

ANNUAL CONFERENCE

The Association of European Science & Technology Transfer Professionals

# BEST PRACTICES IN TRANSFER OF SCIENCE AND TECHNOLOGY

*Thursday 29 May &  
Friday 30 May 2008*

**GRIEGHALLEN  
BERGEN  
NORWAY**



## INTRODUCTION

ASTP is pleased to invite you to its ninth Annual Conference to be held in Bergen, the Hanseatic city and former capital of Norway, situated in the south-western coast of the country.

Research Partnerships with Industry, together with Knowledge and Technology Transfer activities are increasingly becoming an essential role of Universities and Public Research Institutions. As Technology Transfer Professionals, we often are not only involved in dealing with our economic partners, but also helping our Institutions to cope with the complex issues associated with such partnerships.

These requirements impose on us, Technology Transfer Professionals, the need to maintain a deep understanding of an evolving innovation landscape, making our job more interesting but also more challenging.

This conference will look in more details on Innovative ways to collaborate as seen from the perspective of leading practitioners in the field. In addition, we made sure to provide two tracks will also resonate well with your practice, be it on the junior level (Introductory track) or on the more senior one (Running the TTO).

We are pleased to welcome Jan-Anders Månson, Vice-President Innovation and Technology Transfer, Swiss Federal Institute of Technology and Bruno Van Pottelsberghe, Professor, ULB, ECARES & BRUEGEL, Former Chief Economist of the EPO, Belgium, for our plenary sessions.

ASTP gratefully announces two scholarships for free attendance to this event, offered by INTEUM Company LLC. Please see the backside of this brochure or visit our website for the application conditions.

Prior to the main conference, we will again offer the possibility to attend a Masterclass aiming at bringing a deeper knowledge of the patenting process.

Following the excellent feedback we received from the participants of our previous conference in Finland, we decided to organize again our Annual Conference in the beautiful spring lights of the northern part of Europe. Being in the vicinity of two UNESCO World Heritage sites (district of Bryggen and the Nærøyfjord fjord), together with enthusiastic and supporting local ASTP members, made our choice of Bergen a simple one.

All this, together with ample opportunity to engage and network with the largest and most concentrated group of Technology Transfer professionals in Europe during our highly praised social program, should convince you to join us in Bergen for another memorable ASTP event.

On behalf of the Board and Secretariat of ASTP, we look forward to seeing you there!

Laurent Miéville & Paul Van Dun  
President Vice-President Programming

### Thursday 29<sup>th</sup> of March

Registration desk open from 8.15

#### OPENING PLENARY

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| 9.00 <b>Opening act</b> , offered by BTO Bergen  |
| 9.10 <b>Laurent Mieville</b> , President ASTP, <i>Opening</i>  |
| 9.20 <b>Kare Rommetveit</b> , Director of the Bergen Research Foundation, <i>Word of welcome</i>   |
| 9.30 <b>Jan Anders Manson</b> , Vice President, Innovation & TT EPFL, Switzerland, <i>The EPFL approach to Innovation and Tech- Transfer</i> |

BREAK 10.30 – 11.00



PARALLEL 11.00 – 12.30

I: Introductory track Patenting & Licensing Moderator Jörn Erselius	II: Innovation in collaborations Moderator Karen Laigaard	III: Running the TTO Moderator Anna Maria Nuutila
<p><b>1. Freedom to operate</b>  <b>Dominic DeGroot</b>, IP Manager, University of Ghent, Belgium  <b>Sue Scott</b>, Chartered European Patent Attorney, Abel &amp; Imray, United Kingdom                      When evaluating the potential of an invention, a FTO-search is one of the first thing to do. Learn all about the importance of a good search, get the tips and the tricks for an optimal patent position and find out which warranties on FTO are save to provide when licensing out.</p>	<p><b>1. The science of marketing science</b>  <i>Branding your technology and your office</i>  <b>Jane Muir</b>, Associate Director, Office of Technology Licensing Director, UF Tech-Connect University of Florida, USA  <b>INEODAYS' world</b>                      In the world of today, marketing is inextricable bound up with the sales process. A smart positioning and branding of your technology products &amp; services will make your job easier. But also your tech transfer office itself deserves some branding attention, both towards your clients and towards your own institution.</p>	<p><b>Structural aspects of TTO's</b>  <b>Paul Van Dun</b>, General Manager, K.U. Leuven Research &amp; Development, Belgium  <b>Frank Larsen</b>, CEO Birkeland Innovation, Norway                      The sharpness and efficiency of your tech transfer office depends largely upon the way it is structured: what activities should it perform, how is it financed (can it be profitable? Should it?), is it an internal office or an entity outside the research institute, etc. Can we detect a best practice amongst all the different TTO-structures in place?</p>

LUNCH 12.30 – 14.00  
PARALLEL 14.00 – 15.15

I: Introductory track Patenting & Licensing Moderator Anna Maria Nuutila	II: Innovation in collaborations Moderator Laurent Miéville	III: Running the TTO Moderator Paul Van Dun
<p><b>2. Seeking cost effective patenting</b>  <b>Bruno H. Dalle Carbonare</b>, Head Office of Technology Transfer University of Basel, Switzerland  <b>Sue Scott</b>, Chartered European Patent Attorney, Abel &amp; Imray, United Kingdom                      Patenting is an expensive business. We all struggle with the apparent paradox of creating valuable patents with a very limited budget. But is it a paradox? Two experienced speakers show you the most effective measures for a cost conscious patenting process, including smart country selection in the national phase, what to do with China, etc..</p>	<p><b>2. Open Innovation: A paradigm or just new clothes?</b>  <b>Cato Wille</b>, Chief Researcher, Ideas and Innovation Management, StatoilHydro, Norway  <b>Rob Kirschbaum</b>, Vice President Innovation DSM, The Netherlands                      In recent years "Open innovation" has received a lot of attention, and is claimed to be the successor to the outdated linear R&amp;D model. Opponents of the concept state that in the end not all parties involved can equally benefit from it. So what does it really mean for us, and is it compatible with early stage results / research?</p>	<p><b>2. Conflict of interest</b>  <b>Jörn Erselius</b>, Managing Director, Max Planck Innovations, Germany  <b>Kevin Cullen</b>, Director Research &amp; Enterprise, University of Glasgow, United Kingdom                      Conflicts of interest seem unavoidable in the tech transfer landscape, not only for the scientists, but sometimes also for the TT-officers, and managing these conflicts is of prime importance. Seasoned professionals provide you with an analysis of how they deal with conflicts of interest and conflicts of commitment in their respective institutions.</p>

BREAK 15.15 – 15.30  
PARALLEL 15.30 – 16.45

I: Introductory track Patenting & Licensing Moderator Anna Maria Nuutila	II: Innovation in collaborations Moderator Jörn Erselius	III: Running the TTO Moderator Karen Laigaard
<p><b>3. Negotiating licensing terms - I</b>  <b>Lou Berneman</b>, Principal, Texelerate, USA                      What are the key clauses we need to focus our attention on when negotiating a license deal, and what pitfalls do we need to avoid. This session takes you through a wide variety of relevant issues, such as                      - pricing                      - exclusivity                      - field                      - territory                      - liability                      - representations &amp; warranties                      - diligence clauses                      - management of improvements and many more.</p>	<p><b>3. Large scale collaborations</b>  <b>Jan Anders Manson</b>, Vice President, Innovation &amp; TT EPFL, Switzerland  <b>Malcolm Skingle</b>, Director Academic Liaison, Worldwide Business Development GlaxoSmithKline, United Kingdom                      The development of large scale research programs involving transfer of personnel as well as equipment between different research institutions and companies may become a real challenge for TT-offices. Instead of re-inventing the wheel, what can we learn from those who went through such cases before ?</p>	<p><b>3. Industry vs TTO patenting: divergent priorities</b>  <b>Snorre Kjesbu</b>, Vice President, Technology &amp; Innovation, Tandberg ASA, Norway  <b>Jeremy Philpott</b>, Unit Manager Innovation Support, European Patent Academy, EPO, Germany                      Do universities view IP in the same way as major corporates? We don't think so. Universities focus on the <i>patent</i> whereas companies focus on the <i>product</i>; patents being just one of the 'assets' needed to make the product and defend against imitators. Is there something important to be learned from these radically different perspectives?</p>



16.50 – 17.20 GENERAL ASSEMBLY  
 16.45 – 17.45 COCKTAIL  
 18.45 SOCIAL PROGRAM

# Friday 30<sup>th</sup> of May

PLENARY: 9.00 – 10.30

PLENARY

Chair Laurent Mieville

**Bruno Van Pottelsberghe**, Professor, ULB, ECARES, SBS & Former Chief Economist of the EPO, Belgium,  
*The challenges of academic patenting* - As academic patenting accelerates, criticisms are flourishing: not only on the patent system and process as such, but also on the alleged adverse effects of the increased patenting activities of research institutions. At the very same time, Europe is said to be excellent in research, but far less in commercialising this research. Can academic patents cure this European "penicillin" symptom?

BREAK 10.30 – 11.00

PARALLEL 11.00 – 12.30

I: Introductory track Patenting & Licensing Moderator Jeff Skinner	II: Innovation in collaborations Moderator Jörn Erselius	III: Running the TTO Moderator Paul Van Dun
<p><b>4. Negotiating Licensing terms – II</b> This session is structured as a role play where you take on the <i>persona</i> of either the TTO (licensor) or a company (potential licensee). We describe the technology &amp; IP and - then ask you to agree at an equitable position. Teams are mentored by those experienced in negotiating licenses. The aim of the role play is to help you to identify and resolve the most problematic points in a negotiation.</p>	<p><b>4. Collaborating with local and small companies</b> <b>Ole Kring</b>, CEO, Scandinavian Micro Biodevices Aps, Denmark <b>Elizabeth Gray</b>, Senior BDM and Team Leader, Research &amp; Enterprise, University of Glasgow, United Kingdom Research institutes have a role in strengthening the economy and competitiveness of their region. But interacting with small and local companies requires different mindsets and models than the interactions with large corporations. Some good recipes how to effectively set up such collaborations and make them really work.</p>	<p><b>4. Recruit, retain and reward tech transfer officers</b> <b>Gábor Lamm</b>, Managing Director, EMBLEM Technology Transfer, Germany <b>Karl Klingsheim</b>, CEO, NTNU Technology Transfer AS, Norway TT-officers are a rare specimen, with one leg in industry and the other in academia. This hybrid profile makes it difficult to recruit and to retain good staff. The continuously changing environment and the growing pains of young as well as established offices require a very flexible personnel policy, which is not always possible within a research institution. Should we promote "cradle to grave" officers or is it better to form specialized ones? Will programs, such as a (compulsory) certification of TT-officers or staff exchange, effectively help the profession?</p>

LUNCH 12.30 – 14.00

PARALLEL 14.00 – 15.15

Moderator Jeff Skinner

## 5. The Gatorade story

**Jane Muir**, Associate Director, Office of Technology Licensing, Director, UF Tech Connect, University of Florida, USA  
Worldwide there are a handful of striking tech transfer examples that really appeal to one's imagination. The Gatorade story – although already more than 40 years old - is one of them. What started as an experiment for a local football team turned out to become a major revenue generator for the university of Florida. Hear all about the university origin of one of the most popular sports drinks, how it made it to the market, and what the role of the university was in its success.

BREAK 15.15 – 15.30

PLENARY 15.30 – 16.30

FINAL PLENARY

Chair Laurent Mieville

## Are university TTO's obstructive bureaucracies?

Panel discussions with a.o. Bruno van Pottelsberghe, Lou Berneman, Gábor Lamm, Malcolm Skingle.  
Some state that the tech transfer offices of research institutions are drowning in self-generated paperwork. Are we making our lives difficult by lengthy procedures and overemphasizing our ownership of every piece of intellectual property, thus becoming hurdles to innovation instead of facilitators? Field practitioners from various backgrounds will confront each other with their outspoken opinions.

16.30 CLOSURE



## MASTERCLASS

This year's ASTP Masterclass will be about "the other IP". Tech Transfer Managers seem to focus exclusively on patents, to the neglect of almost all other forms of IP. This Masterclass redresses that balance, covering other forms of IP, both in terms of protection and exploitation. Trade marks, designs, copyright and database rights; and the less expected: know-how, trade secrets, confidentiality and restrictive covenants. Since these other forms of IP are cheaper than patents to acquire and often last longer, we think they need dedicated airtime. The Masterclass is led by Dr Jeremy Philpott, manager of the Innovation Support Unit of the European Patent Academy, based at the European Patent Office (EPO) in Munich. He has run the development of the "ip4inno" programme for TTOs and Business Managers across Europe. The Masterclass starts at 1.30 pm and lasts until 4 pm.

## SOCIAL PROGRAM



### Wednesday, 28 May 2008 Welcome Cocktail

We are pleased to invite all delegates to join us on our welcome cocktail at 6 pm, offered by The City Council of Bergen. We warmly welcome you to have a first acquaintance with each other directly after the (social) programs of Wednesday. The cocktail will take place in the Haakon's Hall close to Bryggen, the cultural authentic centre of Bergen.



### Wednesday, 28 May 2008 Visit to the VILVITE Science Centre plus a guided tour

Wednesday afternoon the 28th of May, the afternoon preceding the conference, ASTP offers an optional social program with a visit to the VILVITE Science Centre at the Marineholmen Technology Park, combined with a boat trip transporting the participants to a guided tour of world heritage site Bryggen. Refreshments will be served during the boat trip. This social program starts approximately at 2 PM and ends around 6 PM at the Haakon's Hall.



### Thursday, 29 May 2008 Joint Dinner

Our traditional conference dinner will be organized on Thursday evening. As our restaurant, Fløyen, is situated on the top of a mountain you definitely will enjoy the astonishing view of Bergen and the Norwegian fjords while having a pleasant dinner with your fellow delegates. This informal gathering provides plenty of time for conversation and exchange of experiences with the participants and speakers.

## Our conference partners



## GENERAL INFORMATION

- Date* (Wednesday 28) Thursday 29 & Friday 30 May 2008
- Conference Venue* Grieghallen AS, Edvard Griegs plass 1, NO-5015 Bergen, Norway  
Tel.: +47 55 21 6100
- Language* English
- Online Registration* All participants who wish to attend the conference must register in advance. Please note that formal registration only takes place after receipt of the registration fee. Participants are requested to *register online* via Eventbrite <http://www.eventbrite.com/event/99620969>. Please note, when registering online, that we charge 5% for credit card payments and 2.5% administration fee on top of the registration fee. You could also complete the enclosed *Registration Form* and return it to ASTP. Each participant should use a separate form. A confirmation letter will be sent to you upon receipt of the registration form. The capacity of the conference will be limited. Registrations will be handled in order of receipt.
- Registration Fee* The registration-fee for participation in the ASTP conference is € 795,- for ASTP members and € 1095,- for non ASTP members. We offer a special Early Bird Fee to those who register before the **1<sup>st</sup> of April** (€ 695,- for members and € 995,- for non-members). We also have a special discount for people coming from CEE countries (see registration form): € 395,- for ASTP members and € 595,- for non ASTP members. All fees mentioned are excl. 19 % VAT. The fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. **The fee must be paid in advance to participate.**
- Inteum Company scholarship* If you who would like to apply for the scholarship, Inteum asks you to fill out an application form and write a short motivation how you should benefit from this scholarship. Please visit our website [www.astp.net](http://www.astp.net) to download the form and to gain more information about the conditions for application.
- ASTP Membership* If you would like to register for this conference as an ASTP member and are currently not a member, we kindly ask you to return the attached and completed *ASTP Membership Application Form* or apply for the membership via the website [www.astp.net](http://www.astp.net). As soon as your membership is accepted, you will receive an adapted invoice for the conference and a separate invoice for the ASTP membership fee.
- Payment* All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. Payments by credit card will have an additional charge of 5%.
- Cancellation* In case you are unable to attend the conference, a substitute delegate is welcome to take your place at no extra charge, if he/she carries a letter of authorisation from the original participant. Should you cancel **before the 1<sup>st</sup> of May 2008** an administration fee of € 95,- will be charged. **Please note that no refunds are possible after the 1<sup>st</sup> of May 2008**
- Accommodation* May is a very busy month in Bergen, thus we strongly advise you to make a booking as soon as possible! We have arranged discounts for several hotels in Bergen (see the backside of the registration form).
- Insurance* The conference organisers do not accept any liability for personal injuries or for loss of and/or damage to personal belongings of the conference participants, either during or as a result of the conference. Please check the validity of your insurance.
- Contact* Please contact the Event Coordinator of ASTP for more information on registration and other logistical details.

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