



INTELLECTUAL PROPERTY  
CORPORATION  
OF MALAYSIA



JAPAN PATENT OFFICE



WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## NATIONAL WORKSHOP

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**WIPO/TTOS/KUL/18/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: FEBRUARY 12, 2018**

# **National Workshop on Technology Transfer Office and Intellectual Property (IP) Management in the framework of the Enabling IP Environment (EIE) Project**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Corporation of Malaysia (MyIPO)

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

**Kuala Lumpur, April 16 to 20, 2018**

## PROGRAM

*prepared by the International Bureau of WIPO*

***[For Hub/Spokes only]***

Monday, April 16, 2018

- 8.30 Registration
- 9.00 – 9.20 Opening Remarks by:
- Mr. Fumio Enomoto, Program Officer, Regional Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO), Geneva
- Dato' Shamsiah Kamaruddin, Director General, Intellectual Property Corporation of Malaysia (MyIPO), Kuala Lumpur, Malaysia
- 9.20 – 9.40 EIE overview, status, upcoming
- Ms. Yumiko Hamano, Sr. WIPO Expert; Intellectual Property Consultant, Partner, ET Cube International, Echenevex, France
- 9.40 – 10:00 Introduction of faculty and Overview of the Workshop
- Mr. Richard S. Cahoon, Sr. WIPO Expert; President, BioProperty Strategy Group Inc./ Adjunct Professor, International Programs, Cornell University, Ithaca, NY, United States of America (USA)
- 10.00 – 10.15 Coffee Break
- 10:15 – 11:15 TTO Governance, Operation, Funding, Interaction with Sr. Management, Promotion of TTO on Campus; Various types of University/Industry Interactions
- Mr. Richard S. Cahoon
- Mr. John Arthur Fraser, President, Burnside Development & Associates LLC, Bethesda, MD, USA
- 11:15 – 11:30 Introductions by Participants
- 11:30 – 13:00 Introduction to Triage – Part 1 The process of selecting licensable disclosures
- Mr. Richard S. Cahoon
- Ms. Yumiko Hamano
- 12:30 – 13:00 Technology Triage Part 2-Activities to Preparing for Licensing Technology Characterization, Evaluation, and Assessment; Activities to Preparing for Licensing
- Mr. John Arthur Fraser
- Mr. Surya Raghu, President, Advanced Fluidics LLC, Partner, ET Cube International, Columbia, MD, USA
- 13:00 – 14:00 Lunch

- 14:00 – 14:45 Technology Triage Part 2-Activities to Preparing for Licensing Technology Characterization, Evaluation, and Assessment; Activities to Preparing for Licensing  
Mr. John Arthur Fraser  
  
Mr. Surya Raghu, President, Advanced Fluidics LLC, Partner, ET Cube International, Columbia, MD, USA
- 14:45 – 15:30 Technology Triage Part 3 - Market viability Technology Characterization, Evaluation, Assessment, Market viability  
  
Mr. Richard S. Cahoon  
  
Ms. Yumiko Hamano
- 15:30 – 15:45 Coffee break
- 15:45 – 16:30 Exercise: Participants triage their technology (completing Phase 1 of Triage Evaluation)
- 16:30 – 17:15 Summary, Q&A, Roundtable discussion

Tuesday, April 17, 2018

- 9:00 – 10:00 More technology characterization, evaluation, assessment, market viability  
The Tech Brief as process and product (Completing Phase II of Triage Evaluation)  
  
Mr. Richard S. Cahoon
- 10:00 – 10:45 Exercise: Participants evaluate their technology; draft a Tech Brief
- 10:45 – 11:00 Coffee Break
- 11:00 – 11:45 Market assessment  
  
Ms. Yumiko Hamano
- 11:45 – 12:30 Exercise: Participants conduct market research and assessment for their technology
- 12:30 – 13:00 Market assessment (Using the Internet, talking with people in the Industry)  
  
Ms. Yumiko Hamano  
Mr. Surya Raghu  
Mr. John Arthur Fraser
- 13:00 – 14:00 Lunch

- 14:00 – 14:30 Continuation: Market assessment (Using the Internet, talking with people in the Industry)  
Ms. Yumiko Hamano  
Mr. Surya Raghu  
Mr. John Arthur Fraser
- 14:30 – 15:30 Exercise: market research/assessment for their own technology; draft a Tech Brief
- 15:30 – 16:30 Licensing strategy, finding potential licensees, preparing for and starting tech marketing  
Ms. Yumiko Hamano  
Mr. Eric Deleglise, Business Development South-East Asia, Questel, Singapore
- 16:30 – 16:45 Coffee break
- 16:45 – 17:15 Exercise: finish Tech Brief, create list of potential licensees
- 17:15 – 17:30 Summary, Q&A, Roundtable discussion

Wednesday, April 18, 2018

- 9:00 – 09:45 Institutional Mission & the Licensing Imperative, License Agreements as Value-capture Envelope, intro to Pre-negotiation Valuation  
Mr. Richard S. Cahoon
- 9:45 – 10:30 Exercise: Participants define a license value-envelope for their technologies  
Mr. Richard S. Cahoon
- 10:30 – 10:45 Coffee/tea break
- 10:45 – 11:30 Win-win license negotiations  
Mr. John Arthur Fraser
- 11:30 – 12:15 Tricks of the Trade: getting a deal done  
Mr. Richard S. Cahoon
- 12:15 – 13:00 IP management: where to file Patents; other types of valuable IP (e.g., Software, Copyright protected assets, etc.)  
Ms. Yumiko Hamano  
Mr. Surya Raghu
- 13:00 – 14:00 Lunch

- 14:00 – 14:45 Using separate entities for university tech transfer  
Mr. John Arthur Fraser  
Mr. Richard S. Cahoon
- 14:45 – 15:30 Key license terms, term sheets, agreement drafting and negotiation  
Ms. Yumiko Hamano
- 15:30 – 15:45 Coffee/tea break
- 15:45 – 16:30 Exercise: term sheet development for their technology  
Ms. Yumiko Hamano
- 16:30 – 17:15 The Process of Closing the Deal – Important issues  
Mr. John Arthur Fraser
- 17:15 – 17:30 Summary, Q&A, Roundtable discussion

Thursday, April 19, 2018

- 9:00 – 10:00 Technology Marketing continued, Interacting with licensees: the process  
Mr. John Arthur Fraser  
Mr. Surya Raghu
- 10:00 – 10:15 Coffee/tea break
- 10:15 – 11:15 Start-up policies  
Mr. Richard S. Cahoon
- 11:15 – 12:15 Interacting with Senior Management, managing relations with faculty inventors  
Mr. John Arthur Fraser

***[For Intrapreneurs only]***

Wednesday, April 18, 2018

- 9:15 – 10:00 Expanding Business through Open Innovation; Technology Acquisition and Partnering Benefits and Approaches: Why consider Universities for new Business Opportunities? (Pros and Cons)  
Mr. Surya Raghu  
Mr. Eric Deleglise
- 10:00 – 10:45 The importance of Intellectual Property (IP): Scouting for IP-based technology acquisition  
Mr. Surya Raghu  
Mr. John Arthur Fraser
- 10:45 – 11:00 Coffee/tea break
- 11:00 – 11:35 Introduction to Intrapreneurship: Overview of the Technology Transfer Process  
Mr. Richard S. Cahoon
- 11.35 – 12.20 Licensing explained, Licensee and Licensor perspectives, rights & responsibilities, risks and opportunities  
Ms. Yumiko Hamano  
Mr. John Arthur Fraser
- 12:20 – 13:00 More details of the Technology Transfer Process: The university position explained (The way the University will approach a technology transfer collaboration to solve a problem; What the University will offer and why), the Information Gathering Stage, Negotiation process - information exchanges, CDAs, MTAs, the Term Sheet  
Mr. Richard S. Cahoon  
Mr. John Arthur Fraser
- 13.00 – 14.00 Lunch
- 14:00 – 14:45 Collaborative research, contracts, licensing (and the Term Sheet), consulting in more detail  
Ms. Yumiko Hamano

14:45 – 15:30 Key license terms, the Term Sheet and negotiations

Mr. Richard S. Cahoon

Mr. Surya Raghu

15:30 – 15:45 Coffee break

15:45 – 16:30 Exercise: practice negotiation

16:30 – 17:00 Summary, Q&A, Roundtable discussion

Thursday, April 19, 2018

9:00 – 9:45 Breakfast Session with CEOs of Industries

9:45 – 10:30 How to collaborate with public sector research institutions

Mr. John Arthur Fraser

Mr. Yumiko Hamano

10:30 – 11:15 Structuring Research Contracts

Mr. John Arthur Fraser

Mr. Yumiko Hamano

11:15 – 12:15 Partnering on the Commercialization Collaboration: Licensing, Consulting,  
Sponsored and Collaborative Research

Mr. Richard S. Cahoon

Ms. Yumiko Hamano

Mr. Surya Raghu

12.15 – 14.00 Lunch and Introductions of participants

Lunch time talk: Dr. Viraj Perera, CEO, PlaTCOM Ventures

***[For Both Hub/Spokes and Intrapreneurs]***

Thursday, April 19, 2018

- 12:15 – 14:00 Lunch time talk #1: Mr. Fumio Enomoto,  
Lunch time talk #2: Dr. Viraj Perera, CEO, PlaTCOM Ventures  
Introductions of participants
- 14:00 – 14:45 University technology pitches
- 14.45 – 15:15 “Speed dating”
- 15:15 – 15.30 Coffee/tea break
- 15.30 – 16:00 Income generation model from IP at Putra Science Park UPM  
PM Dr. Samsilah Roslan, Director Putra Science Park, Universiti  
Putra Malaysia
- 16:00 – 16:30 ITMA’s Role in the Innovation and Commercialization Ecosystem in Malaysia  
PM Dr. Samsilah Roslan
- 16:30 – 17:00 Malaysian story #1  
Mr. Vincent Wong Wai Sang, Chief Executive Officer  
Malaysian Innovation Hub (MIH)

Friday, April 20, 2018

- 9:00 – 9:30 University/Industry Collaboration: the Big Picture  
Dr. Nor Azlina Ariffin, Under Secretary  
Technology Transfer and R&D Commercialization Division  
Ministry of Science, Technology and Innovation (MOSTI)
- 9:30 – 10:00 Malaysian story #2  
Ms. Mariatini Othman, Senior Vice President  
Malaysian Technology Development Corporation (MTDC)
- 10:00 – 10:30 Malaysian story #3  
Mr. Syed Nahar Syed Harun, Deputy Director  
Business Advisory and Support Division  
SME Corporation Malaysia (SME Corp.)
- 10.30 – 11.00 Malaysian story #4  
Mr. Peter Desmond Wee  
International Intellectual Property Commercialization Council  
(IIPCC) Malaysia
- 11.00 – 11.45 Exercise: practice negotiation



11.45 – 12.30 Panel discussion : Setting the Right Environment for Technology  
Commercialization in Malaysia

Moderator : Dr. Nor Azlina Ariffin

Panelists : Dr. Viraj Perera

Dr. Rezal Khairi Ahmad – CEO of NanoMalaysia

Mr. Syed Nahar Syed Harun

Ms. Mariatini Othman

Dr. Sivarao Subramonian - ITMA

12.30 End of workshop

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