



NATIONAL SCIENCE  
AND TECHNOLOGY  
DEVELOPMENT  
AGENCY



กรมทรัพย์สินทางปัญญา  
DEPARTMENT OF INTELLECTUAL  
PROPERTY



PRINCE OF  
SONGKLA  
UNIVERSITY



JAPAN PATENT  
OFFICE



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## NATIONAL WORKSHOP

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**WIPO/INN/SGZ/19/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: JULY 18, 2019**

# **National Workshop III on Intellectual Property (IP) Based Innovation and IP Management in the framework of the Enabling IP Environment (EIE) Project**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the National Science and Technology Development Agency (NSTDA), Thailand and  
Prince of Songkla University, Thailand

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

**Songkla, Thailand, July 22 to 25, 2019**

## PROGRAM

*prepared by the International Bureau of WIPO*

Monday, July 22, 2019: Day 1 (for Hub & Spokes)

Opening Remarks by:

Asst. Prof. Dr. Pattara Aiyarak, Advisor to the Intellectual Property Office, Prince of Songkla University

Dr. David Simmons, Counsellor, Regional Bureau for Asia and the Pacific (ASPAC), Development Sector, WIPO

9:00 – 9:30 **Enabling Innovation Environment (EIE) Project Status & Workshop Overview**

Dr. David Simmons

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

9:30 – 10:30 **Presentation:** Prior art analysis & Scope of IP: Emphasis on Scope of Patent/Claim Analysis

Dr. Richard Cahoon

10:30 – 10:45 Coffee break

10:45 – 12:00 **Case study:** Prior art analysis, Patentability Scope, IP strategy

*Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.*

Dr. Richard Cahoon (facilitator)

Mr. Michael Martin, International Consultant and Certified Licensing Professional, Blacksburg, Virginia, USA

Dr. Sarah Macnaughton, Operations Director, Oxentia, United Kingdom

Mr. Kevin Nachtrab, Senior IP Attorney for Johnson & Johnson, ex-President of the Licensing Executives Society International (LESI), Brussels, Belgium

12:00 – 13:00 Lunch

13:00 – 14:15 **Practical Exercise:** Applying Prior Art Analysis & Scope of IP to evaluate the Spoke's own Technology

*Note: Spokes/attendees will work individually or in groups on their own technology from their TTO. All experts will be available to assist if attendees have questions.*

Dr. Richard Cahoon (facilitator)

Mr. Michael Martin

Dr. Sarah Macnaughton

Mr. Kevin Nachtrab

14:15 – 15:15 **Practical Exercise:** Market Relevance – conducting online market research & an assessment of the Spoke's own Technology

*Note: Spokes/attendees will work individually or in groups to assess a technology from their own TTO/institution. Experts will be available to assist if attendees have questions*

Dr. Sarah Macnaughton

Mr. Michael Martin

15:15 – 15:30 Coffee break

15:30 – 16:30 **Case Study:** Using the Ten-Point Technology Scoring Template

*Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.*

Dr. Richard Cahoon

16:30 – 17:00 **Roundtable / Question & Answer (Q&A) Session:** Discussions regarding issues, practical aspects and/or ideas related to the topics of Day 1

Mr. Michael Martin (facilitator)

Dr. Richard Cahoon

Dr. Sarah Macnaughton

Mr. Kevin Nachtrab

17:00 – 17:45 **Individual Discussion Sessions:** Private meetings with EIE Experts on TTO issues or Mentoring matters.

*Note: Times/appointments can be arranged for individual mentoring sessions between Spokes and EIE experts to discuss TTO issues or potential technologies for inclusion in the 2019 remote mentoring program*

17:45 End Day 1

Tuesday, July 23, 2019: Day 2 (for Hub & Spokes)

9:00 – 10:00     **Presentation:** Pre-negotiation valuation: Developing financial terms in a license

Mr. Michael Martin

10:00 – 11:00     **Case Study:** Pre-negotiation Valuation

*Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.*

Mr. Michael Martin (facilitator)

Dr. Richard Cahoon

Dr. Sarah Macnaughton

Mr. Kevin Nachtrab

11:00 – 11:15     Coffee Break

11:15 – 12:30     **Practical Exercise:** Pre-negotiation Valuation using the Spoke's own Technology

*Note: Spokes/attendees will work individually or in groups to conduct pre-negotiation valuations of a technology from their own TTO/institution. All experts will be available to assist if attendees have questions*

Mr. Michael Martin (facilitator)

Dr. Richard Cahoon

Dr. Sarah Macnaughton

Mr. Kevin Nachtrab

12:30 – 13:30     Lunch

13:30 – 14:15     **Presentation:** Technology (Invention) Marketing and Practical Tips to Assist

Dr. Sarah Macnaughton

14:15 – 15:00     **Case Study:** Technology (Invention) Marketing

*Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.*

Dr. Sarah Macnaughton (facilitator)

Dr. Richard Cahoon

Mr. Michael Martin

Mr. Kevin Nachtrab

15:00 – 15:15 Coffee Break

15:15 – 16:00 **Practical Exercise:** Technology (Invention) Marketing using the Spoke's own Technology

*Note: Spokes/attendees will work individually or in groups to develop technology marketing briefs using a technology from their own TTO/institution. All experts will be available to assist if attendees have questions*

Dr. Sarah Macnaughton (facilitator)

Dr. Richard Cahoon

Mr. Michael Martin

Mr. Kevin Nachtrab

16:00 – 17:00 **Presentation:** License Terms & Negotiations: Licensing Strategies

Mr. Kevin Nachtrab

17:00 – 17:45 **Case study:** Licensing Strategy and Term Development

*Note: Spokes/attendees will work individually or in groups on a defined case study. All experts will be available to assist if attendees have questions.*

Mr. Kevin Nachtrab (facilitator)

Dr. Richard Cahoon

Mr. Michael Martin

Dr. Sarah Macnaughton

17:45 End Day 2



15:45 – 16:15 **Presentation/Discussion:** The importance of a TTO Association

Dr. Richard Cahoon

16:15 – 17:15 **Individual Discussion Sessions:** Private meetings with EIE Experts on TTO issues or Mentoring matters.

*Note: Times/appointments can be arranged for individual mentoring sessions between Spokes and EIE experts to discuss TTO issues or potential technologies for inclusion in the 2019 remote mentoring program*

17:15 – 17:45 **Open Forum:** Feedback & Discussion of any other issues (including upcoming EIE activities)

Dr. Richard Cahoon (facilitator)

17:45 End Day 3

Thursday, July 25, 2019: Day 4 (for Hub, Spokes, Public & Industry Public)

Opening Remarks by:

Asst. Prof. Dr. Pattara Aiyarak, Advisor to the Intellectual Property Office, Prince of Songkla University

9:30 – 10:00 **Presentation:** The WIPO Enabling Innovation Environment (EIE) project for IP and technology

Dr. David Simmons

10:00 – 10:30 **Presentation:** The Role of IP in Public/Private Partnerships

Mr. Kevin Nachtrab

10:30 – 11:00 Coffee Break

11:00 – 11:45 **Panel discussion:** Alliances for Technology Commercialization

Dr. Richard Cahoon

11:45 – 13:00 Lunch

13:00 – 13:45 **Presentation:** Building Regional Innovation Ecosystems

Dr. Sarah Macnaughton

13:45 – 14:30 **Presentation:** Overcoming Barriers to University/Industry Collaboration

Mr. Michael Martin

14:30 – 14:45 Coffee break

14:45 – 15:30 **Presentation:** The role of the Intrapreneur in the Innovation Ecosystem

Dr. Richard Cahoon

15:30 – 16:00 **Panel Discussion:** Take home lessons & Developing a Way Forward

TBD

16:00 End of Day 4

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