



WIPO

Capacity building activities
relating to
licensing agreements

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24 June 2019

IEEPI

INSTITUT EUROPEEN ENTREPRISE
ET PROPRIÉTÉ INTELLECTUELLE

IEEPI

- Created in 2004 by the French Ministry of Industry and French NPO (INPI)
- 2 missions:
 - Promoting **IP awareness** within companies, focusing on **SMEs**
 - Creating and providing **training** sessions on the **offensive aspects of IP**:
 - Management of IPR
 - Open Innovation and collaborative research
 - Licensing and TT Contracts
 - IPR valuation
 - Litigation strategy

Today IEEPI means:

- **A full range** of IP trainings:
 - from the catalog and custom-made
 - Master “IP and Innovation” & KTT
 - Advanced TT Courses
 - Serious Game and e-learnings
- **200 days/year**, 2000 attendees/year
- A strong **international** activity
 - EU Projects
 - Switzerland, Belgium, Morocco, China
- **ISO 9001** certification



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Some insights on IP training market

Intellectual Property Market is moving

- More & more patents: > 3M per year
- ↗ collaborative research (open innovation, end of NIH)
- Growing role of emerging countries (China, South Korea, India, Brasil)
- ↗ litigation (Google, Apple/Samsung ...)
- Growing impact of digital economy (software, copyright)
 - Freedom to operate is becoming more and more difficult
 - Development of IPR market: buy, sell, rent, swap, securitization
 - New jobs & new competencies needed

Training is becoming a key issue

- ➔ **New jobs**
 - Valuation, technology transfer
 - Software and digital issues (*IA, blockchain...*)
- ➔ More & more professions have to care about IP
 - R&D, marketing, procurement, HR...
 - ➔ New sectors are impacted by IP issues
 - Not only Industrial field but now also :
services, Public bodies, low tech firms...

Emerging needs from attendees

- **Professionalization :**

→ acquiring new competencies

- **Recognition :**

→ visibility of competencies

- **Mobility :**

→ transferability of competencies in different environments
(public/private, national/international)

→ **In different contexts**

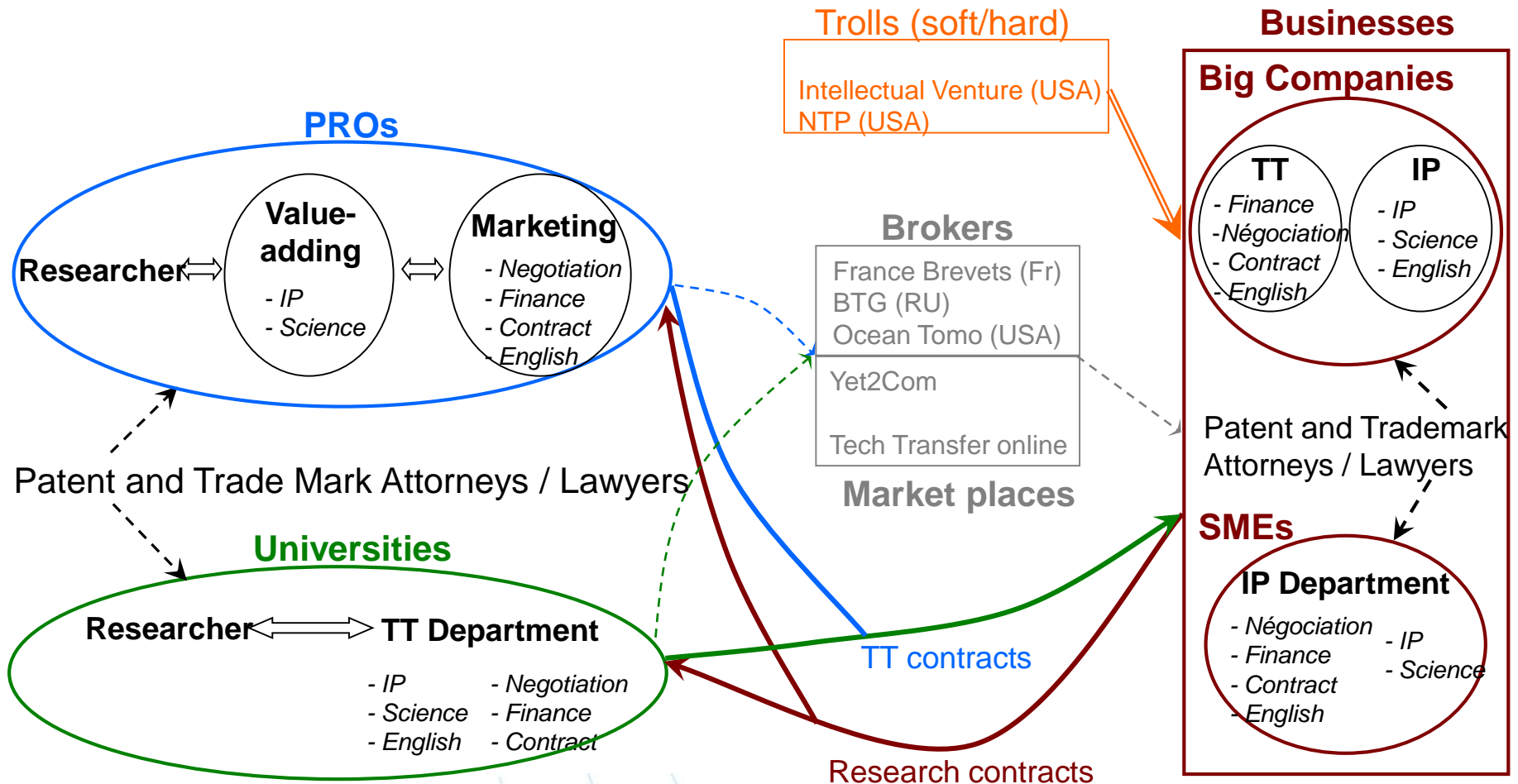
- Within Europe = old memberstates / new memberstates
- Worldwide = USA / ASIA / BRICS

New trends in training delivering

- Distant learning : Mooc / Spoc / Cooc
 - no constraints: time, location, space
- Training through Knowledge capitalization :
 - individualized training : various topics/various paces
- Qualifying training (Diploma/certification)
 - long life learning, development of self employability

Some training issues for TT managers

TT Background



Which competences are needed by TT Managers?

Technical skills:

- Understanding of **scientific** issues
- **Legal** (contracts)
- **Intellectual Property** (Patent, Design, Copyright...)
- **Finance** (budget, IP valuation, business plan)

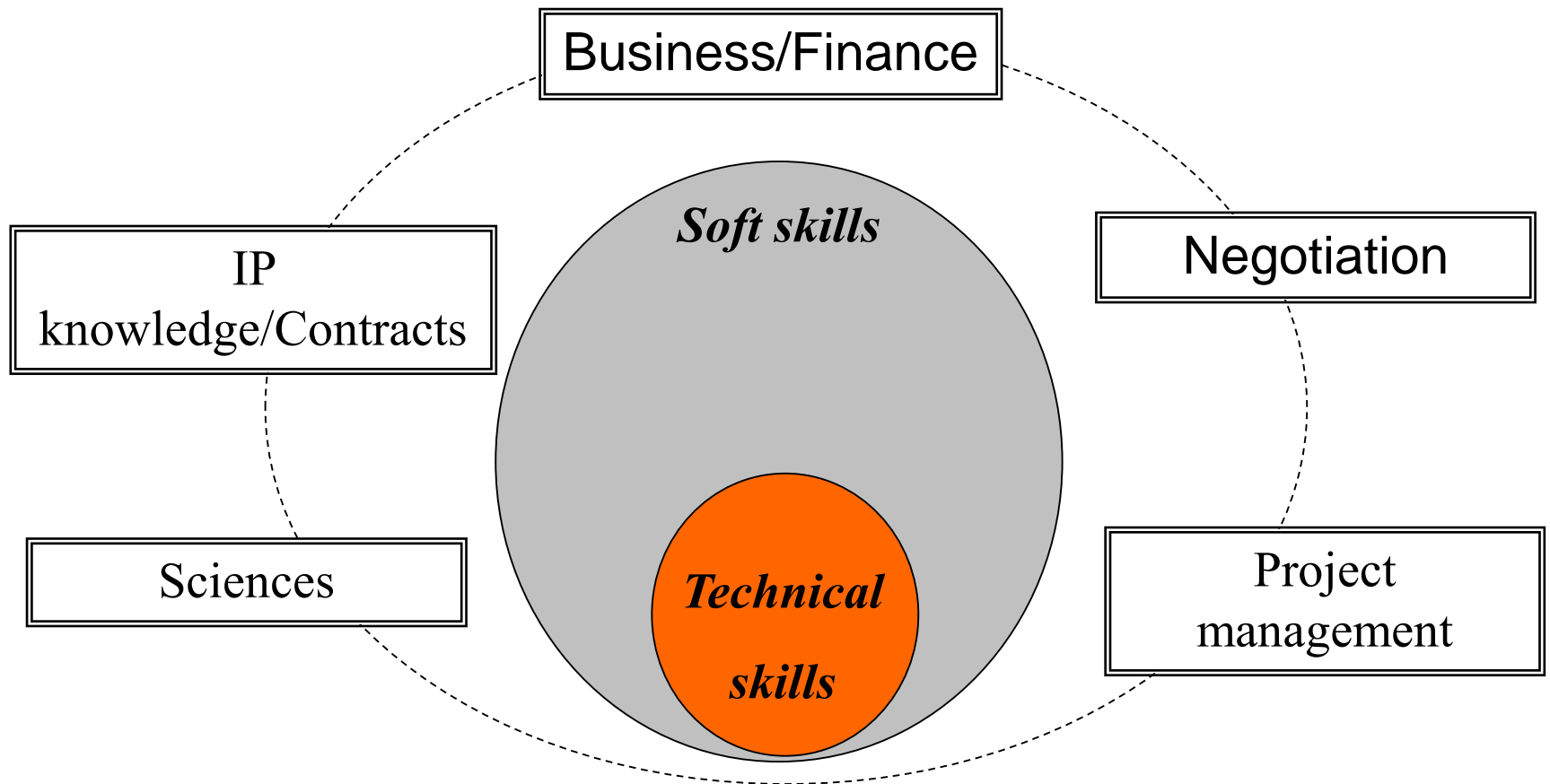
Soft skills:

- **Negotiation**
- **Multicultural** comprehension
- **Project management**

→ a very large scope of skills is needed

→ Customized training must be developed

Compétences de TT Managers



Some key issues in TT training

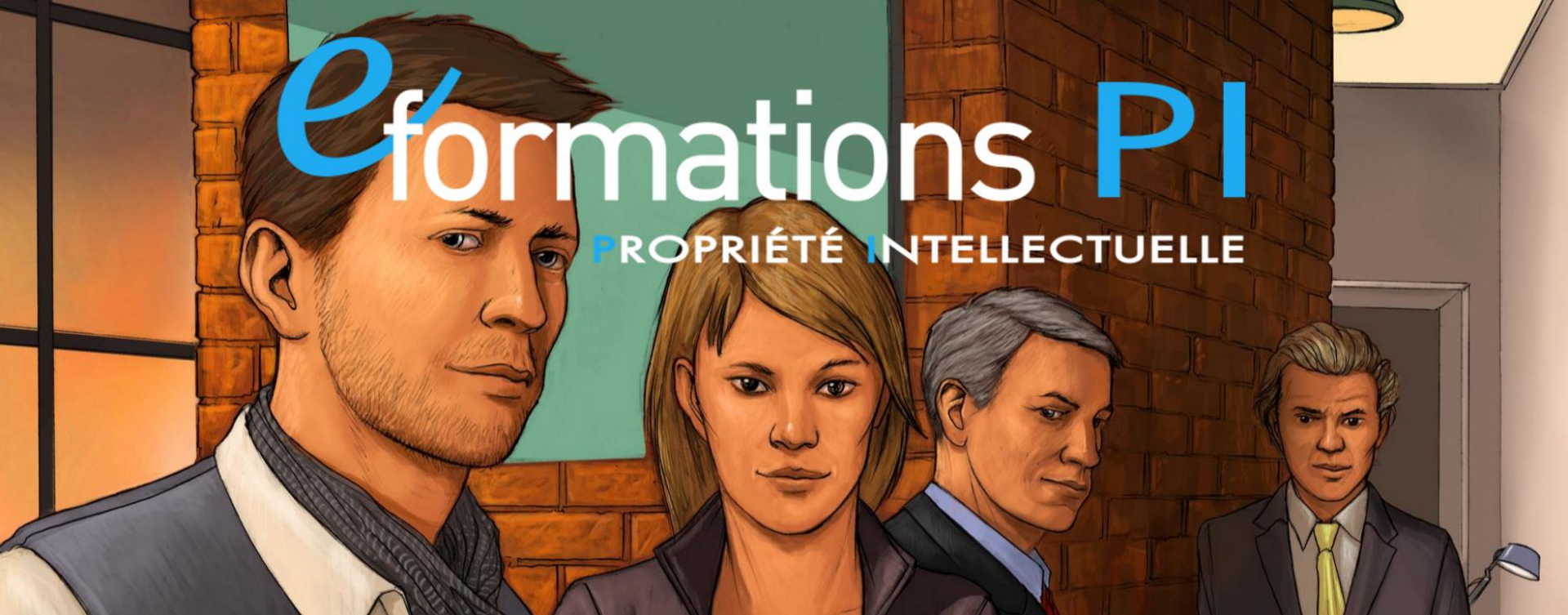
- Difficulty to find trainers
 - Technical expertise
 - Training skills
- Lack of time
 - To create the courses
 - To deliver the courses
- Some key experts don't want to disclose their expertise
- Some key experts are very expensive (e.g. Tax issues)

Example : IEEPI Advanced Licensing Course

- Organised in collaboration with **LES France**
 - **10** days high level training programme
 - **Main themes:**
 - Patent rating / patent mapping
 - IP valuation
 - Contracts
 - Licensing negotiation
- ➔ 200 experts have been trained since the creation of the course

Master KTT (in English)

- **6 weeks** / 3 or 5 days per month
- **5 modules** covering the TT field
 - 1) Overview of Intellectual Assets Management and Open Innovation
 - 2) Project Management and Information Analysis
 - 3) TT and Licensing Techniques
 - 4) Managing Communication and Marketing
 - 5) Business Development and Negotiating
- **Located in Strasbourg and Bruxelles**
- **Diploma** from Strasbourg University



IP eTrainings – Intellectual Property Inquiries

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Conclusion

- Development of Open Innovation
 - IPR market is growing fast
 - Emerging needs of both IP professionals and non IP professionals
 - Need of advanced trainings on patent mapping/ Software protection /IP Valuation / KTT
- there are need to enhance cooperation between
- training providers
 - Professional associations
 - International institutions

Thank you for your attention!

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