



HANOI UNIVERSITY
OF SCIENCE AND
TECHNOLOGY



INTELLECTUAL PROPERTY
OFFICE OF VIET NAM



JAPAN PATENT OFFICE



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WIPO NATIONAL WORKSHOP

WIPO/IP/HAN/INF/ 1
ORIGINAL: ENGLISH
DATE: 25 OCTOBER, 2019

National Workshop 1 on IP Management and Technology Commercialization for Technology Managers of Spokes Institutions in the framework of the Enabling IP Environment Project (EIE)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
IP Viet Nam and
Hanoi University of Science and Technology (HUST),

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

Hanoi, October 28 to 31, 2019

PROGRAM

prepared by the International Bureau of WIPO

DAY 1 Monday, 28 October

- 8:00 – 9:00 Registration
- 9.00 – 9.30 Opening Ceremony & Welcome Addresses by:
- Mr. Phan Ngân Sơn, Deputy Director General Intellectual Property Office of Vietnam
- Mr. Đinh Văn Phong, Vice President
Hanoi University of Science and Technology (HUST)
- Mr. Fumio Ishitsuka, Program Officer, Cooperation Support Section, WIPO
- 9.30 – 10.00 **WIPO/FIT Japan/ Enabling Intellectual Property (IP) Environment (EIE)**
Speaker: Mr. Fumio Ishitsuka, Program Officer,
Cooperation Support Section, WIPO
- 10.00 – 10.15 **Introductions by Attendees**
IP Viet Nam
- 10.15 – 10:45 **Introduction to the EIE Project National Workshop 1**
Speaker: Dr. Richard S. Cahoon, President, BioProperty
Strategy Group Inc./ Adjunct Professor,
International Programs, Cornell University,
Ithaca, NY, United States of America (USA)
- 10.45 – 11.00 *Coffee/tea Break*
- PART I: IP AND TECHNOLOGY TRANSFER**
- 11.00 – 11.45 **Topic 1 Technology Transfer and University Mission**
Lead Speaker: Ms. Elizabeth Ritter, Independent Consultant
and Technical Director of FORTEC
- 11.45 – 12.30 **Topic 2 University Technology Transfer, Innovation Ecosystem and EIE Project**
Lead Speaker: Ms. Yumiko Hamano, Intellectual Property
Consultant and Partner, ET Cube International,
Echenevex, France
- 12.30 – 13.30 *Lunch Break*
- 13.30 – 14.15 **Topic 3 Governance and Organization of a Technology Transfer Office (TTO)**
Lead Speaker: Dr. Richard S. Cahoon
- 14.15 – 15.00 **Topic 4 Introduction to Institutional IP Policy and its Critical Issues: Ownership Criteria, Benefit Sharing, Collaboration with Private Companies**
Lead Speaker: Ms. Yumiko Hamano
- 15.00 – 15.15 *Coffee Break*

- 15.15 – 16.15 **Topic 5** **Key TTO Functions & Overview of Technology/IP Management and Pre – commercialization Process**
Lead Speaker: Dr. Richard S. Cahoon
- 16.15 – 16.45 **Topic 6** **Outreach to Inventors & Promoting the TTO Function (pre – invention disclosuresubmission)**
Lead Speaker: Ms. Elizabeth Ritter
- 16.45 – 17.15 **Topic 7** **The Invention Disclosure Process/System**
Lead Speaker: Ms. Yumiko Hamano
- 17.15 – 17.45 **Individual Advisory Sessions 1 (faculty & Spokes)**
- Spokes 1
 - Spokes 2
 - Spokes 3

DAY 2 Tuesday, 29 October

PART II:

STEP – BY – STEP TECHNOLOGY TRANSFER AND COMMERCIALIZATION OPERATION

- 9.00 – 10.00 **Topic 8** **Introduction to and Overview of Technology Assessment & Selection**
Lead Speaker: Dr. Richard Cahoon
- 10.00 – 10.45 **Topic 9** **Establishing and Maintaining the TTO/Inventor Relationship (post – invention disclosure submission)**
Lead Speaker: Ms. Elizabeth Ritter
- 10.45 – 11.00 *Coffee/tea Break*
- 11.00 – 11.30 **Topic 10** **Invention/Technology Assessment continued**

Lead Speaker: Dr. Richard Cahoon
- 11.30 – 12.00 **Topic 11** **Invention/Technology Assessment: IP Evaluation**
Lead Speaker: Ms. Yumiko Hamano
- 12.00 – 13.00 *Lunch Break*
- 13.00 – 13.45 **Topic 12** **The Importance of Patent Information Search for the Purpose of Technology Assessment and IP Evaluation**

Lead Speaker: Ms. Yumiko Hamano
- 13.45 – 14.30 **Topic 13** **Invention/Technology Assessment: Market Relevance**
Lead Speaker: Ms. Elizabeth Ritter
- 14.30 – 15.15 **Topic 14** **Finding the 3 – way Convergence: Technical Performance/IP Quality/Market Relevance**
Lead Speaker: Dr. Richard Cahoon
- 15.15 – 15.30 *Coffee/tea Break*
- 15.30 – 16.30 **Topic 15** **Consideration and Decision of Patent File/not File; other IP Protection; IP Strategy (with Simulation Exercises)**

Lead Speaker: Ms. Yumiko Hamano
- 16.30 – 17.00 **Roundtable Q&A/Discussion of Day 2 Topics**

All participants and speakers

17.00 – 18.00 **Individual Advisory Sessions 2 (faculty & Spokes)**

- Spokes 4
- Spokes 5
- Spokes 6
- Spokes 7

DAY 3 Wednesday, 30 October

9.00 – 9.45 **Exercise Technology Assessment & Selection**

Leader: Dr. Richard S. Cahoon

9.45 – 10.30 **Topic 16 Introduction to Technology Marketing. What is it? Why is it important?**

Lead Speaker: Ms. Elizabeth Ritter

10.30 – 10.45 *Coffee/tea break*

10.45 – 11.30 **Topic 17 Identifying Potential Licensing Candidates & Commercialization Partners**

Lead Speaker: Ms. Yumiko Hamano

11.30 – 12.15 **Topic 18 Developing and Implementing a Technology Marketing Campaign**

Lead Speaker: Dr. Richard S. Cahoon

12.15 – 13.15 *Lunch Break*

13.15 – 14.00 **Topic 19 The TTO Role in Enhancing Technology Commercialization**

Lead Speaker: Dr. Richard S. Cahoon

14.00 – 14.30 **Topic 20 The Role of TTO and Inventors in Tech Marketing and Pre – Licensing Activities Preparation**

Lead Speaker: Ms. Elizabeth Ritter

14.30 – 15.30 **Topic 21 Developing the Technology Value Proposition (with Exercise)**

Lead Speaker: Ms. Yumiko Hamano

15.30 – 15.45 *Coffee/tea Break*

15.45 – 16.30 **Topic 22 Creating a Technology Brief (with Exercise)**

Lead Speaker: Dr. Richard Cahoon

16.30 – 17.00 **Roundtable Q&A/Discussion of Day 3 Topics**

17.00 – 17.30 **Individual Advisory Sessions 3 (faculty & Spokes)**

- Spokes 8
- Spokes 9
- Spokes 10

DAY 4 Thursday, 31 October

- 9.00 – 9.30 **Topic 23 Initial Interactions with Potential Licensees: Exchange of Information and Facilitating the Dialogue**
Lead Speaker: Ms. Elizabeth Ritter
- 9.30 – 10.15 **Topic 24 Introduction to Licensing: Basics and Anatomy of a License Agreement**
Lead Speaker: Ms. Yumiko Hamano
- 10.15 – 10.30 *Coffee/tea Break*
- 10.30 – 11.15 **Topic 25 University Mission, the Licensing Imperative, Pre – negotiation Valuation & the Value – Capture Envelope**
Lead Speaker : Dr. Richard Cahoon
- 11.15 – 12.15 **Topic 26 Developing the Term Sheet (with Exercise)**
Lead Speaker: Ms. Elizabeth Ritter
- 12.15 – 13.15 *Lunch Break*
13.15 - 13.30 *(Walk to BKHUP - Level 3, A17 Building, 17 Ta Quang Buu Str., about 1 km)*
13.30 – 14.00 **Topic 27 Finding Synergy in University/Industry R&D Collaboration**
Speaker: Dr. Nguyễn Trung Dũng, CEO, Bach Khoa Hanoi Technology Investment and Development One Member Company Limited (BK-HOLDINGS), Hanoi University of Science and Technology (HUST)
(Walk to Seminar Room, C2 Building, HUST Campus, about 1 km)
- 14.00 – 14.15
- 14.15 – 14.45 **Topic 28 Public/Private Partnerships for IP/TT**
Lead Speaker: Dr. Richard Cahoon
- 14.45 – 15.00 *Coffee/tea Break*
- 15.00 – 15.30 **Topic 29 Industry’s Perspective**
Speaker: Mr. Nghiem Bien, Robert Bosch Engineering and Business Solutions Vietnam Co., Ltd
- 15.30 – 16.00 **Topic 30 Industry’s Perspective**
Speaker: Ms Luu Quynh Van, Sao Thai Duong JSC
- 16.00 – 16.30 **Panel Discussion & wrap-up with Industry**
Adjourn with industry
- 16.30 – 17.00 **Summary, Wrap-up, & Conclusion of Workshop**
- 17.00 – 17.30 **Workshop evaluation**
- 17.30 **Adjourn Workshop**