



Fundamentals of Technology Transfer

26 – 29 March 2019

Burleigh Court, Loughborough

Outline programme (subject to change)

Registration will take place from 18.30-20.30 on Tuesday 26th March. The course will start at 8.55 on Wednesday 27th March and will finish at approximately 14.45 on Friday 29th March.

Course content includes, but is not limited to:

- Opportunities: identification & evaluation
- Patentable IP
- Patent searching
- Non-patent IP
- Marketing and technical sales
- IP and other case studies
- Route to market
- Licensing
- Industry and academic technology: a panel discussion
- Licensing Terms Exercise
- Academic perspectives
- Negotiation and deal making

A buffet dinner with drinks will be provided on Tuesday and Wednesday evenings, with Thursday being a free evening for delegates. There are plenty of opportunities to network throughout the course.

It's important that you're able to commit to attending the whole course, so please take this into account when making your travel plans. The three days culminate in a highly participative team negotiation exercise at the end that brings together much of the learning from the programme and allows you to put your knowledge into practice, in a zero-risk environment. Feedback from previous attendees shows that this exercise is particularly valued, as it is consistently rated as one of the most useful elements of the whole course.

Please note that to be awarded the allocated 20 continuing education credits towards your application to become a Registered Technology Transfer Professional (RTTP) ALL sessions must be attended.

Course Directors: Sue Sundstrom, University of Bristol and Tim Francis, Coventry University