

42799 STRUCTURE

Pedagogies and didactics

- Lectures (teaching) combined with group work (training).

Themes covered

- The global IPR system
- The patent from the legal perspective
- The structure and information of a patent
- Commercializing IPR
 - University practice
 - Industry practice
 - The licensing track
 - The spin-out track

Your take-away

A holistic approach to technology transfer that allows you to identify, develop and promote commercially perspective IPR – in industry and in an academic setting.

Monday 16 January Afternoon

IPR: Legal basics.

01:00 - 04:00 pm

IPR Basics

5 X 30 min.

Anette Hegner, Andreas Tycho
Hegner & Partners

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

Group work at your own discretion

04:00 – 05:00 pm

Tuesday 17 January Morning

IPR: Patent basics 09:00 – 11:00 am

The structure of a patent 3X 30 min.

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

Group work:

identifying inventiveness, drafting a patent with Erik and Pernille as walk-
about consultants 11:00 – 12:00 am

Tuesday 17 January Afternoon

01:00 - 03:00 pm

IPR: Patents in a corporate business system:

Novo Nordisk A/S 3X30 min

Solveig Sturlaugsdottir Aanæs,
Corporate Patents

03:00 – 05:00 pm

IPR: Patents in the university business system

Irene Taaning Johansen. DTU 3X30 min

Afdeling for Jura og Kontrakter

Mattias Karlsson Dinnetz

Afdelingen for Erhverv og Myndigheder

- Agreements in technology transfer and commercialization
- Managing IPR ownership at DTU (Patent- and non-patent IP)
- Non-Disclosure Agreements
- Material Transfer Agreements
- Joint venture Agreements
- License Agreements



Wednesday 18 January

Morning

10:00 – 12:00 am

IPR: Patents in a corporate business system

Haldor Topsøe A/S

Alfredo Zolin Conde, Johanne H. Jonsdottir
Corporate Legal Department

Afternoon

01:00 – 05:00 pm

Novelty search session

Patent og Varemærkestyrelsen

Anne K. S. Jensen, Tone Kaaber Harrit

- 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



Thursday 20 January

Morning

10:00 – 12:00 am

Technology transfer: Cases from nano- and biotech

Rolf Henrik Berg, DTU Nanotechnology

Afternoon

13:00 – 15:00 pm

Commercialization: the start-up track

Start-up basics.

John Heebøll, DTU Management Engineering

3X30 min

- High tech high-growth business formation
- Basics of starting a knowledge based company
- Strategies in business start-up
- 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

Friday 21 January

Morning

10:00 – 12:00 am

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

Afternoon

Commercialization: the licensing track

01:00 – 03:00 pm

Christian Schmock, TTO A/S

3X35 min

- Choosing between commercialization tracks
- Licensing versus start-up
- Identifying the stakeholders
- Disclosing the invention
- Identifying the field
- Pricing of IPR
- Closing the deal
- Managing and maintaining the license agreement

Commercialization: the individual inventor.

03:10 – 04:00 pm

Kasper Birkholm Munk

Opfinderrådgivningen,
Teknologisk Institut, Idé & Vækst.

Friday 21 January Afternoon

Commercialization: the licensing track

01:00 – 04:20 pm

Commercializing inventions

01:00–03:30 pm

Jon Wulf, Christian Schmock, TTO A/S

4X30 min.

- Identifying commercialization tracks
- Licensing versus start-up
- Identifying the stakeholders
- Disclosing the invention
- Identifying the field
- Pricing of IPR
- Closing the deal
- Managing and maintaining the license agreement

Individual inventor support

03:40 – 04:20 pm

- Kasper Birkeholm Munk Teamleader, Opfinderrådgivningen,
Teknologisk Institut, Idé & Vækst.

Friday 20 January Afternoon II

Group presentations

04:10 – 05:00 pm

Brief presentations from the groups (10 minutes each) covering:

- Invention: background and present situation
- Demand and value creation
- IPR protection strategy
- Draft commercialization tracks

Rounding up the course

- **John Heebøll** **10 min max.**

42799 PRACTICALITIES

- Working language: English
- Teaching materials available at www.entrepreneur.dk and CampusNet
- Groups with file sharing facilities established on CampusNet
- 3 ECTS granted
- Diploma will be issued. No marks given. You pass if you stay throughout.
- Do respect confidentiality. Do not disclose non-protected inventions or IPR, not owned by you, to 3. parties.
- Students at 42799 must sign a secrecy agreement (NDA), indicating that they accept and respect the confident nature of information given at 42799
- Teachers who are not bound by an NDA will have the courtesy not to look into confidential information while present in the classroom.
- Students are free to limit other students' and teachers' access to the inventions and IPR, that they bring to the classroom for own purposes.
This requirement however should be made clear from the beginning – and you must handle any protective measures yourself.

WHO is WHO?

30 seconds individual speed-presentation

- Name
- Nationality
- Institute / industry hosting your Ph.D. project
- The theme you are working with
- What you expect to get out of the course
- AOB: special confidentiality requirements? Looking for a group?

Signing NDA - Finding a group

[The Course enrollment list](#)

FINAL pitch

Group presentations

10 min. pitch presentations covering:

- Invention: background and present situation
- Demand and value creation
- IPR protection strategy
- Draft commercialization tracks