Intellectual Property, Technology Transfer And Licensing

15 to 26 June 2015, Strasbourg

CEIPI / WIPO / INPI
Advanced Course

50 years CEIPI

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

UNIVERSITÉ DE STRASBOURG

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INSTITUT NATIONAL
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The CEIPI/WIPO/INPI Advanced Course on Intellectual Property, Technology Transfer and Licensing will take place from 15 to 26 June 2015 in Strasbourg, France. This training course is jointly organized since 1978 by the Centre for International Intellectual Property Studies (CEIPI) in collaboration with the World Intellectual Property Organization (WIPO) and the French National Institute of Industrial Property (INPI). As in the previous edition, the present course touches upon the legal, practical and economic aspects of technology transfer and licensing.

The training is mainly addressed to technology transfer officials, including professionals working in university technology transfer offices, national and regional intellectual property offices and science and technology ministries. With an integrated and practical approach, the CEIPI/WIPO/INPI Advanced Training Course on Intellectual Property, Technology Transfer and Licensing will be also of the interest of lawyers and economists.

A new feature of this year's edition is that the program is open to external participants, who will benefit from the expertise of specialists from several international organizations, prestigious research institutes and universities, and renowned professionals, while interacting with professionals coming from all over the world.

The academic direction of the current training program was done by Christophe GEIGER, Associate Professor, Director General and Director of the Research Department of the CEIPI. Xavier SEUBA, Senior Lecturer and Researcher at CEIPI, leaded the design and academic coordination of the course with the assistance of Teresa CALIXTO, Research Assistant at CEIPI. The organization of the course was coordinated by Alexia PHILIPP, Training and International Relations Officer at CEIPI.

CEIPI/WIPO/INPI Advanced Course on Intellectual Property, Technology Transfer and Licensing

Program Contents

International Technology Transfer: Economic and Policy Issues

Monday 15 June 2015

9.30 - 10.00	Welcoming

Christophe GEIGER, Associate Professor, Director General and Director of the Research Department of the Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

Tshimanga KONGOLO, World Intellectual Property Organization (WIPO), Geneva, Switzerland

10.00 - 12.00	**International Architecture of Technology Transfer**

Pedro ROFFE, Senior Associate, International Centre for Trade and Sustainable Development (ICTSD), Geneva, Switzerland

12.00 - 13.15	Lunch break

13:15 - 15:15	**Conceptual, Economic and Policy Aspects of Technology Transfer**

Padmashree GEHL SAMPATH, Chief, Technology and Innovation Report Series, Division for Technology and Logistics, United Nations Conference on Trade and Development (UNCTAD), Geneva, Switzerland

15:15 - 17:45	**The Economics of Technology Transfer**

Yann MENIERE, Professor, Centre for Industrial Economy (CERNA) MINES Paris Tech, France

18:30	Welcoming cocktail

Tuesday 16 June 2015

9.00 - 12.00	**The International Landscape of Intellectual Property**

Tshimanga KONGOLO, World Intellectual Property Organization (WIPO), Geneva, Switzerland

12.00 - 14.00	Lunch break

14.00 - 17.00	**Licensing of Climate Change-related Technologies**

Bertram HUBER, Principal, Intellectual Property for Sustainable Energy Ventures (IP*SEVA) Europe, Germany

Intellectual Property Licensing in Public Settings

Wednesday 17 June 2015

9.00 - 12.00	**Management of Intellectual Property in Knowledge Transfer Activities and the Code of Practice for Universities and other Public Research Organizations**
	Michel NEU, International Expert on IPRs and Technology Transfer, Atomic Energy and Alternative Energy Commission (CEA), Paris, France
12.00 - 13.30	Lunch break
13.30 - 15.30	**Medicines Patent Pool**
	Esteban BURRONE, Head of Policy, Medicines Patent Pool, UNITAID, Geneva, Switzerland
15.30 - 17.30	**IPR Management in R&D Context - Strategies to Create and Transfer Knowledge as Innovation Input and Output**
	Nicolas CARBONI, President, Technology Transfer Acceleration Society (SATT) Conectus Alsace, France

Intellectual Property Licensing and Competition

Thursday 18 June 2015

9.00 - 11.00	**Patents as a Regulatory Tool**
	Nikolaus THUMM, Senior Fellow, Joint Research Centre, European Commission, Sevilla, Spain
11.15 - 12:45	**Patent Pools and Standard Licensing**
	Emmanuel GOUGE, President, Licensing Executives Society (LES) France, Paris, France
12.45 - 14.00	Lunch break
14.00 - 17.30	**Competition, Technology Transfer and Licensing**
	Andreas HEINEMANN, Professor, Department of Commercial, Economic and European Law, University of Zurich, Switzerland

Preconditions for an Effective Knowledge Transfer Ecosystem & Establishing an Organizational Infrastructure for Knowledge Transfer

Intellectual Property Rights Management

Friday 19 June 2015

9.00 - 12.00	**How to Set UP a Technology Transfer Office**
	Jean-Marie LE GOFF, Department FP, European Organization for Nuclear Research (CERN), Geneva, Switzerland
12.00 - 14.00	Lunch break
14.00 - 15:30	**Adopting a Patent Strategy: Offensive and Defensive Patenting and Design-around Techniques**
	Emmanuel JELSCH, European and Swiss Patent Attorney, Geneva, Switzerland
15.30 - 17:00	**Strategies for Filing Patent Applications**
	Emmanuel JELSCH, European and Swiss Patent Attorney, Geneva, Switzerland

Intellectual Property Rights Commercialization

Monday 22 June 2015

9.00 - 12.00	**IP Commercialization Options in R&D Context**
	Olga SPASIC, World Intellectual Property Organization (WIPO), Geneva, Switzerland
12.00 - 14.00	Lunch break
14.00 - 17.00	**IP Marketing Best Practices**
	Frédéric CAILLAUD, Scientific Director**,** National Institute for Industrial Property (INPI), Paris, France

Intellectual Property Rights Valuation

Tuesday 23 June 2015

9.00 - 12.00	**New Business Models for Patent Monetization - Patent Quality Assessment**
	Frédéric CAILLAUD, Scientific Director**,** National Institute for Industrial Property (INPI), Paris, France
12.00 - 14.00	Lunch break
14.00 - 17.00	**IP Valuation Methods and Workshop**
	Olga SPASIC, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Successful Technology Licensing

Wednesday 24 June 2015

9.00 - 12.00	**Key Terms of Licensing Agreements**
	Arnaud MICHEL, President, Licensing Executives Society International (LESI), Paris, France
	Olga SPASIC, World Intellectual Property Organization (WIPO), Geneva, Switzerland
12.00 - 14.00	Lunch break
14.00 - 17.00	**Key Terms of Licensing Agreements and Negotiation Techniques**
	Arnaud MICHEL, President, Licensing Executives Society International (LESI), Paris, France
	Olga SPASIC, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Negotiation Session

Thursday 25 June 2015

9.00 - 12.00	**Negotiation Session**
	Arnaud MICHEL, President, Licensing Executives Society International (LESI), Paris, France
	Olga SPASIC, World Intellectual Property Organization (WIPO), Geneva, Switzerland
12.00 - 14.00	Lunch break
14.00 - 17.00	**Negotiation Session**
	Arnaud MICHEL, President, Licensing Executives Society International (LESI), Paris, France
	Olga SPASIC, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Test and Closing Ceremony

Friday 26 June 2015

9.00 - 10.00	**Test**
10.00 - 10.15	Break
10.15 - 11.45	**Keynote Lecture: Technology Transfer and Development**
	Dominique FORAY, Professor, Chair of Economics and Management of Innovation, Swiss Federal Institute of Technology of Lausanne (EPFL), Switzerland
12.00 - 14.00	**Certificate handout ceremony**

Practical Information

Venue
«Escarpe» building
Amphitheater 23 (ground floor)
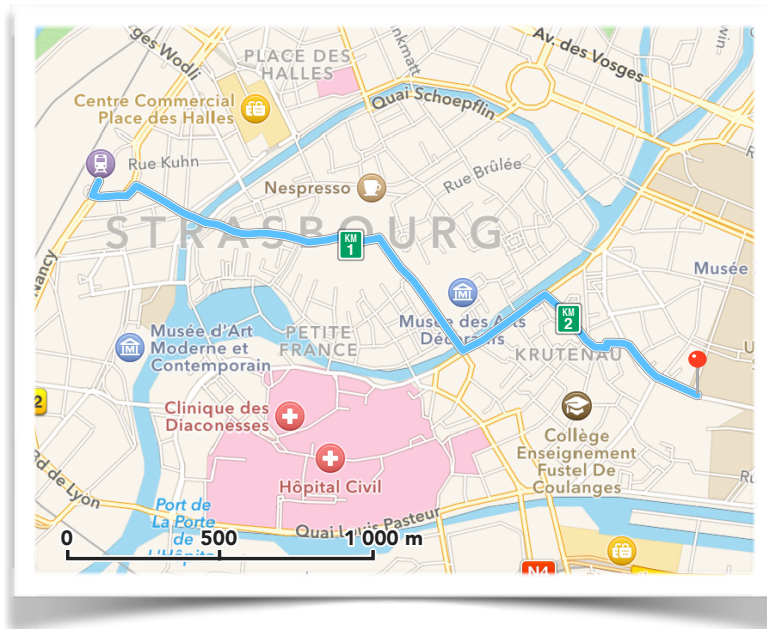Centre d'Études Internationales de la Propriété Intellectuelle
Université de Strasbourg
11 rue du Maréchal Juin
67046 Strasbourg Cedex

Access from the train station
Tramway Line C direction Neuhof Rodolphe Reuss, Station **«Universités»**

11 Rue du Maréchal Juin, 67000 Strasbourg   2,6 km, 34 min

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