



With increasing attention on generating returns from R&D investment, there is a growing interest to understand the role of technology transfer, mechanisms and best practices to bring Intellectual Property (IP) to market.

The workshop on Technology Commercialisation offers a practice-oriented and hands-on approach to commercialising new technologies. The course takes participants through a step-by-step process of:

- Evaluating new technologies or inventions
- Understanding the form and merits of different IP protection
- Familiarising with different go-to-market strategies
- Understanding technology valuation and licensing.

Different types of research collaboration and IP models will be discussed to support industry, university and/or government agency collaboration. Using real-life case studies, the course will provide rich insights into the challenges in technology commercialisation and offer practical tips, tools and platforms to support successful commercialisation.

<b>Workshop Dates</b>	15-17 April 2020
<b>Duration</b>	3 or 2 Days, 9.00am – 5.30pm
<b>Venue</b>	To be advised
<b>Who Should Attend</b>	Officers/Managers in R&D or innovation and enterprise management as well as Tech Transfer Managers who need to review technologies or are promoting/involved in the commercialisation of technologies and IPs.

## Objectives

By the end of the workshop, you will be able to

- Acquire the basics of Intellectual Property (IP), and understand the types of IP rights and management.
- Understand the fundamentals of technology transfer and the IP commercialisation process.
- Gain knowledge and tools to evaluate new technologies and patents, and conduct patent analytics.
- Learn practical tips and tools to bring IP and technology to market
- Understand IP rights and models in an industry-university research collaboration
- Understand technology valuation and licensing to support technology commercialisation

## Remarks

- This is a hands-on workshop. Participants are advised to identify some technologies or problem statements as materials to prepare for the practical sessions.
- Please bring along your internet-accessible laptops for both days as practical assignments will be carried out during the sessions. Wifi access will be available.

## Fee per participant

### 3 Days

- S\$1,800
- S\$1,200 (for Singapore government agencies and public research institutions)

### 2 Days

- S\$1,500
- S\$900 (for Singapore government agencies and public research institutions)

## Registration Link

<https://goo.gl/forms/saNZ9Plxnd7Bp9xp2>



(Registration closes when maximum capacity is reached)

## Enquiries contact

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## WORKSHOP MODULES

### DAY 1 (For 3-Day workshop)

- Introduction to Intellectual Property (IP)
- Essentials of IP Management

### DAY 2

- Essentials of Technology Transfer and Management
- Evaluation of New Technologies
- Essential Tools for IP & Technology Marketing
- Patent Analytics Using Software Tools

### DAY 3

- Understanding Industry & University Research Collaboration Models
- Introduction to Technology Valuation – Valuation Approaches for Licensing
- The Essentials of IP Licensing

## MODULE OUTLINES

**1. Introduction to Intellectual Property (IP) and IP Management**

You will gain an overview of the different forms of intellectual property (IP) and the basics of IP management. The module will cover the IP rights associated with different forms of IP such as patents, copyright, trademarks, confidential information and industrial designs. You will learn the decision making processes that goes behind IP ownership, as well as key considerations in reaching IP ownership decisions.

**2. The Essentials of Technology Transfer & Management**

This module introduces you to the role of Technology Transfer Offices (TTOs) and how a TTO works with academia in the process of IP creation, protection, management and commercialisation. The Bayh-Dole law and how it influences many TTO practices will be explained. An overview of local and international TTOs will be covered in the module, and the performance and metrics of TTOs will be discussed.

**3. Evaluation of New Technologies**

Learn the basics of assessing and valuing the commercial potential of an invention in a technology disclosure as well as due-diligence process and tools that support decision making in IP protection and commercialisation. The new frameworks for technology evaluation based on Technology Assessment and Patent Evaluation (TAPE) and Portfolio Analysis and Commercialisation Evaluation will be introduced. You will get a chance to practice technology evaluation using the frameworks during the breakout session.

**4. The Essential Tools for IP & Technology Marketing**

The module provides you with an overview of technology marketing. It covers the essentials of preparing an elevator pitch and an effective write-up of a technology opportunity as a Technology Offer (Tech Offer) for online marketing. You will learn different platforms to market your IP as well as practical tips on successful IP marketing. The module will address opportunities and pitfalls in IP exchange and marketplaces including new and emerging models for IP marketing such as social media.

**5. Patent Analytics Using Software Tools**

Patents have been associated with protecting R&D investments from competition. Studying and analysing global patents provide good insights into innovation, new entrants and competitors, amongst others. This module covers the structure of a patent, and introduces various software tools that will enable you to conduct patent due diligence. Also covered are the various methods of analysis these patent analytics tools provide, and steps in developing an effective search strategy and management of patent analysis are discussed.

## **6. Understanding Industry & University Research Collaboration Models**

This module covers the interfacing between the industry and universities or Institutes of Higher Learning (IHLs) in research collaboration. It highlights various research collaboration and IP ownership models, and treatment of background and foreground IPs under different funding and sponsorship scenarios. Participants will get to appreciate the roles and responsibilities of a contract or sponsored research office and a technology transfer office in a research collaboration agreement. The module introduces the use of an IP Rights (IPR) advice sheet to facilitate negotiation or accelerate the drafting of research collaboration agreement.

## **7. Introduction to Technology Valuation – Valuation Approaches for Licensing**

This module provides you with a basic understanding on the value of IP and technology in business. It gives an overview of various IP valuation methods and approaches for a deeper appreciation into the challenges and opportunities in IP valuation. Practical tips and resources to support IP valuation will be offered. Alternate IP valuation approaches will also be discussed and other topics covered include misconceptions about IP valuation and the importance of IP due diligence in valuation.

## **8. Essentials of IP Licensing**

Learn about the key components in a technology transfer agreement or IP licensing. These include licensed rights and grants, consideration and payment, reports and audit, indemnities and warranties, terms and termination, among others. The module also covers the types of licenses, post licensing activities, and considerations in licensing university technologies. You will learn the five stages to a successful licensing.

## TRAINER'S PROFILE

**Dr SZE Tiam Lin, Senior Director, IPI**

*Dr Sze is the Senior Director of IPI, an affiliate of Enterprise Singapore set up to catalyse and enable enterprises to grow their business through technology and innovation. Prior to IPI, Dr Sze held several Senior Vice President appointments at Exploit Technologies (now A\*ccelerate), the commercialisation arm of Agency for Science, Technology and Research. He was involved in IP management and strategy, technology intelligence and competitive intelligence, licensing and commercialisation of new technologies.*

*He has successfully commercialised technologies ranging from infocomm, manufacturing, semiconductors, materials, chemicals, nanotechnologies to medical devices. He has facilitated over hundreds of research collaboration and licensing agreements. Dr Sze is a Certified Licensing Professional (CLP) with Licensing Executive Society (US & Canada) and a former council member of the Licensing Executive Society (LES), Singapore.*

*Dr Sze holds a Ph.D. and B.Eng in Automatic Control & Systems Engineering from the University of Sheffield, UK and attended an executive program in Strategic R&D Management at INSEAD, Fontainebleau.*

## TRAINER'S PROFILE

**Michael Goh, Deputy Director, IPI**

*Michael is responsible for the Energy & Environment, Materials & Chemical and Manufacturing clusters at IPI. He has been involved in providing advisory on IP management and technology commercialisation.*

*Prior to IPI, Michael was a Deputy Director at the Intellectual Property Office of Singapore (IPOS), where he worked with public agencies to develop IP management capabilities. Before joining IPOS, Michael held various positions in Exploit Technologies (now A\*ccelerate), where the last position he held was Assistant Vice President, Science & Engineering Commercialisation. Before joining Exploit Technologies, Michael spent eight years as a project manager of defence-related projects.*

*Michael possesses a M.Phil and B.Eng in Mechanical Engineering from the University of Manchester Institute of Science & Technology (UMIST).*