

FUNDAMENTALS OF TECHNOLOGY TRANSFER

PROGRAMME

TUESDAY 4 October 2016: Peterborough Marriott Hotel, Emperor Suite

1830-2030 Registration, drinks reception and buffet dinner

WEDNESDAY 5 October 2016, Peterborough Marriott Hotel, Phantom/Twenty Room

0900-0920 Course introduction - *Adam Irvine*

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

1005-1100 **Patentable IP** - *Matt Dixon*
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*
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*
IP is not all about patents. Other forms are IP provide the basis of many successful deals.

1300-1400 Lunch

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

1500-1530 **Role Play (Spot the opportunity)** - *Adam Irvine and Andy Walsh*

1530-1600 Refreshments and networking

1600-1700 **IP Case Studies** - *Adam Irvine, Cath Spence and Andy Walsh*
An opportunity to tackle some real examples of technologies and to learn from the TT professionals who worked on them.

1700-1800 **Marketing and technical sales** - *Cath Spence*
Finding your commercial partner can be challenging. We will examine what channels are available and consider how to present technologies to potential partners.

1900-2100 Networking event including dinner and drinks in the Emperor Suite



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THURSDAY 6 October 2016, Peterborough Marriott Hotel, Phantom/Twenty Room

- 0900-0945 **Translational Funding** - *Adam Irvine*
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?
- 0945-1045 **Licensing Key Points** - *Paul MacLennan*
An introduction to the key concepts and terms in a licence agreement. How can the terms of the agreement support the commercialisation objectives?
- 1045-1115 **Refreshments and networking**
- 1115-1245 **Licensing Key Points exercise** - *Paul MacLennan*
An opportunity to tackle the real issues around a licence agreement.
- 1245-1345 **Lunch**
- 1345-1400 **Engaging industry role play** - *Adam Irvine and Andy Walsh*
- 1400-1500 **Industry and Academic Technology: A Panel Discussion** - *John Halfpenny & John Pritchard, Cambridge Enterprise & Steve Legg, IBM.*
Why is industry interested in University Technology? What do they want? What factors lead to deals happening.....or not?
- 1500-1530 **Refreshments and networking**
- 1530-1630 **Senior Technology Transfer perspective** - *Tim Cook*
How has the history of technology transfer shaped the current environment and what does the future hold?
- 1630-1700 **Academic perspectives** - *Adam Irvine, Rob Marshall and Andy Walsh*
Some reflection on those at the centre of it all – the academic innovators. What do they want out of the process?

FRIDAY 7 October 2016, Peterborough Marriott Hotel, Phantom/Twenty Room

- 0900-1030 **Who's the Boss case study** - *Rob Marshall and Andy Walsh*
- 1030-1100 **Refreshments and networking**
- 1100-1500 **Deal making and negotiation (includes working lunch)** - *Robert Marshall*
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?
- 1500-1515 **Top tips and close:** *Adam Irvine and Andy Walsh*

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, and we will be happy to help.

Follow-on course: Essentials of Business Development

To book your place on the next course, please visit www.praxisunico.org.uk or email info@praxisunico.org.uk

REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS:

All PraxisUnico training courses are eligible for continuing education (CE) credits, which support your application to become a Registered Technology Transfer Professional (RTTP). For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals website at www.attp.info.