

WELCOME TO FUNDAMENTALS OF TECHNOLOGY TRANSFER

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 are rarely market-ready. Transforming these results into the everyday products and services that are used by millions of people requires substantial development: something that is often 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 ground-breaking 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 help connect the two worlds and facilitate that uptake, so this course has been designed to equip you with knowledge, tools and tactics to help you on a daily basis.

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.



ADAM IRVINE
CONSULTANT
COURSE DIRECTOR



TIM FRANCIS
COVENTRY UNIVERSITY
CO-COURSE DIRECTOR

PROGRAMME

TUESDAY 9 October 2018: Burleigh Court, Loughborough

1830-2030 Registration, drinks reception and buffet dinner

WEDNESDAY 10 October 2018: Convention Room, Burleigh Court

0855-0920 Course introduction – *Adam Irvine*

0920-1005 **Opportunities: identification & evaluation** – *Adam Irvine & Tim Francis*
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** – *Cath Spence, Oxford University Innovation*
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** – *Cath Spence & Tim Francis*
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 at Burleigh Court**

PROGRAMME

THURSDAY 11 October 2018: Convention Room, Burleigh Court

- 0900-1000** **Route to market: Mind the Gap(s)** – *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?
- 1000-1100** **Licensing key issues** – *Julie Nixon, Morton Fraser 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 issues exercise** – *Julie Nixon, Morton Fraser LLP*
An opportunity to tackle the real issues around a licence agreement.
- 1300-1400** **Lunch**
- 1400-1500** **A long term view** – *Tim Cook*
Insight from a Technology Transfer veteran on equipping yourself with the skills to increase your effectiveness and credibility in order to successfully market yourself and access resources.
- 1500-1600** **Industry and Academic Technology: A Panel Discussion** – *Demelza Farrer, IBM & David Astles, Ionix Advanced Technologies.*
Why is industry interested in University Technology? What do they want? What factors lead to deals happening.....or not?
- 1600-1630** **Refreshments and networking**
- 1630-1730** **Licensing terms exercise** – *Gillian Davis, Cambridge Enterprise Ltd*

PROGRAMME

FRIDAY 12 October 2018: Convention Room, Burleigh Court

- 0830-0945** **Getting the full picture – Adam Irvine & Tim Francis**
Many technologies are developed in the midst of a company collaboration, which presents both opportunities and potentially added complexity. In this exercise you will apply learning from the course to get to the story behind the technology in order to find a way forward.
- 0945-1015** **Refreshments and networking**
- 1015-1430** **Deal making and negotiation (includes working lunch) – Robert Marshall, Robert Marshall & Associates**
All deals are the product of a negotiation. Understanding the different negotiation styles (including your own) can be the key to a successful outcome.
- 1430-1445** **Summary and close – Adam Irvine & Tim Francis**



There are 20 RTTP points for this course