

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.



GAVIN SMITH
Director - IP Development,
Lancaster University (retired)
COURSE DIRECTOR



SUE SUNDSTROM
Head of Commercialisation and
Impact Development, University of
Bristol (retired)
CO-COURSE DIRECTOR

PROGRAMME

TUESDAY 8 October 2019

Burleigh Court, Loughborough

1830-2030 Registration, drinks reception and buffet dinner

WEDNESDAY 9 October 2019

Convention Room, Burleigh Court

0845-0915 Course Introduction

Gavin Smith, Course Director

0915-1000 Opportunities: Identification and Evaluation

How can you spot a really great opportunity? How do you decide what to do next?

Gavin Smith, Course Director

1000-1100 Patentable IP

What role can patents play in commercialising technology? What should you consider when thinking about filing an application and what happens next?

Matt Dixon, HGF Ltd

1100-1130 Refreshment break and networking

1130-1200 Patent Searching: Prior Art and Freedom to Operate

Are other people's patents going to stop you getting a granted patent? or even worse stop you ever selling your technology?

Matt Dixon, Partner, HGF Ltd

1200-1300 Non-Patent IP

IP is not all about patents. Other forms of IP provide the basis of many successful deals.

Nicholas Ferrar, Partner, Adamson Jones

1300-1400 Lunch

1400-1500 Non-Patent IP (exercise)

Copyright and other forms of IP can be complex. We will tackle some of the important considerations in this exercise.

Nicholas Ferrar, Partner, Adamson Jones

1500-1530 Refreshment break and networking

1530-1630 Marketing and Technical Sales

Finding your commercial partner can be challenging. We will examine what channels are available and consider how to present technologies to potential partners.

Cath Spence, Principal Licensing & Ventures Manager - Incubator Lead, University of Oxford Innovation

1630-1730 IP Case Studies

An opportunity to tackle some real examples of technologies and to learn from the TT professionals who worked on them.

Gavin Smith, Cath Spence, Sue Sundstrom

1900-2100 Networking event including dinner and drinks at Burleigh Court

THURSDAY 10 October 2019

Convention Room, Burleigh Court

0830-0845 Introduction to Day 2

0845-0915 Translational Funding

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?

Sue Sundstrom, Co-Course Director

0915-1015 Licensing Key Issues

An introduction to the key concepts and terms in a licence agreement. How can the terms of the agreement support the commercialisation objectives?

Lisa Page, Legal Director, Shoosmiths

1015-1045 Refreshment break and networking

1045-1215 Licensing Key Issues (exercise)

An opportunity to tackle the real issues around a licence agreement.

Lisa Page, Legal Director, Shoosmiths

1215-1315 Lunch

1315-1430 Licensing Terms (exercise)

A chance to understand some of the principles behind deal terms, and practice drafting and presenting deal terms for different technologies.

Gillian Davis, Commercialisation Director, Cambridge Enterprise Ltd

1430-1530 Industry and Academic Technology: A Panel Discussion

Why is industry interested in University Technology? What do they want? What factors lead to deals happening... or not?

Sue Ratcliffe, Head of IP, Synthomer

Dr. Andrew Walsh RTTP, Director, Academic Liaison, GlaxoSmithKline

1530-1600 Refreshment break and networking

1600-1630 Licensing or Spinout Case Study

Sue Sundstrom, Co-Course Director

1630-1730 A Long Term View

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.

Tim Cook, Co-Director, NQIT (retired)

Free evening for delegates

FRIDAY 11 October 2019

Convention Room, Burleigh Court

0830-0835 Introduction to Day 3

0835-0930 Getting the Full Picture (exercise)

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.

Dermot Tierney, Intellectual Property Manager, Queen's University Belfast

0930-1000 Refreshment break and networking

1000-1415 Deal Making and Negotiation*

All deals are the product of a negotiation. Understanding the different negotiation styles (including your own) can be the key to a successful outcome.

Robert Marshall, Robert Marshall & Associates

*This session includes a working lunch break

1415-1445 Summary

1445 CLOSE