## PROGRAMME

### THURSDAY 30 March 2017, Park Plaza Leeds, Park 4/5 (2<sup>nd</sup> Floor)

- 0900-1000**      **Route to market: Mind the Gap(s)** – *Sue Sundstrom*  
The availability of funding to support your technology development before you take it to market can make the difference between success and failure. What sources of funding are available and what do you need to get it?
- 1000-1100**      **Licensing Key Points** – *Paul Maclennan, Anderson Law LLP*  
An introduction to the key concepts and terms in a licence agreement. How can the terms of the agreement support the commercialisation objectives?
- 1100-1130**      **Refreshments and networking**
- 1130-1300**      **Licensing Key Points exercise** – *Paul Maclennan, Anderson Law LLP*  
An opportunity to tackle the real issues around a licence agreement.
- 1300-1400**      **Lunch**
- 1400-1515**      **Industry and Academic Technology: A Panel Discussion** – *Jason Mellad Cambridge Epigenetix Ltd, Karin Conde-Knape Johnson & Johnson Innovation, Steve Legg IBM and David Astles Ionix Advanced Technologies.*  
Why is industry interested in University Technology? What do they want? What factors lead to deals happening.....or not?
- 1515-1545**      **Refreshments**
- 1545-1700**      **Licensing Terms** – *Andrew Walsh*
- 1700-1730**      **Academic perspectives** – *Sue Sundstrom & other TBC*  
Some reflection on those at the centre of it all – the academic innovators. What do they want out of the process?

### FRIDAY 31 March 2017, Park Plaza Leeds, Park 4/5 (2<sup>nd</sup> Floor)

- 0900-1030**      **Who's the Boss case study** – *Andrew Walsh & Robert Marshall, Robert Marshall & Associates*  
A technology transfer professional will often find themselves at the centre of a negotiation between multiple parties. Can you find a way through this tricky situation?
- 1030-1100**      **Refreshments and networking**
- 1100-1500**      **Deal making and negotiation (includes working lunch)** – *Robert Marshall*  
All deals are the product of a negotiation. Understanding the different negotiation styles (including your own) can be the key to a successful outcome.
- 1500-1515**      **Summary and close** – *Andrew Walsh & Sue Sundstrom*

If you'd like to know more about PraxisUnico or applying for Registered Technology Transfer Practitioner (RTTP) status please speak to a member of the team or email [info@praxisunico.org.uk](mailto:info@praxisunico.org.uk), and we will be happy to help.

