



COORDINATING SECRETARIAT
FOR SCIENCE TECHNOLOGY
AND INNOVATION



JAPAN PATENT OFFICE



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

NATIONAL WORKSHOP

WIPO/IP/CMB/2/17/INF/1
ORIGINAL: ENGLISH
DATE: SEPTEMBER 24, 2017

WIPO Enabling Intellectual Property (IP) Environment Project National Workshop 1 – IP Management and Technology Commercialization for Technology Managers of Spokes Institutions

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Coordinating Secretariat for Science Technology and Innovation (COSTI), Sri Lanka

and with the assistance of
the Japan Patent Office (JPO)

Colombo, October 30 to November 3, 2017

PROGRAM

prepared by the International Bureau of WIPO

Monday, October 30, 2017

9.00 – 9.20 Registration

9.20 – 9.40 Opening Ceremony

Welcome Addresses by:

Mr. Ajith De Alwis, COSTI

Mr. Koji Yagi, Counsellor / Deputy Head of Mission, Embassy of Japan in Sri Lanka, Colombo

9.40 – 10.00 **Keynote Speech**

Mr. Ashan Amarasinghe, CEO Designate, Centre of Excellence for Robotic Applications (CERA)

10.00 – 10.30 **Enabling the Intellectual Property (IP) Environment (EIE) Project Implementation**

Ms. Yumiko Hamano, Intellectual Property Consultant, Partner, ET Cube International, Echenevex, France

10.30 – 10.45 **Introduction to the EIE Project National Workshop 1**

Mr. Richard S. Cahoon, President, BioProperty Strategy Group Inc./ Adjunct Professor, International Programs, Cornell University, Ithaca, NY, United States of America (USA)

10.45 – 11.00 Coffee Break

PART I: IP AND TECHNOLOGY TRANSFER IN UNIVERSITY

11.00 – 11.45 **Topic 1: Technology Transfer and University Mission**

Mr. John Arthur Fraser, President, Burnside Development & Associates LLC, Bethesda, MD, USA

11.45 – 12.30 **Topic 2: University Technology Transfer, Innovation Ecosystem and EIE Project**

Ms. Yumiko Hamano

12.30 – 13.30 Lunch Break

13.30 – 14.15 **Topic 3: Governance and Organization of a Technology Transfer Office (TTO)**

Mr. Richard S. Cahoon

14.15 – 15.15 **Topic 4: Introduction to Institutional IP Policy and its Critical Issues: Ownership Criteria, Benefit Sharing, Collaboration with Private Companies**

Ms. Yumiko Hamano

15.15 – 15.30 Coffee Break

15.30 – 16.30 **Topic 5: Key TTO Functions**

Mr. Richard S. Cahoon

16.30 – 17.30 **Topic 6: Overview of Technology Management and Pre-Commercialization Process (with Exercises)**

Mr. Richard S. Cahoon

17.30 – 18.00 **Networking Exercise**

Roundtable Discussion of Day 1 Topics

All participants and speakers

Tuesday, October 31, 2017

PART II: STEP-BY-STEP TECHNOLOGY TRANSFER AND COMMERCIALIZATION OPERATIONS

9.00 – 9.45 **Topic 7: Introduction to Commercialization Simulation Cases**

Ms. Yumiko Hamano

9.45 – 10.45 **Topic 8: Invention Disclosure: Form, Reporting Mechanism, Receipt and Processing (with Simulation Exercises)**

Ms. Yumiko Hamano

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Topic 9: Initial Technology Assessment, Triage and Selection Criteria (with Simulation Exercises)**

Mr. Richard S. Cahoon

12.00 – 13.00 **Topic 10: The Importance of Patent Information Search for the Purpose of Technology Assessment and IP Evaluation**

Ms. Yumiko Hamano

13.00 – 14.00 Lunch Break

14.00 – 15.00 **Topic 11: Technology Characterization, Technology Mind-Mapping and Value Proposition Towards Commercialization (with Simulation Exercises)**

Mr. Surya Raghu, CEO, Advanced Fluidics LLC, Partner, Columbia, MD, USA

15.00 – 15.15 Coffee Break

15.15 – 16.15 **Topic 12: Consideration and Decision of Patent and other IP Protection: File or not File? (with Simulation Exercises)**

Ms. Yumiko Hamano

16.15 – 16.45 **Roundtable Discussion of Day 2 Topics**

All participants and speakers

Wednesday, November 1, 2017

9.00 – 10.45 **Topic 13: From Invention To Market: Further Commercialization Strategies, Bridging the "Valley of Death" (with Simulation Exercises)**

Mr. Surya Raghu

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Topic 14: Management of IP and Other Property Protection**

Mr. Richard S. Cahoon

12.00 – 13.00 Lunch Break

13.00 – 14.15 **Topic 15: Understanding Market and Market Analysis (with Simulation Exercises)**

Mr. Surya Raghu

14.15 – 15.15 **Topic 16: Introduction to Technology Marketing: Pre-Licensing Activities Preparation**

Mr. John Arthur Fraser

15.15 – 15.30 Coffee Break

15.30 – 16.30 **Roundtable Discussion of Day 3 Topics**

All participants and speakers

Thursday, November 2, 2017

9.00 – 10.15 **Topic 17: Technology Readiness: Stage of Development (with Simulation Exercises)**

Mr. Surya Raghu

10.15 – 11.15 **Topic 18: Technology Marketing Strategy and Initial Interactions with Licensees**

Mr. Richard S. Cahoon

11.15 – 11.30 Coffee Break

PART III: LICENSING: FRAMEWORK AND SCOPE

11.30 – 12.30 **Topic 19: Introduction to License: Scope and Key Terms (with Group Exercise)** – Participants will be divided in groups (university team and industry team)

Ms. Yumiko Hamano

12.30 – 13.30 Lunch Break

13.30 – 16.00 **Topic 20: Preparation of Key Terms and Negotiation Strategies (with Group Exercise)**

All participants and speakers

16.00 – 16.15 Coffee Break

16.15 – 17.15 **Topic 20 (cont'd.): Licensing Negotiation: Closing a Deal**

Mr. John Arthur Fraser

17.15 – 17.45 **Roundtable Discussion of Day 4 Topics**

All participants and speakers

Friday, November 3, 2017

8.30 – 9.30 **Topic 20 (cont'd.): Licensing Negotiation Exercise: Deal Presentation**

All participants and speakers

**PART IV: ADMINISTRATION OF TTO AND IMPLEMENTATION
OF INSTITUTIONAL IP POLICY**

9.30 – 10.30 **Topic 21: Introduction to Contracts and Agreements: Non-Disclosure Agreement (NDA), Material Transfer Agreement (MTA), License Agreements and Research Contracts**

Mr. Richard S. Cahoon

10.30 – 10.45 Coffee Break

10.45 – 11.45 **Topic 23: Managing TTO: Staffing, Tracking Agreements, Record Keeping, Monitoring Deals and Payments, Tracking Patents and Costs; Communicating with Stakeholders**

Mr. John Arthur Fraser

11.45 – 12.45 Lunch Break

12.45 – 13.45 **Topic 24: EIE Project Implementation Plan: Progress Made and Way Forward, Individual Consultancy**

Workshop 2: Preview and Topics:

- Start-up
- TTO and Innovation Eco-System
- Technology Management (Intermediate Level)
- Technology Valuation
- Finding Investors
- Building Entrepreneurial Culture Among Researchers
- Entrepreneurship
- WIPO Hub and Spokes Model

Roundtable Discussion – Feedback from Participants

Ms. Yumiko Hamano and Mr. Richard S. Cahoon

13.45 - 14.00 **Evaluation and Conclusion of the Workshop**

[End of document]