



FIT-4-NMP 2nd Tech Transfer Interactive Workshop
14 & 15 June 2022
Riga, Latvia

Academia and Industry: Introduction to Tech Transfer and Collaborations

This workshop is designed for people responsible for setting up collaborations between academia and industry, wishing to expand their skills and deepen their knowledge of the intricacies of research and development collaborations between academia and industry.

Learning Objectives

- ✓ A broad overview of the fields covered by Knowledge Transfer Officers and offices;
- ✓ Cover the basic output of a KTO / TTO;
- ✓ Gain insights into patenting and patent evaluation, and the licensing process;
- ✓ Develop the rudimentary tools for dealing with inventions, inventors, licensees, founders and potential cooperation partners;
- ✓ Increase knowledge on setting up a spin-off company, including the broad financing possibilities;
- ✓ Handling communication between academia and industry within collaborations
- ✓ Managing expectations

Workshop Organiser

ASTP (www.astp4kt.eu) is a non-profit member's organisation committed to knowledge transfer among universities and industry.

Our focus is to further improve the quality of impact that public research has on the economy and society.



ASTP
A World of
Knowledge
Transfer

Established in 2000 by a group of leading practitioners, ASTP's focus is to provide outstanding training and practice that supports member special interests, to advocate for the profession on the international stage and to enable the building of professional networks.

Please note all times given in the agenda are based on Riga time.

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Day 1 – 14th June 2022
Fundamentals of Technology Transfer

- 09.00-09.30** **Course introduction – Bernard Denis**
Getting to know your trainer and your fellow colleagues as well as course overview.
- 09.30-10.30** **Finding and evaluating technology opportunities and exploitation strategies – Bernard Denis**
Very few of the disclosures we receive are likely to form the basis of a good patent – fewer still (maybe 1 in 10) have any commercial potential. Moreover, we simply do not have the time to simultaneously manage too many projects. How then should we: scout, screen, evaluate, and rank the disclosures and opportunities we receive? What exploitation scenario and strategy are most suitable? How should we reject the ones that we decide not to pursue?
- 10.30-11.00** **Coffee Break**
- 11.00-12.00** **Introduction to Licensing – Bernard Denis**
This session offers a general introduction to the what, why and how of licensing and addresses some of the common matters you need to take into consideration when negotiating a licensing deal.
- 12.00-13.00** **Patenting: what you should know – Bernard Denis**
An introduction to the what and when of patenting academic findings and the key decision points along the way.
- 13.00-14.00** **Lunch**
- 14.00-15.00** **Introduction to academic spin-offs – Jeff Skinner**
This session will provide a basic overview of the different steps needed to create an academic spin-out covering topics such as: bringing the right team together, valuing the technology, and writing a business plan.
- 15.00-16.00** **Technology transfer through research collaborations - Jeff Skinner**
More than 95% of the knowledge transfer from academia to industry takes place in your day-to-day research collaborations. In this exercise, learn more about the expectations of industry and academia when setting up a research collaboration and about the expectations of industry.
- 16.00** **End of day 1**

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Day 2 – 15th June 2022
Research and Development Collaboration

09.00-09.45 Sales tactics - [Jeff Skinner](#)

We like to believe that conversations with potential partners build their own momentum and that – if all goes well – they will eventually agree to a deal of some kind. Well, maybe, but the sales professionals have a myriad of tactics to ensure they're talking to the right people, inject a sense of urgency and scope (and price) the project early, thereby weeding out 'tyre-kickers' early.

09.45-10.45 Deriving fair value from foreground IP – [Jeff Skinner](#)

Finding the right IP structure is only half the battle. We are still left with the issue of valuing the IP; when we have little knowledge of the IP's true value. What should we do? Should we take the academics' opinion, consult with the Technology Transfer Office or trust the company? Or should we insist on a 'wait and see' strategy in which the discussion is deferred until we know what has been 'invented', and its commercial value. How can we avoid meaningless 'agree to agree' clauses in which one or other party is left exposed? What tools can we use, and which structure do we choose for the payments?

10.45-11.15 Coffee Break

11.15-12.15 Getting started – Introduction to different types of agreements and IP clauses– [Laura MacDonald](#)

A presentation on the different forms of collaboration and cooperation that we have with industry, and the various forms of agreement that we use to define the relationship, including Material Transfer Agreements, Consultancy Agreements and Research Collaboration Agreements. This session will guide you through selecting the right form of agreement to align expectations and avoiding conflict. Differentiating 'background' from 'foreground' and the imperative of maintaining academic freedom to research and collaborate. Once we have determined how to manage the IP rights and the solutions that best match any given scenario, we face the challenge of drafting clauses that are clear, unambiguous, and workable for a long-term relationship.

12.15-13.00 How to manage overlapping projects –[Laura MacDonald](#)

Most researchers are involved in multiple collaborations; both simultaneously and sequentially. So are businesses. Part of our role is to ensure that there are no conflicts and to ensure that academic freedom (to work with others) is preserved. What happens once the collaboration agreement has been signed? Is it filed never to be seen again or is it monitored and controlled? Who is responsible for tracking the contract obligation? How do we manage the obligation to grant access rights in EU projects and how do we follow up on the options we have granted in the contracts?

13.00-14.00 Lunch



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14.00-15.00 **When things go wrong - [Mark Wilson](#)**

Sometimes the collaboration will not have a happy ending. It can be a violation of the contract terms, or a different interpretation of the wording. Whatever the problem is, it will almost certainly create unpleasant conversations and shall require difficult negotiations to reach an agreement on how to resolve the problem. In the session, you will be presented with several real-life scenarios and given a role to play in trying to solve them.

15.00-15.30 **Coffee Break & Farewell**