

# DTU Patent Course 2012

For PhD students Week 3, Monday, 16 January to Friday, 20 January 2012

Friday, January 06, 2012 vers. 1.02

**Objective:** give future researchers insight and training in technology transfer that allows them to work efficiently together with tech-trans specialists for the commercial and industrial implementation of research-based knowledge and inventions

**Course specifications:** 1 week, 3 ECTS concentrated course on technology transfer from research to industry & business., including intellectual property rights, patent law, licensing principles, rules & agreements, business formation, cases and more...

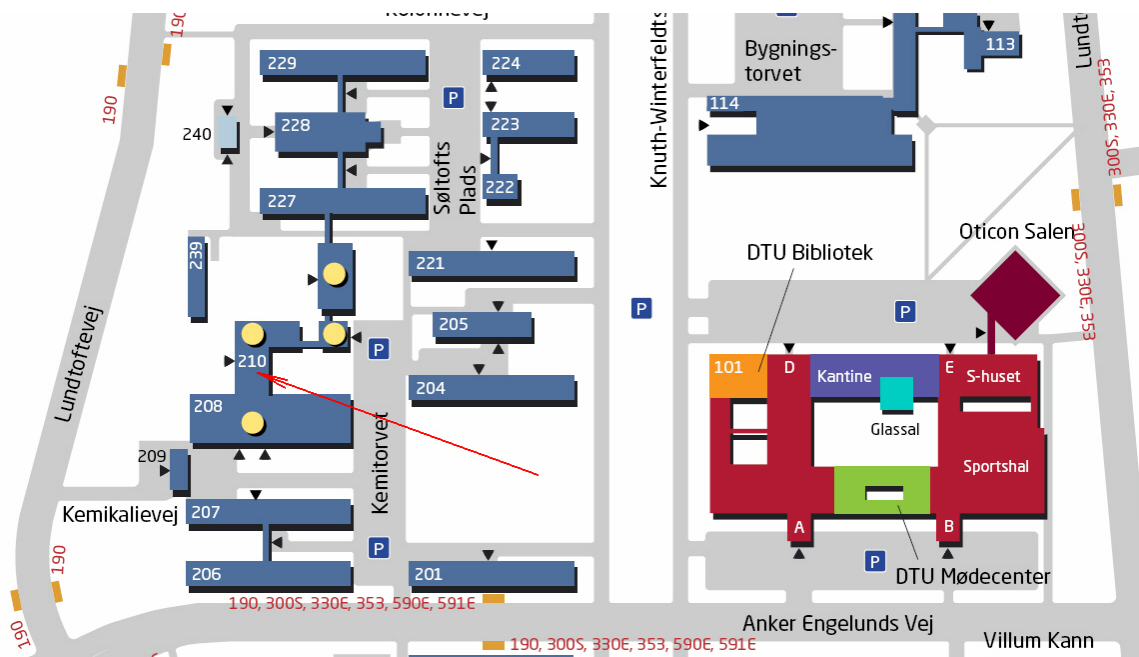
**Textbook:** recommended pre-readings: "Inventing Entrepreneurs" Technology Innovators and their Entrepreneurial journey. Gerard George, Adam J. Bock. Pearson Prentice Hall, 2009, ISBN-13: 978-0-13-157470-0, ISBN-10: 0-13-157470-1. Authors note: " -- to provide direction, guidance, and insight to faculty members and students interested in pursuing an entrepreneurial path". Including central chapter: 4: Technology Licensing, chapter 6: The Entrepreneurial Academic and chapter 8: Sample Journeys.

**Enrollment:** fill out the ID form and return it to [johe@man.dtu.dk](mailto:johe@man.dtu.dk) for group formation. Download from [www.entrepreneur.dk](http://www.entrepreneur.dk). deadline: 31 december 2011.

## Teachers:

Solveig Sturlaugsdottir Aanæs	Novonordisk
Rolf Henrik Berg	DTU Nanotech
Erik Sigh	Plougman & Vingtoft
Matteo Biancardo	Plougman & Vingtoft
Irene Taaning Johansen	DTU 101
Helle Bunkenborg	DTU-101
Christian Schmock	TTO A/S
Jon Wullf Petersen	TTO A/S
Bjarne Henning Jensen	Vækstfonden
Anne K. S. Jensen (PVS)	Patent & Varemærkestyrelsen
Tone Kaaber Harrit	Patent & Varemærkestyrelsen
Andreas Tycho	Hegner & Partners
Anette Hegner	Hegner & Partners
Johanna H. Jonsdottir	Haldor Topsøe A/S
Alfredo Zolin Conde	Haldor Topsøe A/S
Jakob Steen Jensen	SEED Capital
Kasper Birkeholm Munk	Teknologisk Institut
John Heebøll	DTU Management Engineering

**Location:** DTU Building 210, room 012



## COURSE PLAN

**Monday 16 January 2012**

**Morning 10:00 – 12:00**

**Introduction**

1. To the course
2. To the class

John Heebøll

All of you: 1 minute presentation of yourselves:

- o Name – institute - field of interest – looking for team members for this course?

**Meet your team** and find a task (an invention to analyze vs. IPR and market).

Team proposal will be forwarded before course start based on ID forms.

**Afternoon**

**IPR: Legal basics.**

*IPR Basics*

Anette Hegner, Andreas Tycho, Hegner & Partners

1. Introduction to the legal world of IPR
2. What is a patent?
3. Inventive step/International treaties.
4. Infringement and strategy.
5. Differences in national rules.

**01:00 - 04:00 pm**

5 X 30 min.

**Group work at your own discretion**

**04:00 – 05:00 pm**

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## Tuesday 17 January

**Morning 09:00 – 12:00**

**IPR: Patent basics**

*The structure of a patent*

Erik Sigh, Pernille Elmedyb, Plougmann & Vingtoft, Intellectual Property consulting.

**09:00 – 11:00 am**

3X 30 min.

**Group work:** discuss patentability of inventions

Erik and Pernille as walk-about consultants

**11:00 – 12:00 am**

## **Tuesday 17 January Afternoon**

**IPR: Patents in a corporate business system: Novo Nordisk A/S**

Solveig Sturlaugsdottir Aanæs, Corporate Patents

**01:00 - 03:00 pm**

3X30 min.

**IPR: Patents in the university business system**

*Agreements in technology transfer and commercialization*

Irene Taaning Johansen. DTU, Afdeling for Jura og Kontrakter

1. Managing IPR ownership at DTU
2. Non-Disclosure Agreements
3. Material Transfer Agreements
4. Joint venture Agreements
5. License Agreements

**3:00 – 05:00 pm**

3X30 min

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## Wednesday 18 January

**Morning 10:00 – 12:00**

**IPR: Patents in a corporate business system: Haldor Topsøe A/S**

Alfredo Zolin Conde, Johanne H. Jonsdottir, Corporate Legal Department

## **Afternoon**

**Novelty search session**

**01:00 – 05:00 pm**

Anne K. S. Jensen, Tone Kaaber Harrit, Patent og Varemærkestyrelsen

- Internet databases 2012
- On patent search 1: Search & Classification
- On patent search 2: Structured Search

Bring your notebook/laptop computer with wireless internet connectivity to this session

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## Thursday 19 January

### **Morning 10:00 – 12:00**

#### **Technology transfer: Cases from nano- and biotech**

Rolf Henrik Berg, DTU Nanotechnology

### **Afternoon**

#### **Commercialization: the start-up track**

**01:00 – 05:00 pm**

*13:00 – 15:00*

3X30 min

*Start-up basics.* John Heebøll, DTU Management Engineering  
High tech high-growth business formation

1. Basics of starting a knowledge based company
2. Strategies in business start-up
3. Basics of business planning

*Financing high growth ventures*

15:10 – 16:00 pm

Jakob Steen Jensen (green tech field) SEED Capital Denmark A/S

*Present and future risk-based financing*

16:10 – 17:00 pm

Bjarne Jensen, Vækstfonden

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## Friday 20 January

### **Morning 10:00 – 12:00**

**Group work: identify start-up strategies for your invention. Prepare pitch.**

### **Friday 20 January, afternoon**

#### **Commercialization: the licensing track**

**01:00 – 03:00 pm**

Christian Schmock TTO A/S

3X35 min

1. Choosing between commercialization tracks
2. Licensing versus start-up
3. Identifying the stakeholders
4. Disclosing the invention
5. Identifying the field
6. Pricing of IPR
7. Closing the deal
8. Managing and maintaining the license agreement

#### **Commercialization: the individual inventor.**

**03:10 – 04:00 pm**

Kasper Birkholm Munk, Opfinderrådgivningen, Teknologisk Institut, Idé & Vækst.

Friday 20 January afternoon continued ...

### **Group presentations**

**04:10 – 05:00 pm**

Brief presentations from the groups (10 minutes each) covering

1. Invention: background and present situation
2. Demand and value creation
3. IPR protection strategy
4. Draft commercialization tracks

### **Rounding up the course**

John Heebøll

10 min max.

Contact joha <att> man.dtu.dk for further information



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