



INTELLECTUAL PROPERTY  
OFFICE OF THE PHILIPPINES



JPO  
JAPAN PATENT OFFICE



## NATIONAL WORKSHOP

**WIPO/INN/MNL/19/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: 20 JUNE 2019**

# **National Workshop Three on Intellectual Property (IP) Commercialization in the framework of the Enabling Innovation Environment (EIE) for IP & Technology Project**

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, July 2 to 5, 2019**

## PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, July 2, 2019: Day 1 (for Hub & Spokes)

09:00 – 09:20 Opening Remarks by:

Hosting institution

Mr. Makoto Nakanishi, Associate Program Officer, Cooperation  
Support Division, WIPO

IPOPHL Representative

9:20 – 9:30 **Workshop Overview & Enabling Innovation Environment (EIE) Project status**

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)

Dr. Ashley Stevens, International Consultant, President, Focus IP  
Group, LLC, USA

Mr. John Fraser, President, Burnside Development and Associates  
LLC, Bethesda, Maryland (MD), USA

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

Mr. John Fraser

Dr. Ashley Stevens

14:15 – 15:15 **Case Study:** Using the “Ten-Point Technology Scoring Template”

Dr. Richard Cahoon

- 15:15 – 15:30 Coffee break
- 15:30 – 16:30 **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. All experts will be available to assist if attendees have questions*
- Mr. John Fraser (facilitator)
- Dr. Richard Cahoon
- Dr. Ashley Stevens
- 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
- Dr. Richard Cahoon (facilitator),
- Mr. John Fraser
- Dr. Ashley Stevens
- 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

Wednesday, July 3, 2019: Day 2 (for Hub & Spokes)

- 9:00 – 10:00 **Pre-negotiation Valuation:** Developing Financial Terms in a License for Technology
- Dr. Ashley Stevens
- 10:00 – 11:00 **Case Study:** Pre-negotiation Valuation of Technology
- 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. Ashley Stevens (facilitator)
- Dr. Richard Cahoon
- Mr. John Fraser

- 11:00 – 11:15 Coffee Break
- 11:15 – 12:30 **Practical Exercise:** Spokes to conduct Pre-negotiation Valuation of Spoke's own Technology
- Note: Spokes/attendees will work individually or in groups to conduct pre-negotiation valuations on a technology from their own TTO/institution. All experts will be available to assist if attendees have questions*
- Dr. Ashley Stevens (facilitator)
- Dr. Richard Cahoon
- Mr. John Fraser
- 12:30 – 13:30 Lunch
- 13:30 – 14:30 **Presentation:** Technology Marketing and Practical Tips to Assist
- Mr. John Fraser
- 14:30 – 15:15 **Case Study:** Technology Marketing
- Mr. John Fraser (facilitator)
- Dr. Richard Cahoon
- Dr. Ashley Stevens
- 15:15 – 15:30 Coffee Break
- 15:30 – 16:15 **Practical Exercise:** Technology Marketing using Spoke's own Technology
- Note: Spokes/attendees will work individually or in groups to develop plans/ideas for marketing a technology from their own TTO/institution. All experts will be available to assist if attendees have questions*
- Mr. John Fraser (facilitator)
- Dr. Richard Cahoon
- Dr. Ashley Stevens
- 16:15 – 16:45 **Roundtable / Q&A Session:** Discussion regarding issues, practical aspects and/or issues related to the topics of Day 2
- Dr. Richard Cahoon (facilitator)
- Mr. John Fraser
- Dr. Ashley Stevens
- 16:45 – 17:30 **Presentation/Discussion:** Developing a Professional Association of Technology Transfer Professionals/Officers in Philippines.

Dr. Ashley Stevens

17:30 End Day 2

Thursday, July 4, 2019: Day 3 (for Hub and Spokes)

9:00 – 9:45 **Presentation:** The Role of the Technology Transfer Office (TTO) in Enhancing Technology Commercialization

Dr. Richard Cahoon

9:45 – 10:45 **Case Study:** Enhancing Technology Commercialization

*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. John Fraser

Dr. Ashley Stevens

10:45 – 11:00 Coffee Break

11:00 – 11:30 **Practical Exercise:** Enhancing the Commercialization Prospects of Spoke's own Technology

*Note: Spokes/attendees will work individually or in groups to develop plans/ideas for enhancing the commercialization prospects of a technology from their own TTO/institution. All experts will be available to assist if attendees have questions*

Dr. Richard Cahoon (facilitator)

Dr. Ashley Stevens

Mr. John Fraser

11:30 – 12:30 **Presentation:** Developments in the Philippines on the Fairness Opinion, including Purpose and Practical Advice for Preparing an Application

Ms. Edith R. Hechanova, Esq., Hechanova & Co. Inc., Makati City, Philippines

12:30 – 13:30 Lunch

13:30 – 14:30 **Practical Exercise:** Managing the Fairness Opinion process: hands-on case work

Ms. Edith R. Hechanova, Esq.

14:30 – 15:00 **Panel Discussion and Open Q&A Session:** The Fairness Opinion

Dr. Richard Cahoon (facilitator)

Ms. Edith R. Hechanova, Esq.

Dr. Ashley Stevens

Mr. John Fraser

15:00 – 15:15 Coffee Break

15:15 – 15:45 **Presentation/Discussion:** The importance of Identifying and Capturing Metrics for TTOs

Mr. John Fraser

15:45 – 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

17:45 End Day 3

Friday, July 5, 2019: Day 4 (Hub, Spokes, Public & Industry Seminar)

8:30 Registration

9:00 – 9:15 Opening Remarks by:

Hosting institution

9:15 – 9:45 **Activity:** Pizza Game

9:45 – 10:15 **Presentation:** The Role of IP in Public/Private Partnerships

Dr. Ashley Stevens

10:15 – 10:45 **Presentation:** Alliances for Technology Commercialization

Philippine Speaker and/or Dr. Richard Cahoon

10:45 – 11:00 Break

11:00 – 11:30 **Presentation:** Building Regional Innovation Ecosystems

Philippine Speaker and/or Mr. John Fraser

11:30 – 12:00 **Presentation:** The Role of the Intrapreneur

Dr. Richard Cahoon

- 12:00 – 13:00    **Lunch**
- 13:00 – 13:30    **Activity:** World Cafe
- 13:30 – 14:15    **Future thinking:** Write the Prequel
- 14:15 – 14:45    **Future thinking:** Plenary Discussion
- 14:45 – 15:00    **Break**
- 15:00 – 17:15    **Activity:** Rube Goldberg Machine
- 17:15 – 17:30    **Wrap-up session**

Hosting institution

17:30            End Day 4

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