

WIPO Enabling Intellectual Property Environment (EIE) Project

National Workshop 1 - IP Management & Technology Commercialization for Technology Managers of Hub & Spoke Institutions

organized by World Intellectual Property Organization (**WIPO**)
in cooperation with
Thailand's
National Science & Technology Development Agency (**NSTDA**),
Department of Intellectual Property (**DIP**)
and with assistance of the Japan Patent Office (**JPO**)

Bangkok, Thailand
12-16 June 2017

Introduction
to the Enabling IP Environment (EIE)
National Workshop I - Thailand

Purpose of the Workshop

To help establish a cadre* of Technology Transfer professionals,
within select “technology-creating” institutions,
with the skill, motivation, and creativity

.....to use institutional technology-IP,

to orchestrate innovation through the early-stage
commercialization process

*a group of devoted, trained or otherwise qualified personnel capable of forming, training, or leading an organization, or a skilled work force

Goals of the Workshop

to establish a clear understanding of:

- The role IP/technology transfer (TT) plays in the institution and in the “Innovation Ecosystem”
- Governance, organization and management of the IP management/TT function
- The critical elements of the institutional IP/TT Policy
- Key IP management/TT functions
- The TTO technology management role and pre-commercialization process;
- The steps of TT
- Detailed TTO operations including invention disclosure management, triage, patentability evaluation, filing decisions
- Technology evaluation, value proposition development, “mind-mapping”, commercialization strategies

Goals of the Workshop

to establish a clear understanding of:

- TTO communications: outreach and in-reach
- The role technology “readiness” plays in TT
- Property control options
- Technology marketing strategies, campaigns, and tactics
- Pre-licensing preparation, interactions with potential licensees
- Licensing practice: scope/key terms, negotiation strategies, closing a deal
- TTO administration details and implementation of IP Policy
- TTO contracts: NDA, MTA, license, option, sponsored research contracts
- The creation and use of the EIE Project website in Thailand

Workshop

Faculty

Dr. Richard Cahoon (Dick)

Ms. Yumiko Hamano (Yumiko)

Mr. John Fraser (John)

Dr. Surya Raghu (Raghu)

Mr. John Bakum – website specialist

Workshop

Schedule:

Day 1

- Tech transfer & University's Mission
- University Technology Transfer, Innovation Ecosystem and EIE Project
- Governance/Organization of a TTO
- Intro to institutional IP Policy issues
- The key TTO functions
- Overview of Tech Management & commercialization process
- Team Building Exercise

Workshop

Schedule:

Day 2

- EIE Website Development
- Intro to Technology Simulation Cases
- Invention disclosure forms and processes
- Technology triage
- Patent searching and evaluation
- Technology characterization and pre-commercialization
- Patent-filing decisions
- Roundtable discussion, Q&A

Workshop

Schedule:

Day 3

- Technology commercialization strategies
- Management of IP and other property control tools
- Understanding markets, market analysis
- Intro to Tech Marketing and pre-licensing activities
- Roundtable discussion, Q&A
- EIE Website Development II

Workshop

Schedule:

Day 4

- Technology readiness and stage of development
- Tech Mktg strategies and initial contacts with companies
- Intro to licensing: scope and key terms
- License negotiations & exercises
- Roundtable discussion, Q&A

Workshop

Schedule:

Day 5

- License negotiation deal - presentations
- Intro to tech transfer contracts and agreements
- EIE Website Development III
- FIT-Japan
- TTO Management and Operations
- STRIDE
- EIE Project implementation: next steps
 preview of Workshop 2 topics
- Roundtable discussion, Q&A
- Course evaluation

The Workshop

- Team structure
- Case Studies
- License negotiation exercise & presentations
- Roundtable discussion, Q&A
- Punctuality
- Evaluation of course effectiveness
- Your invention disclosure
- Post-course examination
- Confidentiality