



INTELLECTUAL PROPERTY OFFICE
OF THE PHILIPPINES



JAPAN PATENT OFFICE



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WIPO NATIONAL WORKSHOP

WIPO/IP/MNL/17/INF/1
ORIGINAL: ENGLISH
DATE: MARCH 27, 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 Intellectual Property Office of the Philippines (IPOPHL)

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

Manila, March 27 to 31, 2017

PROGRAM

prepared by the International Bureau of WIPO

Monday, March 27, 2017

9.00 – 9.20 Registration

9.20 – 9.45 Opening Ceremony

Welcome Addresses by:

Atty. Josephine R. Santiago, LL.M., Director General,
Intellectual Property Office of the Philippines (IPOP), Manila

Ms. Satoko Furuya, Associate Program Officer,
Regional Bureau for Asia and the Pacific (ASPAC), Development Sector,
World Intellectual Property Organization (WIPO), Geneva

9.45 – 10.15 **Enabling the Intellectual Property (IP) Environment (EIE) Project Implementation**

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

10.15 – 10.30 **Introduction to the EIE Project National Workshop 1**

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

10.30 – 10.45

Coffee Break

PART I: IP AND TECHNOLOGY TRANSFER IN UNIVERSITY

10.45 – 11.30 **Topic 1: Technology Transfer and University Mission**

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

11.30 – 12.15 **Topic 2: University Technology Transfer, Innovation Ecosystem and EIE Project**

Ms. Yumiko Hamano

12.15 – 13.15

Lunch Break

(Presentation: The Science, Technology, Research and Innovation for
Development (STRIDE))

13.15 – 14.00 **Topic 3: Governance and Organization of a Technology Transfer Office (TTO)**

Dr. Richard S. Cahoon

14.00 – 15.00 **Topic 4: Introduction to Institutional IP Policy and its Critical Issues: Ownership Criteria, Benefit Sharing, Collaboration with Private Companies**

Ms. Yumiko Hamano

15.00 – 15.15 Coffee Break

15.15 – 16.15 **Topic 5: Key TTO Functions**

Dr. Richard S. Cahoon

16.15 – 17.15 **Topic 6: Overview of Technology Management and Pre-Commercialization Process (with Exercises)**

Dr. Richard S. Cahoon

17.15 – 18.00 **Networking Exercise**

Roundtable Discussion of Day 1 Topics

All participants and speakers

Tuesday, March 28, 2017

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

9.00 – 9.45 **Topic 7: Introduction to EIE Project Website Development**

Mr. John Patrick Bakum, Web Communications Specialist,
International Programs - College of Agriculture and Life Sciences,
Cornell University, Ithaca, NY, USA

9.45 – 10.30 **Topic 8: Introduction to Commercialization Simulation Cases**

Ms. Yumiko Hamano

10.30 – 10.45

Coffee Break

10.45 – 11.45 **Topic 9: Invention Disclosure: Form, Reporting Mechanism, Receipt and Processing (with Simulation Exercises)**

Ms. Yumiko Hamano

11.45 – 12.45 **Topic 10: Initial Technology Assessment, Triage and Selection Criteria (with Simulation Exercises)**

Dr. Richard S. Cahoon

12.45 – 13.45

Lunch Break

13.45 – 14.30 **Topic 11: The Importance of Patent Information Search for the Purpose of Technology Assessment and IP Evaluation**

Ms. Yumiko Hamano

14.30 – 15.45 **Topic 12: Technology Characterization, Technology Mind-Mapping and Value Proposition Towards Commercialization (with Simulation Exercises)**

Dr. Surya Raghu, CEO, Advanced Fluidics LLC, Partner,
ET Cube International, Columbia, MD, USA

15.45 – 16.00 Coffee Break

16.00 – 17.00 **Topic 13: Consideration and Decision of Patent and other IP Protection:
File or not File? (with Simulation Exercises)**

Ms. Yumiko Hamano

17.00 – 17.30 **Roundtable Discussion of Day 2 Topics**

All participants and speakers

Wednesday, March 29, 2017

9.00 – 10.45 **Topic 14: From Invention To Market: Further Commercialization
Strategies, Bridging the “Valley of Death”
(with Simulation Exercises)**

Dr. Surya Raghu

10.45 – 11.00 **Coffee Break**

11.00 – 12.15 **Topic 15: Management of IP and Other Property Protection**

Dr. Richard S. Cahoon

12.15 – 13.15 **Lunch Break**

13.15 – 14.30 **Topic 16: Understanding Market and Market Analysis
(with Simulation Exercises)**

Dr. Surya Raghu

14.30 – 15.30 **Topic 17: Introduction to Technology Marketing: Pre-Licensing Activities
Preparation**

Mr. John Arthur Fraser

15.30 – 15.45 **Coffee Break**

15.45 – 16.45 **Roundtable Discussion of Day 3 Topics**

All participants and speakers

16.45 – 17.30 **Web Development Round 2**

Mr. John Patrick Bakum

Thursday, March 30, 2017

9.00 – 10.15 **Topic 18: Technology Readiness: Stage of Development
(with Simulation Exercises)**

Dr. Surya Raghu

10.15 – 11.15 **Topic 19: Technology Marketing Strategy and Initial Interactions with Licensees**

Dr. Richard S. Cahoon

11.15 – 11.30

Coffee Break

PART III: LICENSING: FRAMEWORK AND SCOPE

11.30 – 12.30 **Topic 20: 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 – 14.30 **Topic 21: Preparation of Key Terms and Negotiation Strategies (with Group Exercise)**

All participants and speakers

13.30 – 15.45 **Topic 21 (cont'd.): Licensing Negotiation (with Exercise)**

All participants and speakers

15.45 – 16.00

Coffee Break

16.00 – 17.00 **Topic 21 (cont'd.): Licensing Negotiation: Closing a Deal**

Mr. John Arthur Fraser

17.00 – 17.30 **Roundtable Discussion of Day 4 Topics**

All participants and speakers

Friday, March 31, 2017

8.30 – 9.30 **Topic 21 (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 22: Introduction to Contracts and Agreements: Non-Disclosure Agreement (NDA), Material Transfer Agreement (MTA), License Agreements and Research Contracts**

Dr. Richard S. Cahoon

10.30 – 10.45

Coffee Break

10.45 – 11.15 **Topic 23: FIT-Japan Framework and its Assistance**

Ms. Satoko Furuya, Associate Program Officer,
Regional Bureau for Asia and the Pacific (ASPAC), Development Sector,
World Intellectual Property Organization (WIPO), Geneva

11.15 – 12.15 **Topic 24: Managing TTOs: Staffing, Tracking Agreements,
Recordkeeping, Monitoring Deals and Payments, Tracking Patents and Costs;
Communicating with Stakeholders**

Mr. John Arthur Fraser

12.15 – 13.15

Lunch Break

(Presentation: The Science, Technology, Research and Innovation for Development
(STRIDE))

13.15 – 13.45 **Web Development Round 3**

Mr. John Patrick Bakum

13.45 – 14.45 **Topic 25: 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 Dr. Richard S. Cahoon

14.45 - 15.00 **Evaluation and Conclusion of the Workshop**

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